

In Brief—

Trump's Plans for Scottish Project Are Rejected

Donald Trump's plans to build a £1 billion (\$2.08 billion) luxury golf-course development on a stretch of Scottish coastline were in limbo yesterday after a local council voted down his plans. The vote by Aberdeenshire Council's Infrastructure Committee was a surprise defeat for the New York real-estate developer, who has been working on the development for several years. Mr. Trump was considering appealing the vote or looking at an alternative site in the United Kingdom. The plans included two golf courses surrounded by a five-star hotel, 950 time-share condominiums and luxury residences to be built on 1,400 acres of dunes and grass on the North Sea, about 10 minutes north of Aberdeen. But many locals rejected the project, saying it would be an eyesore on a stretch of unspoiled coastline. The plans were also criticized by national conservation and animal-protection agencies. Mr. Trump's organization said it would bring jobs and revenue into the area, and the project had backing from some local businesses.

Google Will Apply to Bid for Wireless Spectrum

Google Inc. plans to announce tomorrow that it will apply to bid for wireless spectrum in a January Federal Communications Commission auction, according to people familiar with the matter. The company has said it would probably bid for spectrum, a chunk of the airwaves that can be used to provide mobile-phone and Internet services. Analysts had questioned whether such statements were a negotiating tactic in Google's discussions with wireless carriers. The deadline for parties to declare their intent to bid is Dec. 3. A Google spokesman declined comment. If it wins a wireless license, Google would be in a position to become a provider of mobile-phone and Internet services or to join with others interested in doing so.

New Site Lets Marketers Reach Public Directly

Building on a growing trend, a new Web site is offering marketers the ability reach out to the public directly, bypassing ad agencies, for advertising and marketing ideas. **BootB.com**, which officially launched this week, already has attracted advertisers such as **Lego Group** and **PSA Peugeot-Citroën**. The site is the latest manifestation of the craze over consumer-generated content in the marketing world. In the past year, companies such as **H.J. Heinz Co.** and **PepsiCo's Frito-Lay** have also reached out to the masses for ad ideas. BootB is hoping to tap into a wide range of people, says Pier Ludovico Bancale, BootB's founder.

Walgreen Stops Honoring Some CVS Plans

Walgreen Co. said it will no longer provide prescription drugs for four prescription-benefit plans managed by drug-store rival **CVS Caremark Corp.** due to a conflict over payment rates. Walgreen, based in Deerfield, Ill., said that while it had received an improved rate from CVS for another plan it manages, CVS declined to provide the same solution for the four other plans. "We can't continue accepting reimbursement rates that are drastically below market while offering patients needed special services such as 24-hour pharmacy access and drive-through pharmacies," Walgreen said. CVS, based in Woonsocket, R.I., said: "We have repeatedly reached out to Walgreens to resolve the matter and regret that they have chosen to terminate their participation in the retail networks of the four clients targeted in the Midwest."

Coty Nears Deal

Orajel Brand Helps Lift Value Of Cosmetics Maker; New Stable of Big Names

By **DANA CIMILLUCA**

Sally Hansen, meet Sarah Jessica Parker.

Del Laboratories Inc., the maker of cosmetic products sold under brands including Sally Hansen, is close to a deal to be acquired by **Coty Inc.**, people familiar with the matter said. The deal, which values closely held Del in the range of \$800 million, could be announced in the next few days.

The takeover stands out because of some of the notable consumer brands it will bring under the same roof. It also comes at a time when merger-and-acquisition activity in the U.S. has come to a virtual standstill because of volatility in the stock and bond markets.

Del, based in Uniondale, N.Y., makes cos-

metics such as Sally Hansen nail polish and Coty perfume. It also has a counter to the business, perhaps because of the Orajel oral pain reliever brand, though it is only a half of Del's revenue.

New York City-based Coty is the world's largest perfume and cosmetics company with sales of \$1.2 billion, ended in July. Coty's parent company's products include the Parker-branded fountain pen line of color.

Del is owned by old New York City-based Kelsco, which raised \$1.2 billion in 2004. Kelsco's stock price has fallen since then.

Official comment from Kelsco was not available for public offering.

Broadway, After Strike

By **ROBERT J. HUGHES**

With Broadway up and running again after the settlement of a 19-day labor dispute, producers are scrambling to rearrange opening-night dates on a calendar suddenly crammed with new shows along with casts and crews in need of more rehearsal time.

Shows that would have been spaced out by weeks, had a strike not occurred, suddenly have openings separated by only a day or two, jeopardizing their ability to grab enough attention during the holiday season and gain momentum to carry them through the slower months of January and February.

Walt Disney Co.'s Disney Theatrical Productions has moved the opening date of its musical "The Little Mermaid" to Jan. 10 from Dec. 6 to avoid near-collisions with openings of "August: Osage County," "The Seafarer" and "The Farnsworth Invention." "The Homecoming" delayed its first preview to Tuesday from Nov. 23, and will now open Dec. 16, instead of Dec. 13.

This crush of show openings—something that doesn't usually



Ticket holders and buyers lined up yesterday as shows rearranged their opening dates.

happen until the week after the Tony Awards, has led to a glut of shows opening in the week after the Tony Awards cutoff at the beginning of May—has led to some cancellations among producers.

"It's a bizarre problem," says Michael David, a veteran Broadway producer. "Everyone would like a little bit of the Tony Awards before the next show opening." David's company, Dodger Pro-