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NATIONAL SPEED SPORT NEWS

Drake Finally Stops Yeley
Breaks Streak with Lawrenceburg Win

USAC

Page 5



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Vol. LX

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Product publicity is part and parcel of every sponsorship. Some is done well, some poorly. **John Jeppesen** of Keystone Marketing in Clemmons, N.C., which ballyhoos Viagra's sponsorship of **Mark Martin's Jack Roush** NASCAR Ford, did a stand up (pun intended) job in pre-race Lowe's flack. In delineating Viagra's success, he noted if one of the pills used by the 20 million men helped by Viagra was put in every seat for every race at the track, it would take 59 years to use them up. Try this. To put one of the one billion pills (the number swallowed to date) in every seat at every Winston Cup track would take 187 years.

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