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Movie star: Vogue's Anna Wintour in The September Issue

## Winning with film advertising

AN independent ad agency to watch in the entertainment market? At film industry magazine Screen International's UK Marketing and Distribution Awards, chaired by film-maker and Channel 4 grandee Lord Puttnam, Target Media was involved in 11 out of the 14 campaigns that won awards. Winning entries included US Vogue documentary *The September Issue*, the Chris Morris "jihadi comedy" satire *Four Lions* and 3D Brit flick *Street Dance*.

■ **MAYBE** it's true that old investors never die, they just have difficulty with their P/E ratios. There certainly seems to be some credibility in this chestnut, or something like it, at the investment and share-dealing website [iii.co.uk](http://iii.co.uk). The site (the three i's are nothing to do with the venture capital firm but stand for "international interactive investor", City Spy believes) has wheeled out none other than octogenarian Jim Slater, the controversial investment tipster who, in a colourful career, managed to make a fortune with former Tory minister Peter Walker. The roots of Walker's investment success have been the subject of some debate for years. He is famed for the Zulu Principle, which purports to help investors find companies well-positioned for growth. It's good to know that Slater is still an active investor, but City Spy was amused to see that even as the website promoted its pundit's hot share tips, it offered the caveat that readers should "be aware that the prices have moved in the meantime". Putting history aside, what's the point, in this digital age, of publishing commentary based on ancient share prices?

■ **SOME** good news for Hastings in the week its pier burned down: Saga is creating 800 jobs there. The over-fifties firm is buying One Priory Square, a new 45,000 sq ft building in the town centre for its insurance arm. Of course, not so good news for Hastings' neighbour and rival Folkestone, where Saga remains based, and which might have otherwise looked forward to the jobs bonanza...

■ **NO** hint of the dreaded double-dip at the Royal Automobile Club in Pall Mall, where the enigmatic Walpole collective of companies organised a very private gathering of some 250 guests. Part trade association, part lobbying group, Walpole was founded in 1992 by the likes of British Airways and Coutts with the objective to "exchange best-practice ideas to drive business development" in British luxury goods and services...

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## London buoys UK with 28% fall in insolvencies

Lucy Tobin

LONDON businesses are "leading the country out of recession" according to research published today that shows the number of

Mansfield, the London chairman of PwC, said: "Despite talk of a double-dip recession, business confidence is higher in London than the rest of the country.

## Grainger still bullish despite 23% sales drop

BRITAIN'S biggest listed residential landlord Grainger today warned that it sees no sign of an improvement in the housing market and expects its own sales of properties to be down by 23% this year.

development in Hornsey, north London being sold.

Despite its caution Grainger said it was confident it can outperform the market by proactively managing its portfolio.