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BRIEFLY / RETAILING

Wal-Mart Yanks Wrestler Doll from Stores

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Wal-Mart Stores Inc. said it pulled from its shelves a doll depicting a professional wrestler carrying a female mannequin's head because of complaints that it makes light of violence against women. The toy is modeled after Al Snow, a World Wrestling Federation competitor who carries a female mannequin's head into the ring. The wrestling doll carries a female doll's head with "Help Me" written across its forehead. John Bisio, a spokesman for Wal-Mart, said complaints from two college professors prompted the decision to pull the toy, called Summer Slam '99: Road Rage Al Snow. Jim Byrne, WWF vice president for marketing, defended the doll. "This is the first complaint we've had about the toy," he said from WWF headquarters in Stamford, Conn. "Al Snow's act with the mannequin head is as silly as it gets--loads of fun."