

US vs THEM

The most complete story ever compiled of the Great McDonald's Caper enacted by the noble dudes of Page House. This exciting, but also compassionate, story has been acclaimed by most of the big newspapers in the country...

"hot enough to sizzle a ..."

- Washington Post

"Credit the students with ingenuity? No, ..."

- Wall Street Journal

"I would be miffed."

- Robert Abernathy (NBC News)

"... students at Caltech had cranked ..."

- Los Angeles Times

"... this was somewhat of a disappointment."

- California Tech

DAVID B. NOVIKOFF
PAGE HOUSE, CALTECH
JUNE 15, 1975

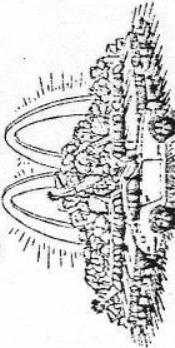
It all started just before the week of second-term finals, on a Friday, March 14, 1975. Page House students were desperately searching for ways to flick as finals approached. Up in the President's Suite, Gary Wakai's room, we find Steve Klein crawling under Wacky's bed, doing who knows what. He pops up holding a small white piece of paper with small black print ...

OFFICIAL ENTRY BLANK

PLEASE PRINT CLEARLY

McDonald's.

"A year's groceries free....



...and a new Datsun Z[™] Sweepstakes

The Grand Prize

A year's groceries free and a new Datsun Z!

4 Second Prizes

A year's groceries free and a new Datsun 710 Wagon!

4 Third Prizes

Three months groceries for free!

Over 1850 Fourth Prizes

McDonald's Gift Certificates worth \$5.00 each!

Name Zola Sandefur Age 8

Address Sage House, Colton

City Colton

State California

Zip 91126 Ext. 21871

McDonald's "A Year's Groceries Free and a New Datsun Z" Sweepstakes

Official Entry Blank Rules

1. To enter, fill out an official entry blank available at participating McDonald's or Datsun dealers (or print your name, full address and zip code on a 2" x 5" piece of paper, type as often as you wish, but each entry must be designated as a participation McDonald's only).
2. **NO ENTRIES** entries received by mail are void and will not be accepted.
3. All entries must be deposited at a participating McDonald's no later than its close of business Sunday, March 23, 1975.
4. Winners will be determined in random drawings by Promotion Committee West, a independent judging organization whose decisions are final. Ten fourth prize winners for each participating McDonald's will be determined in random drawings received by that participating McDonald's and will be awarded McDonald's \$5.00 gift certificates. All entry blanks drawn as fourth prize winners will be retained and are eligible for later random drawings to major prizes.
5. Second and third place winners for each of the four McDonald's geographical sales areas in Southern California will be determined in random drawings from all entries received from each such area. Grand prize winner will be determined by a random drawing from all entries received by participating McDonald's except second and third place winners from area drawings who will not be eligible for the grand prize drawing. Limit one major (grand, second or third) prize per immediate family.
6. No cash alternate or other substitution for prizes as offered. Applicable federal, state and local taxes and licenses of every kind related to prizes are to be the sole responsibility of and paid by the winners.
7. **NO PURCHASE NECESSARY**. (The odds of winning will be determined by the number of entries received)
8. ALL PRIZES WILL BE AWARDED.
9. All entries, content or any other matter contained in them being unqualifiable to McDonald's for any purpose or uses, including but not limited to commercial use and promotion to McDonald's or Datsun. The entrant will not be entitled to any compensation for such use.
10. Major prizes and the manufacturer's suggested retail value thereof are as follows:
(1) GRAND PRIZE (New 1974 Datsun 700-\$5,817.00 including dealer preparation and destination charges, and with manufacturer's standard equipment). Color selection to be made by Datsun.
11. McDonald's has portion of the credit not used in any month may be carried forward to a later month, except all credits not utilized by July 1, 1977 shall automatically terminate and be canceled on that date, and the winner will not be entitled to any further compensation or credit. McDonald's shall have the right at its option to pay the winner in cash rather than providing credit, except the cash payment must be equal to the unused credit of \$230.00 per month, such payments to be either monthly or in a lump sum.
(2) SECOND PRIZE (New 1975 Datsun 710 Station Wagon-\$11,711.00 (including dealer preparation and destination charges, and with manufacturer's standard equipment). Color selection to be made by Datsun, commencing June 1, 1975 at a major food store to be designated by McDonald's, same as provided for grand prize winner.
12. GROCERY AWARD - Same as provided in grand prize winner. (3) THIRD PRIZE (Grocery Award - same as provided for grand prize winner, except all credits not utilized by July 1, 1977 shall automatically terminate and be canceled on that date, and the winner will not be entitled to any further compensation or credit. McDonald's shall have the right at its option to pay the winner in cash rather than providing credit, except the cash payment must be equal to the unused credit of \$230.00 per month, such payments to be either monthly or in a lump sum.
13. Datsun 700 - Same as provided in grand prize winner. (4) THIRD PRIZE (Grocery Award - same as provided for grand prize winner, except all credits not utilized by July 1, 1977 shall automatically terminate and be canceled on that date, and the winner will not be entitled to any further compensation or credit. McDonald's shall have the right at its option to pay the winner in cash rather than providing credit, except the cash payment must be equal to the unused credit of \$230.00 per month, such payments to be either monthly or in a lump sum.
14. Datsun 710 - Same as provided in grand prize winner. (5) FOURTH PRIZE (Grocery Award - same as provided for grand prize winner, except all credits not utilized by July 1, 1977 shall automatically terminate and be canceled on that date, and the winner will not be entitled to any further compensation or credit. McDonald's shall have the right at its option to pay the winner in cash rather than providing credit, except the cash payment must be equal to the unused credit of \$230.00 per month, such payments to be either monthly or in a lump sum.
15. McDonald's Operators' Association of Southern California, Nissan Motor Corporation in USA, Datsun Dealers, their advertising agencies and promotion agents West are not eligible.
16. Void in all areas where prohibited by law. All federal, state and local laws and regulations apply.
17. Random drawings will be conducted on after April 23, 1975. Winners will be notified by certified mail within 30 days after the drawings. Winners must respond by certified mail within 30 days of written notification. Failure to do so will result in a forfeiture and the prize will be awarded to an alternate winner already determined in a prior random drawing. Prior to delivery of prizes, winners will also be required to sign affidavits certifying to their eligibility and indicating their acceptance of the prize in accordance with the foregoing rules. A complete list of winners will be furnished upon written request accompanied by a self-addressed, stamped, return envelope. Mail such requests to McDonald's Sweepstakes, 350 McCormick Street, Costa Mesa, California, 92627.

This, fans, is an official entry blank to "McDonalds' 'A years groceries free and a new Datsun Z' Sweepstakes." A close examination of the rules, noting especially: "enter as often as you wish," "print your name... on a 3"x5" piece of paper," and "each entry must be deposited at a participating McDonald's only. DO NOT MAIL ENTRIES," etc., set the minds of Page House to work (something unusual, especially during finals week). The story in the California Tech tells what happened next ...

(Find out later about "Denker Memorial." I'll bet the suspense is killing you.)

// SET PRT=10000

Teachers Paper McDonalds

What can you do with 1.1 million 3" x 5" pieces of paper? You can stack them as tall as a 30 story building... You can stretch them 86 miles end-to-end... You can cover 2½ football fields... You can put diapers on all the pigeons in central park... You can supply toilet paper to all of Oklahoma... or you can print your name and address on them and enter the McDonald's Datsun Z Sweepstakes.

Believing that the pigeons would not be appreciative, and that grass doesn't grow under paper, we opted for the contest, and...

Friday, March 14, 11:30 P.M.
Screams of "!" and "!!" are heard coming from under a certain Page House president's bed. Steve Klein comes up clutching a jagged piece of paper with the words "OFFICIAL

ENTRY BLANK, McDONALD'S 'A YEAR'S GROCERIES FREE AND A NEW DATSUN Z' SWEEEPSTAKES" emblazoned across the front and a wealth of teeny tiny print engraved upon the back.

"My god, print your name, address, and zip code on a 3" x 5" piece of paper," he was heard to utter, "Enter as many times as you wish. Deposit entries at a participating McDonald's -- but the contest closes next Sunday... To the line printer!"

Saturday, March 15

\$5 cars, 5 years of groceries at \$250 per month, over 1800 McDonald's \$5 gift certificates-- \$46K worth of goodies being offered in the sweepstakes. A committee of five was formed to plan and execute the R.F. Strange creaks and groans emanate from beneath an open door... Eavesdropping on the

work...

and...

central committee we hear:

"100,000 entries?" asks Klein. "No," says Lou Scheffer, "One million entries."

"That should give us 50% of the prizes," calculates Barry Megdal

"We'll have to make over 1000 slices on a large paper cutter," states Dave Novikoff.

"I can cut them in one day," claims Greg Denker of Oxy. Fadout.

Sunday, March 16
Last ditch effort to salvage GPA's.

Monday, March 17, 8:00 P.M.

The race is on. Can our courageous turkey students manage to print, cut, and distribute over 1 million entries--52 boxes of line printer paper--before the deadline? The program is written and the first boxes begin to roll off the 370's line printer no. 1. Job "Arches" is underway. Several operators and three nights of work later the printing is finished. 1:00 A.M. on the morning of the twentieth the last box burps off the exhausted machine.

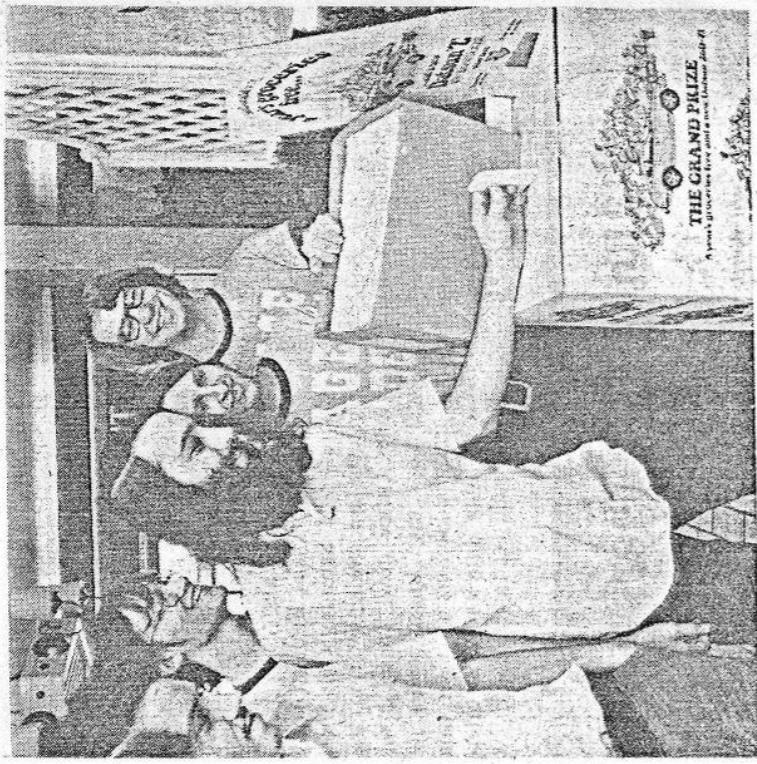
Meanwhile, at the Occidental College print shop... the agony. Changing 140,00 pages of paper into all those cute 3" x 5" entries. The committee and its cohorts labor on, though, and finally, at 9:41 P.M. the same night of the twentieth, the last entry is cut.

initial estimate--50% of the total entries.

Saturday, March 22

A squeal of brakes. Sweating bodies explode from the rolling vehicle, protectively cradling half a box of entries, and quickly scurry through the doors with the golden arches, stuff the 10,000 entries through the slot in the official box (average time 6 minutes) and then race off to hit the next in their lineup of targets.

Continued on Page Eight



STEVE KLEIN submits his applications for the John S. Denker Memorial Scholarship.
Photo by Floyd Clark



Glenn Hightower wrote the computer program "ARCHEs" and Louis Scheffer,
et al., babysat the line printer as the computer spewed out over one million
Caltech entries, running up a computer bill of \$320.00, which Scheffer
loaned the funds for ...

ARCHES

AND THIS IS MY QUEST:
TO FIND THE POT OF GOLD AT THE END OF THE GOLDEN ARCHES

DIMENSION NAME(7), ADDR(7)

HOW MANY SETS OF FOUR DO YOU WANT PER NAME?

N=2*265

READ A NAME AND ADDRESS

```
100 CONTINUE  
READ(5,1000,END=300) NAME,ADDR  
1000 FORMAT(7A4,11X,7A4)
```

PRINT AD NAUSTUM

```
DO 200 I=1,N
WRITE(6,2000) NAME,NAME,NAME,NAME,NAME,ADDR,ADDR,ADDR,ADDR
2000 FORMAT(11,8X,4(7A4,2X),/,11,8X,4(7A4,2X))
200 CONTINUE
GO TO 100
```

RETURN TO MONITOR WHEN RUN OUT OF NAMES

300 RETURN

THE MOVING FINGER WRITES:

AND WRITTEN:

AND WRITES.

END

DEPARTMENT CHARGED <i>Louis Schiff</i> Student Accounts	DEPARTMENT CREDITED <i>J.W.L. Work Order</i>	DATE <i>4/7/75</i>							
PURCHASE ORDER NO.	PURPOSE								
DEBIT				CREDIT				CREDIT AMOUNT	
ACCOUNT	SUB-ACCOUNT	CHARGE CODE OR SUF. 3 DIG.	SUF. 4 DIG.	DEBIT AMOUNT	ACCOUNT	SUB-ACCOUNT	SUF. 3 DIG.	SUF. 4 DIG.	CREDIT AMOUNT
664	XXXXXX-52-71160			320.00	338	98487			320.00
QUANTITY	DESCRIPTION				PRICE	UNIT	EXTENSION		
	<i>MacDonald Caper</i>								
AUTHORIZED <i>Louis S. Schiff</i>	RECEIVED	PRICED		APPROVED	TOTAL \$		320.00		

Gregg Denker (Oxy student) provided access to the Oxy paper cutter that sliced our computer paper into the valid 3"x5" entries. This job was accomplished by groups of three people, and was completed precisely at 9:41 PM, March 20, 1975. Shown is a typical Caltech entry. The photos, taken by Floyd Clark (Caltech PR), show more than 1 million typical Caltech entries, how they were sorted, and where you stick them (notice the happy manager) ...

10/15	15	original
10/15	15	L post
10/15	15	spine cut.
3/20/75	9:41 AM	

DAVID NOVIKOFF M/S 1-53
CALTECH PASADENA, CA 91120

IG
INSERT FILM EMULSION SIDE DOWN

ASSIGNMENT

PAGE House

FILE NO. 75-75-1

KODAK TRI-X PAN FILM

KODAK SAFETY FILM

KODAK TRI-X



PAN FILM

KODAK SAFETY FILM

KODAK TRI-X PAN FILM



KODAK SAFETY FILM



KODAK SAFETY FILM

KODAK TRI-X PAN FILM



KODAK SAFETY FILM

KODAK TRI-X PAN FILM



KODAK SAFETY FILM

KODAK TRI-X PAN FILM



The entries were divided amongst 8 groups which spread out all over Southern California depositing entries at 98 different McDonald's. 104 were originally planned for as the Tech article mentioned, but the actual number of McDonald's where entries were left was 98. The job was completed as the last group checked in at 10:13 PM, on the Saturday night before the closing day of the contest ...

DRIVER

AREA

How many?

1. DAVID NOVIKOFF
KODAMA

Complete?

2. BARRY MEGRAL
GILBERT

✓

COMPLETE

E 10

6 Boxes from

3. STEVE KLEIN
CHOW, DONNER

COMPLETE

H 12

6 boxes, Group C

4. GARY WAKAI
LAURI, O'KEEFE

Complete

B 14

① 7 Boxes, Group B

5. JEFF MALLORY
SCHEFFER

Complete

D 9

② 7 Boxes Group A

6. TED MICHON
SUE TDK

Complete

A 15

7 Boxes Group B

7. FRED ZEIGLER
BROWN

complete

G 12

6 ③ Boxes, Group C

8. DAVID ROFFE
KELLOGG &
LLEWELLYN

Complete

C 14

7 Boxes Sp A

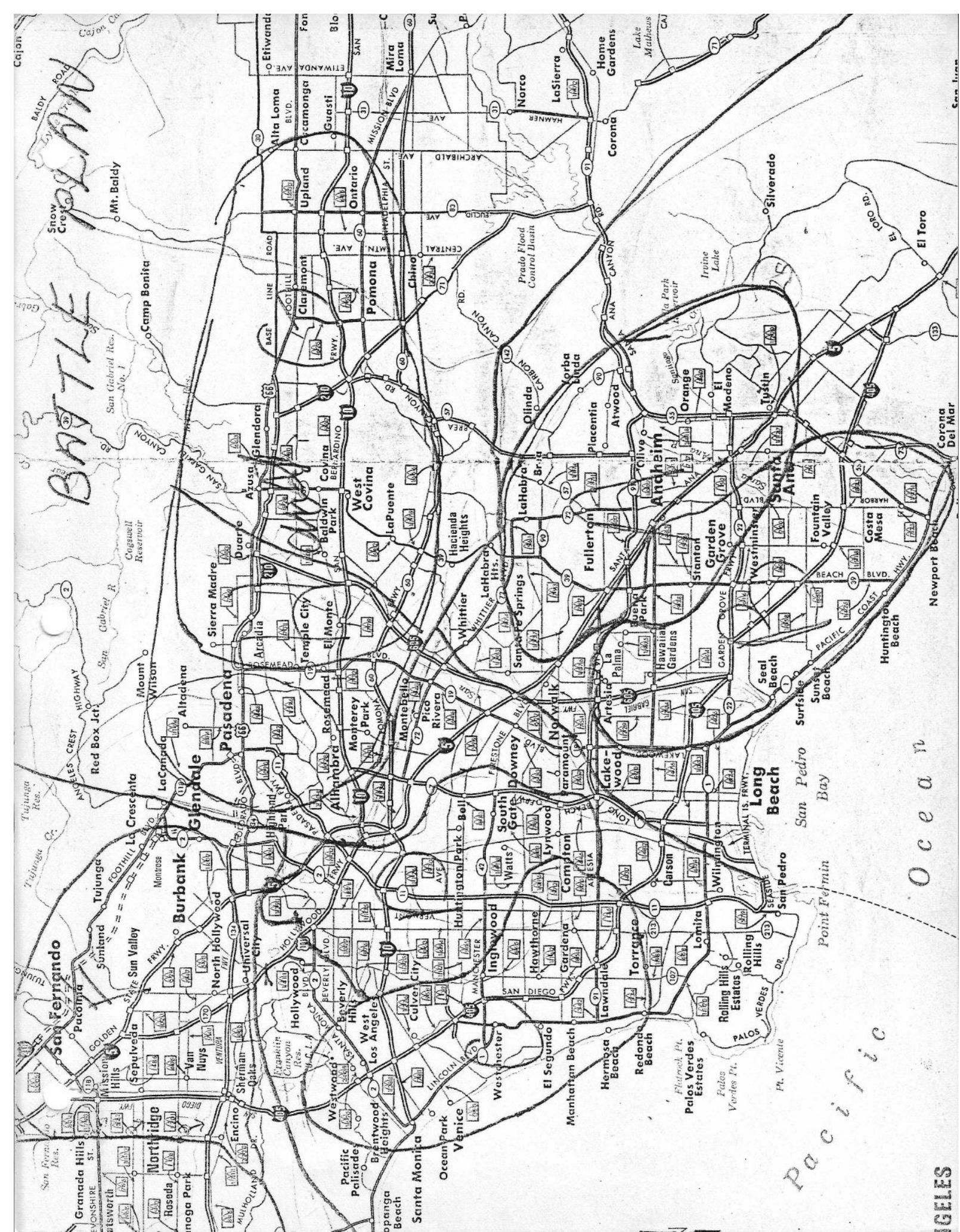
last group wait

total = 98

10:13 PM

KODAMA → ①
KELLOGG → ②
Chow → ③

two 12 CO
two ③ 14 AB



A typical Page Dude merrily deposits his entries at a participating McDonald's in the San Fernando Valley, a typical occurrence on Saturday, March 22, 1975 ...

(Photo taken by Dave Kodama.)

THE GRAND PRIZE
A year's groceries free and a new Datsun 260-Z!

4 Second Prizes
A year's groceries free and a new
1975 Datsun 710 Wagon!

4 Third Prizes
Three months groceries for free!

Over 1850 Fourth Prizes
McDonald's Gift Certificates worth \$5.00 each!

McDonald's

In the meantime, John Denker, the Page House glory-monger*, who did little, if any, work on this project, decided that he should be the one to spill the story to the press, and wrongfully become the "ringleader" and "organizer" of the caper. My name got mentioned when reporters called to get more details (most of them got the facts and numbers screwed up), but further recognition should be given to Steve Klein, Barry Megdal, Louis Scheffer, Gregg Denker, and all of the other Page Dudes who participated in the various phases of the operation.

At any rate, here is what the world first heard about the Great McDonald's Caper ...

* Please notice how nice I am being throughout this story to John Denker. I thought I should give him the recognition he deserves for his consideration, or lack thereof, of the other members of the house who really did the work on this project.

Denker, incidentally, is proud of his title of "Page House Glory-Monger" which, I hope, has only bad connotations to the members of Page. Oh well, where there's a reporter, there's Denker ...

L.A. HERALD-EXAMINER

MAR 22, 1975

Mass Entree

Stuffing Upsets Big Mac

McDonald's restaurants are trying to figure out some way to get a break today from 25 California Institute of Technology pranksters who are trying to walk off with \$50,000 in prizes by stuffing contest entry boxes with a million computer-printed entries.

The students, led by mathematics major David Novikoff, 21, figured that their mass entries would more than equal the number submitted by regular customers in the giveaway. They claimed to have delivered 40,000 entries yesterday to each of 25 McDonald's restaurants, although at least one outlet refused to accept the entries.

Meanwhile, four attorneys for the hamburger chain are busily scrutinizing the rules, trying to find a provision making the prank entries illegal.

"We don't believe it's legal," a nervous company spokesman said. "But we're not sure."

The entry forms say "please print clearly," the spokesman said. But there's nothing that says a human has to do the printing, he admitted.

Novikoff and classmate John Denker, 20, a senior in electric engineering, said it took three days to print the entries on the computer and three days to cut the papers to the proper size.

Riverside, Calif.
Press
(Cir. D. 34,482)

MAR 22 1975

Allen's P. C. B. Est. 1888

Shortening the odds

24/87
Cal Tech students submit
1.26 million entries
in hamburger chain's
\$50,000 sweepstakes

Page 1

Compiled from wire reports

PASADENA — A group of students at the California Institute of Technology believe they have better than a 50-50 chance of winning the lion's share of a \$50,000 contest sponsored by a hamburger chain.

The 25 students, residents of Page House, a campus dormitory, used a campus computer to run off 1.26 million entries in McDonald's \$50,000 contest.

The students guess that their opposition will total about a million entries.

The contest offers a grand prize of a new sports car and a \$250 a month for one year to be used for groceries. The chain offers four second prizes — compact station wagons — and four third prizes — \$250 worth of groceries for three months. More than 1,850 fourth prizes will be awarded — \$5 gift certificates.

The contest closes Sunday. It covers the counties of Riverside, Los Angeles, San Bernardino, Orange and Ventura.

Prizes will be awarded by random drawings, first on a store-by-store level, then on an area level, finally on the regional level.

There was no restriction on number of entries.

The Cal Tech students delivered 40,000 completed entry blanks to each of more than 25 McDonald's restaurants Friday.

John Denker, 20, a senior in electric engineering, and Dave Novikoff, 21, a senior in math and physics, were the ringleaders. They said it took three days to print the entries on the computer and three days to cut the papers to the proper size.

There was no word on how Cal Tech officials received the enterprise. If the university were to charge the students for computer costs — and if the favorable odds weren't good enough — the youthful cartel could find members washing dishes in the cafeteria to pay the bill.

2781
68

Los Angeles, Calif.
Herald Examiner
(Cir. D. 493,100)
(Cir. S. 493,028)

MAR 22 1975

WASHINGTON, D.C.
POST

1 - 535,016
3 - 710,143

MAR 24 1975

Computerized Burger

A hamburger chain is running a contest with \$50,000 in prize money, and 25 students at the California Institute of Technology think they have a better than even chance of winning some of it.

Based on a computer estimate the students figured that there would be approximately 1 million entrants from Southern California in the contest, so they have programmed a computer to fill out 1.26 million entry forms.

Last week they delivered the first 40,000 to 25 McDonald's restaurants in the Pasadena area.

From staff reports and news dispatches

Allen's P.C.B. Est. 1888

Mass Entree

Stuffing

Upsets

2781 Big Mac

McDonald's restaurants are trying to figure out some way to get a break today from 25 California Institute of Technology pranksters who are trying to walk off with \$50,000 in prizes by stuffing contest entry boxes with a million computer-printed entries.

The students, led by mathematics major David Novikoff, 21, figured that their mass entries would more than equal the number submitted by regular customers in the giveaway. They claimed to have delivered 40,000 entries yesterday to each of 25 McDonald's restaurants, although at least one outlet refused to accept the entries.

Meanwhile, four attorneys for the hamburger chain are busily scrutinizing the rules, trying to find a provision making the prank entries illegal.

"We don't believe it's legal," a nervous company spokesman said. "But we're not sure."

The entry forms say "please print clearly," the spokesman said. But there's nothing that says a human has to do the printing, he admitted.

Novikoff and classmate John Denker, 20, a senior in electric engineering, said it took three days to print the entries on the computer and three days to cut the papers to the proper size.

2781
WASHINGTON, D.C.
STAR-NEWS

E - 418,126
S - 344,011

Students Enter \$50,000 Contest 1.2 Million Times

PASADENA, Calif. (AP) — Twenty-five students at the California Institute of Technology have prepared 1.26 million entry forms for a \$50,000 contest sponsored by a hamburger chain.

The students say that based on a computer estimate, they believe they have better than a 50-50 chance to win a large share of the prize money.

They figured that if one out of every 10 persons in Southern California entered the contest, that would be one million entrants.

So they programmed the computer to fill their names in on entry blanks and delivered 40,000 of them Friday to each of more than 25 area McDonald's Restaurants.

Organizers John Denker, 20, a senior electric engineering student, and Dave Novikoff, 21, a senior in math and physics, said it took three days to print the entries on the computer and three days to cut the papers to the proper size.

2781
Allen's P.C.B. Est. 1909

This One May Be No Contest

By DAN MEYERS
Staff writer

It may not be in the traditional spirit of competition, but according to Caltech students planning to flood an area contest with more than a million entries, it's perfectly legal.

The students, residents at Page House, learned that a contest sponsored by McDonald's, a fast-food chain, required only that a name and address be submitted on a three-by-five-inch card, with no limit to the number of entries. A drawing will be held to determine the winners of some \$50,000 in prizes, including cars, gifts and groceries.

The Page House gang saw a gift-laden pot at the end of the golden arches, and programmed a computer to print out the entry information. Three days, a half ton of paper, and 1.26 million entry cards later, the task was completed. The students plan to distribute the cards today in packages of 40,000 to McDonald's locations throughout the Southland.

They figure their odds of winning at about 50-50.

"We followed all their rules," explained Dave Novikoff, 21, a senior in math and physics, "although we might get an argument from company officials."

"We're just doing it for fun," he added. "I don't think this will spoil future contests since the rules can easily be changed to prevent this from happening again."

Los Angeles, Calif.
Los Angeles Times
(Cir. D. 981,661)
(Cir. S. 1,162,910)

MAR 23 1975

Allen's P. C. B. Est. 1888

COMPUTER USED IN SCHEME

2481 Burger Chain Peppered With Contest Entries

Twenty-six Caltech students who evidently believe they deserve a break at McDonald's have entered the hamburger chain's \$50,000 contest with the aid of a computer.

The students estimated that one out of every 10 persons in Southern California entered the contest, or about a million people.

So they used a computer to print up about 1.1 million entry blanks, figuring they should win about half of the prizes. The entries were delivered to several Southland McDonald's outlets Saturday.

Prizes offered in the drawing-type contest include a sports car, four station wagons, a total of six years of grocery supplies and \$9,250 worth of McDonald's food.

Although McDonald's officials believe the spirit of the contest has been violated, they aren't sure they can declare the entries illegal.

"Based on the way the contest rules are outlined, we're in a position to have to accept all entries," said Brad Ball, account executive for Davis Johnson, Mogul & Colombatto, the advertising agency handling the contest.

"But," he added hopefully, "our lawyers have the matter under consideration."

Although the entry forms say "please print clearly," they do not say that humans have to do the printing.

John Denker, a ringleader of the scheme, said it cost about \$400, including gasoline money, to stuff the ballot boxes of the Golden Arches with the computer entries.

The students are already making plans for disposing of the food. "Parties," said Steve Klein. "Lots of parties."

And for the computer? Nothing, but a pat on the circuits.

2481 3M
PHILADELPHIA, PA.
INQUIRER

M - 454,741

S - 819,304

MAR 24 1975

Contest

Twenty-five students at the California Institute of Technology have prepared 1.25 million entry forms for a \$50,000 contest sponsored by a hamburger chain.

The students say that, based on a computer estimate, they believe they have better than a 50-50 chance to win a large share of the prize money.

They programmed the computer to fill their names in on entry blanks and delivered 40,000 of them to each of more than 25 area McDonald's restaurants.

Note:

As the reporters left us, one asked what we would do with the prizes if we won anything. Steve Klein jokingly replied "Parties, lots of Parties!" a line that will live in infamy and that Klein has regretted ever saying. It appears in the L. A. Times article, and later on when we least expect it.

No computer in new contest

By TENDAYI KUWHALA

Los Angeles Times
LOS ANGELES — A computer prank by 26 California Institute of Technology students that could have resulted in their winning about half of the nearly 2,000 prizes in a \$47,000 contest sponsored by owners of Southern California McDonald's restaurants appeared to have been neutralized yesterday.

Rather than confront the computer head on, the ham-

Students hit contest with million entries

PASADENA, Calif. (AP) — Twenty-five students at the California Institute of Technology have prepared 1.26 million entry forms for a \$50,000 contest sponsored by a hamburger chain.

The students say that, based on a computer estimate, they believe they have better than a 50-50 chance to win a large share of the prize money.

They figured that if one out of every 10 persons in Southern California entered the contest, that would be one million entrants.

So they programmed the computer to fill in their

burger chain decided to accept the 1.2 million computer entries but will also award duplicate prizes to whatever the students was McDonald's answer to the embarrassment suffered by the chain about two weeks ago when the Caltech students said they would try to beat the system by waiting until the last day of the contest to throw in 1.2 million computer blanks against 2.4 million handwritten ones.

Ron Lopaty, president of the McDonald's Operators Association of Southern California, announced that two contests will be held.

He said the Caltech entries would only be accepted in the original contest and whatever prizes go to the students will be available in

the second contest where only handwritten entry blanks will be accepted.

The two-contest solution was McDonald's answer to the two-contest solution by the chain about two weeks ago when the Caltech students said they would try to beat the system by waiting until the last day of the contest to throw in 1.2 million computer blanks against 2.4 million handwritten ones.

Students try to beat odds

PASADENA, Calif. (AP)

— Twenty-five students at the California Institute of Technology have prepared 1.26 million entry forms for a \$50,000 contest sponsored by a hamburger chain.

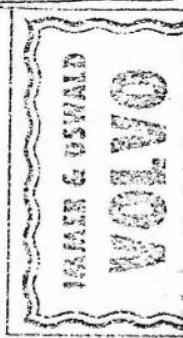
The students say that, based on a computer estimate, they believe they have better than a 50-50 chance to win a large share of the prize money.

They figured that if one out of every 10 persons in Southern California entered the contest, that would be one million entrants.

So they programmed the computer to fill their names in on entry blanks and delivered 40,000 of them Friday to each of more than 25 area McDonald's restaurants.

Organizers John Denker, 20, a senior electric engineering student, and Dave Novikoff, 21, a senior in math and physics, said it took three days to print the entries on the computer and three days to cut the papers to the proper size.

23 MARCH
S.A. EXPRESS NEWS



Finnegan wins fresh oven contest

By Bob Olmstead

The Burger King Corp. has gleefully donated a \$3,000 scholarship to the California Institute of Technology in honor of a group of students who successfully rigged a contest sponsored by their arch rival, the McDonald Corp.

The 25 students rented an IBM 370 computer at Cal Tech in Pasadena to spew out 1.1 million entries for a \$50,000 McDonald contest in the Los Angeles area.

They took advantage of a contest clause which allowed contestants to compete by printing their names on an ordinary 3-by-5-inch piece of paper instead of an official entry blank.

A spokesman for McDonald said Monday that there apparently is nothing they can do to prevent the students from collecting the biggest share of the prizes, which include a \$7,000 Datsun sports car, four Datsun station wagons, five one-year supplies of groceries and 1,850 McDonald \$5 gift certificates.

Since there were about 3 million entries, the students stand to walk off — or drive off — with better than one-third of the prizes.

After the technological coup became known, Burger King congratulated the students on what it called their "prank,"

and established the scholarship, which Cal Tech accepted.

But both McDonald and the university say they've gotten letters from disgruntled citizens who complain that it wasn't a prank at all, but a hogwash rip-off of other contestants who submitted single entries and hoped for the best.

The contest closed March 21, and a McDonald spokesman in Los Angeles said that legally they have a month to pick the winners and another month to investigate to make sure they are eligible.

But since the only qualifications are to be 18 years of age and a resident of the Los Angeles area, he said, the students apparently will have little difficulty collecting.

"An awful lot of people have called us who are pretty irate," the spokesman said. "It's the public who got ripped off, not McDonald. We think Burger King missed that point."

The spokesman said McDonald is discussing ways to make it up to the public, and

will make an announcement in a week.

He also said newspaper accounts that had the students intending to use the food for parties were incorrect. "It will go to Page House (the student dormitory) — not necessarily for parties, but social events, things along that line."

Hardy Martel, assistant to the president of Cal Tech, said the students paid \$315 to rent the \$2-million computer and buy the 52 boxes of computer print-out paper on which the entries were printed,

He said the university had no position on the morality or fairness of the students' action, although it had accepted the scholarship honoring them.

Barry Megdal, one of the three students who dreamed up the scheme, said they had done more thinking about the wisdom of it after the publicity than beforehand, but they still thought they were right and intended to collect any prizes they won.

Megdal said it took between 200 and 300 man-hours to make and submit the entry blanks.

The Vancouver Sun

TUESDAY, MARCH 22, 1975

VANCOUVER, BRITISH COLUMBIA



They deserve a break today

PASADENA, Calif. (AP) — Twenty-five students at the California Institute of Technology have spent six days preparing 1,26 million entry forms for a \$50,000 contest sponsored by a hamburger chain.

The students say that, based on a computer estimate, they believe they have better than a 50-50 chance to win a large share of the prize money.

They figured that if one out of every 10 persons in Southern California entered the contest, that would be one million entrants.

Organizers John Denker, 20, a senior electric engineering student, and Dave Novikoff, 21, a senior in math and physics, said it took three days to print the entries on the computer, and three days to cut the papers to the proper size.

A note from home:

P.S.

5/21/78

Remember that
McDonald's contest
"Caltech" entered?

It was on our

Armed Forces
Network TV
(Germany)

- Serving all American military
in Europe -

AFN TV news

tonight. Just a
guy, saying

McDonald's will
have to change
its rules. HA

World-wide coverage? Right on, Page!

-Silverstein (Ricketts)

Once the world heard what the Caltech students did, many people in Southern California, especially those who entered the contest, wished to express their warm feelings about our actions.

The well-known Hardy Martel, of the Caltech administration answered some of the complaints.

One of the letters prompted a poll to be taken, showing how amused the Caltech community was with the prank ...

4362 Dorthea Street
Yorba Linda, California 92686
March 24, 1975

Office of the President
California Institute of Technology
Pasadena, California 91109

Dear Sir:

Pranks are pranks, and I suppose all college students must try some during their academic careers. I was involved in my share years ago, but I cannot say that I am amused by the most recent escapade by Cal Tech students. I refer, of course, to the stuffing of the ballot boxes in the MacDonald Corporation's give-away contest by Tech-computerized ballots.

If the target of the joke is the MacDonald company, the students badly missed their mark. The company is going to give away the promised cars and groceries regardless who enters the contest or how the contestants play the game. The corporation will live up to its legal obligation and will not distribute a penny's worth less--or more--than it originally set out to.

The real losers--the real butt of Cal Tech's "prank"--are the many, ordinary consumers who entered the contest in the spirit in which it was supposedly conducted, with everyone filling out a few ballots each time a meal was bought at a MacDonald's outlet. Everyone wants to win, of course, my family no less than other families. My children wanted to stuff the ballot boxes as they saw some others doing, but my wife and I counselled them not to in the interest and tradition of fair play and sportsmanship. Few seriously expect to win, but all of us filled out our ballots in the knowledge that we had as slender a chance as anyone else at winning any of the coveted prizes. That is, until Cal Tech students entered the scene with their computers.

Now the fun and anticipation are gone. My children cannot understand why Cal Tech students are allowed to stuff ballot boxes but they still cannot. My wife and I have lost one more round in the explanation of the meaning of fair play and sportsmanship. I hope your students enjoy their cars and food. Please tell my children why their "Big Macs" taste funny these days . . .

yours,

Michael V. Olds

(Michael V. Olds
Assistant Professor, International Studies, Chapman College
Chief, Academic Planning, World Campus Afloat)

c.c. Letters to the Editor, Los Angeles Times
The MacDonald Corporation

Contest 'Stuffing'

Michael V. Olds complaint (Letters, Apr. 3) about Caltech students' computer "stuffing" the McDonald contest boxes reflects his own greedy snit more than moral outrage.

My god, the tone of his letter might be appropriate if the kids were mugging orphans, snorting cocaine, or raping the ladies of the neighborhood. You know, we send them to college to learn to use their heads. It seems that's just what they did here, and not in an anti-social way (unless you consider a giveaway contest anti-social).

If the kids win, the company should pay them off out of gratitude for the publicity and offer duplicate prizes to the public to assuage those who, under the hypercritical guise of "fair play" are in reality stamping their feet in temper tantrums and crying "foul" at missing out on all those free prizes they really stood no chance of winning anyway.

SAM ROLFE
Los Angeles

Caltech Prank

Pranks are pranks, and I suppose all college students must try some during their academic careers. I was involved in my share years ago, but I cannot say that I am amused by the most recent escapade by Caltech students. I refer, of course, to the stu-

fing of the ballot boxes in the McDonald Corp.'s giveaway contest by Tech-computerized ballots (Times, March 24).

If the target of the joke is the McDonald company, the students badly missed their mark. The company is going to give away the promised cars and groceries regardless of who enters the contest or how the contestants play the game. The corporation will live up to its legal obligation and will not distribute a penny's worth less—or more—than it originally set out to.

The real losers—the real butt of Caltech's "prank"—are the many, ordinary consumers who entered the contest in the spirit in which it was supposedly conducted, with everyone filling out a few ballots each time a meal was bought at a McDonald's outlet.

Everyone wants to win, of course, my family no less than other families. My children wanted to stuff the ballot boxes as they saw some others doing, but my wife and I counselled them not to in the interest and tradition of fair play and sportsmanship. Few seriously expect to win, but all of us filled out our ballots in the knowledge that we had as slender a chance as anyone else at winning any of the coveted prizes. This is, until Caltech students entered the scene with their computers.

MICHAEL V. OLDS
Yorba Linda

March 24, 1975

The Office of the President
California Institute of Technology
Pasadena, California

Gentlemen:

The recent news item coming from your very fine institution in which we are told of a group of the boys getting together and swamping the local McDonald's Hamburger contest with computer-printed entries has made me very angry!

No, I'm not an entrant expecting to win had this not happened. I'm just incensed at the gross immorality of this thing's being done--and being permitted to be done--by some of your students. The possibility of an individual's winning in such a contest is, for practical purposes, non-existent. Most people have the good sense to realize this as they drop an entry form in the box. But the glaring wrong done by these eager young things in using facilities intended for higher and better things--and then bragging about it over television--cries out for strong lessons in "Right vs Wrong" to be given these participants.

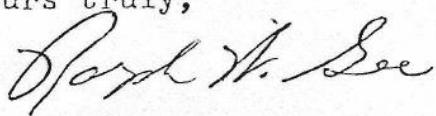
When it is realized that the companies involved have spent large sums of money and great effort promoting the contest and arranging for the prizes, and that the intended winners are the very, very few average customers who might otherwise have had something nice happen to them, it seems a great shame that this effort by your young ones has, instead, converted companies and would-be winners alike into losers.

Surely, there cannot possibly be a feeling of good, clean sportsmanship and a job well done permeating your halls of learning after this rotten trick has been "achieved" within your student body. Pranks, I guess, will go on, but this really wasn't just a prank. It was, by the admission of those who gleefully announced their accomplishment, the calculated and computerized destruction of a very expensive advertising campaign and the ever-so-slight chances of a few average citizens to have won some nice prizes.

I think you, the administration of the school, should be thoroughly ashamed that this has happened.

Yours truly,

Ralph W. Gee
1511 No. Maple Street
Burbank, California 91505



RECEIVED
MAR 26 1975
OFFICE OF THE PRESIDENT

22 March 1975

President
California Institute of Technology

Sir:

Regarding the involvement of some of your students in the computer rip-off of McDonald's restaurants:

1. I am astonished that an institution of such fine reputation allows the use of its valuable facilities for personal gain.
2. As a technical achievement, the accomplishment hardly rates beyond the abilities of most elementary school children.
3. It is not a faceless entity which will lose, assuming the prank succeeds, but rather perhaps a person of genuine need.
4. There are many more points which I could make, but I shall not waste any more of my time. Such criticism as this is hopefully obvious to intelligent people, and need not be pointed out. It is obvious that your institution, despite its reputation, has people of questionable intelligence though they will no doubt receive honor after honor.

But for those concerned in this,

Respectfully,



Frank P. Turner
Senior, Electrical Engineering
Cal State U. Long Beach

RECEIVED
MAR 25 1975

OFFICE OF THE
PRESIDENT

CALIFORNIA INSTITUTE OF TECHNOLOGY

PASADENA, CALIFORNIA 91109

OFFICE OF THE PRESIDENT

March 26, 1975

Mr. & Mrs. John W. Allen
18751 Patrician Drive
Villa Park, California 92667

Dear Mr. & Mrs. Allen:

Thank you for your telephone call indicating your disapproval of our students' behavior relative to the McDonald's contest. You should realize that the students are paying for the computer time and paper themselves (they used the computer only for its printing capabilities -- they could equally well have gone to the local print shop), there is no taxpayer money being used by them.

The students apparently saw this contest as a challenge, as something to beat. They have invested their own time and energy, whether or not they succeed is yet to be determined. As I understand it, the contest rules specifically said "enter as often as you want." The students took this quite literally.

I have seen similar contests (no purchase required, enter as often as you wish) over the years and have wondered why some enterprising soul didn't try to produce a flood of entries. It seems to me that a contest that requires nothing more than your name on a slip of paper does rather invite this kind of response.

In any event, we appreciate comments on our students' activities, whether favorable or not, and will try to let them know of your feelings.

Sincerely,

HS/M

Hardy C. Martel
Executive Assistant
to the President

I read in the Star News yesterday
you and another boy have printed
over 10,000 official entry blanks and
turning them in to McDonalds.
For me it's even one of three prizes
in here contest.

I think it's a terrible thing to
do. It may be legal as you say.
but as a McDonald's manager
told us, it is a dirty trick.
Thousands of poor people will
their children eat McDonald's
and get a fast burger and French
in their official entry form, you
bought nothing but seem to
think you are getting something
small as you are surprised how as
well do such an expensive thing.
It reflects on your whole student
body and I am sure most of
the students find it highly
repulsive. Hope you enjoy
the gifts if you win.
The neighbors

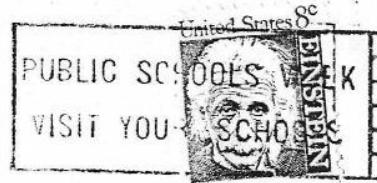
250A 11

D. Novikoff,
B. Megdal, S. Klein,
ET AL :
AS REGARDS THE
MCDONALD'S RESTAURANT
CAPER BY COMPUTERIZED
DUPLICATION OF 1.2 million
ENTRY BLANKS --
REMARKABLE -- LACK OF
CLASS; THAT IS.



STRATFORD-UPON-AVON: Amongst the loveliest of England's rivers, the Avon is at its best in the vicinity of Stratford, where indeed it was responsible for the early growth of the town. Bordered by gardens and riverside walks, the stream reflects the beauty of the passing seasons, with, in the background, the spire of the Holy Trinity Church, where Shakespeare was baptized and buried.

Published by John Hinde & Distributors Ltd., 3/5, Dunn Street, London, E.C. Printed in the Republic of Ireland.



MR. DAVID NOVIKOFF

OAL-TECH

PAGE HOUSE

PASADENA

CAIF

USA

Steve Klein, & Co.
1/ Cal. Tech
Los Angeles Ca.

alleged brains of 'caper'
Copies to Macdonalds
& Cal Tech authorities
& L.A. Times

Dear Cur: On behalf of all the kids whom you and your fellow cur's deprived of their fair chance to win in Macdonalds contest we wish to express our disapproval of your 'caper' as an exhibition of sordid ZERO-ZILCH morals.

If that is the height of your intellectual scheming you have succeeded in arousing nothing but contempt for craftiness—certainly nowhere near admiration.

We also have Canadian students of your pattern as well, that is why ^{we} took the liberty to express ourselves internationally.

— 'Islander' Committee

Vancouver B.C.

Copies to Macdonalds,
Editor L.A. Times,
authorities Cal Tech

Back to our do-nothing, glory-monging hero, John Denker. Burger King responded to the situation by offering the John Denker Memorial Scholarship and the John Denker Memorial Offer. They got Denker's name from the original news releases and mistakenly thought John was the leader of the group. Not wishing to disappoint them, Denker went along with their plans. The photos show John Denker "modestly" accepting the Burger King awards. The rest occurs much to our dismay ...

DATE April 1, 1975

CONTACT Marcie Hoerner (213) 792-0266

ADDRESS



news release

FOR RELEASE IMMEDIATE

BURGER KING AWARDS \$3,000 SCHOLARSHIP GRANT TO CALIFORNIA INSTITUTE OF TECHNOLOGY IN STUDENT'S HONOR

...Pasadena, Calif.

The Burger King Corporation today announced the awarding of a \$3,000 Scholarship grant to the California Institute of Technology. The scholarship, named in honor of senior electrical engineering student, John Denker, was to be presented during a brief ceremony at the Los Angeles Press Club to Gene Wilson, of the Institute Office of Development by Tony Rolland, special projects director for the Burger King Corp.

Denker and several of his friends from Page House, Denker's Pasadena campus residence, recently called local and national attention to a unique prank. They entered a local sweepstakes, sponsored by another national hamburger chain, using a computer to print up over a million entries. They delivered the entries to the restaurant outlets throughout a five-county area, laying claim to one-third of the prizes.

Burger King, the "Have It Your Way" people, decided to award the John Denker Scholarship as a way of making light of a

situation that could have happened to any restaurant in the fast food industry, according to Rolland. Terms for awarding the scholarship will be jointly determined by the Institute and Denker, with the Institute assuming responsibility for the awarding of the grant money to one or several deserving students.

To further recognize Denker and his fellow students for their creativity and inventiveness in outwitting the Sweepstakes, participating Burger King restaurants in the Los Angeles area, will be featuring a "John Denker Memorial Offer" for a ten-day period, ending April 12. During the promotion, customers, who bring in a folded, stapled or mutilated computer card, will receive free french fries or onion rings with purchase of a sandwich or drink. The offer is limited however, to one per person per visit!

The Burger King Corporation has 1,400 restaurant outlets throughout the United States, with headquarters in Miami.

The John Denker Memorial Offer

FREE



FRENCH FRIES OR ONION RINGS



WITH ANY FOLDED • STAPLED
MUTILATED COMPUTER
PUNCH CARD

with purchase of a
sandwich or drink

In honor of granting the 1975 John Denker Memorial Scholarship to a local university, Burger King makes this startling offer. Bring us your folded, your stapled, your mutilated and, yes, even your spindled computer punch card — and we'll give you a free regular order of our crisp, golden onion rings or french fries. This offer is good through April 12, 1975 at participating Los Angeles Burger King restaurants with purchase of a sandwich or drink. Limit one card per visit per customer.

If you can't find your own, fold, staple or mutilate this card and bring it to Burger King

FREE REGULAR ORDER FRENCH FRIES OR ONION RINGS

This folded, stapled or mutilated genuine imitation computer punch card will be honored at any participating Burger King restaurant in the Los Angeles area for a free regular order of french fries or onion rings with purchase of a sandwich or drink. Limit: one card per visit per customer. Offer expires April 12, 1975.

Have it
your
way.
BURGER KING

Denker Memorial

On Tuesday, the Burger King Corporation announced the awarding of a \$3,000 Scholarship grant to the California Institute of Technology. The scholarship, named in honor of senior electrical engineering student, John Denker, was to be presented during a brief ceremony at the Los Angeles Press Club to Gene Wilson, of the Institute Office of Development by Tony Rolland, special projects director for the Burger King Corp.

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The Burger King Corporation has 1,400 restaurant outlets throughout the United States, with headquarters in Miami.



TONY ROLLAND, of Burger King, handing the check for \$3,000 to Gene Wilson of the Development Office, while John Denker Memorial looks on.

Photo by Floyd Clark

Friday, April 4, 1975

McDonald's

Continued from Page Six

10:13 P.M.

The last delivery group checks in. The final operation is complete. Elapsed time from conception to completion: 7 days 23 hours.

According to the rules, the drawing will be held before April 23 and the winners notified within 30 days of that date. Later estimates place our entries at 25% of the total. How much will we win? Tune in again, loyal readers. Same time, same place, for round two of us versus them.

INSERT FILM EMULSION SIDE DOWN

ASSIGNMENT

FILE NO. 75-79-2



Meaty Tale Sandwiched In Hot-Crossed Puns

By DAN MEYERS

Staff Writer

McDonald's restaurants in Southern California have found themselves in quite a pickle, thanks to some enterprising Caltech students and a competitor fast-food chain.

Burger King is giving McDonald's, its golden arch-rival, a good-natured grilling over the response of Caltech students to a recent McDonald's contest.

The denizens of Page House inundated the contest with more than one million entry blanks printed up by a Caltech computer during a three-day binge.

At stake in the \$50,000 contest are several cars, and a cornucopia of groceries and McDonald's food.

Burger King, relishing every moment, has responded with a \$3,000 scholarship, named after Caltech senior electrical engineering student John Denker, who organized the computer caper. The announcement came Tuesday at the Los Angeles Press Club.

To further recognize Denker and his cohorts, Burger King has cooked up the "John Denker Memorial Offer" for a 10-day period ending April 12.

During that time, customers who bring in a folded, spindled or mutilated computer card will receive free french fries or onion rings with the purchase of a sandwich or drink. The offer is limited to one per person per visit.

SN 3/2/75

Fallman, Dan
A.M. 1975
(C.R. D. 25 8/7)

APR 4 1975

Aliso, P.C.B., 1975

Scholarship Honors Computer Blitz Hero

PASADENA (UPI) — The Burger King chain of hamburger stands has set up a \$3,000 scholarship at Cal Tech to honor the student who waged a computerized blitz on a contest sponsored by the chain's arch rival, McDonalds.

The "John Denker Scholarship" is named after a senior electrical engineering student who masterminded the scheme. McDonalds held a contest offering \$50,000 worth of prizes, including a sports car, four station wagons, a six year supply of groceries and \$9,000 worth of Big Macs and other McDonalds specialties.

Denker led a band of 26 students that programmed a computer to turn out over a million entry forms that were delivered to scores of McD-

nalds outlets in five counties all over Southern California.

Burger King said that in addition to the scholarship in Denker's name, until April 12 it is holding a "John Denker Memorial Offer" giving away a free order of french fries or onion rings to any sandwich-buying customer who brings in a folded, spindled or mutilated computer card.

McDonalds' slogan is "You deserve a break today." Burger King's is "You get it Your way."

The E. Sydney Stephens

Chicago Daily News

Red
Hot

MONDAY, APRIL 7, 1975 • 15 CENTS IN CHICAGO AND SUBURBS • 25 CENTS ELSEWHERE

© 1975 by Field Enterprises Inc. 100th Year, Number 82 38 Pages in 4 Sections

Million computerized contest entries

Raiders tie Big Mac in knots

By Anthony Campbell

The McDonald's hamburger chain surely didn't have John Denker in mind when it hatched the slogan, "You deserve a break today."

Denker, 20, a senior at Pasadena's California Institute of Technology, led a band of fellow students on a computerized raid of a McDonald's-sponsored contest that could win them a couple of cars and thousands of dol-

lars in other prizes.

Denker's guerrillas struck after spotting a loophole in the contest's entry rules, which allowed people to enter as many times as they wanted and stipulated only that an entrant print his name, address and phone number on a piece of paper.

SO THE 26 RAIDERS, all residents of Cal Tech's co-ed Page House dormitory, rented the school's computer for \$400 and pro-

grammed it to spew out their names on a million entry forms that they delivered to nearly 100 of the 185 McDonald's restaurants in Southern California participating in the contest.

The contest, which closed several days ago, offered \$50,000 worth of prizes, including a sporty Datsun 280-Z, four station wagons, a

Turn to Back Page, this section

Big Mac in knots



Raiders tie Big Mac in knots

Continued from Page 1

six-year supply of groceries and \$9,000 worth of Big Macs and other McDonald's specialties.

Denker, an electrical engineering major who considers the raid something of an intellectual exercise, not a "rip off," told The Daily News he estimates that at least one-third and possibly one-quarter of the contest entries came from the computer.

"I figure we should win one or two cars and maybe \$15,000 worth of other stuff," he said.

ALTHOUGH THE WINNERS won't be announced for another couple of weeks, Burger King, McDonald's arch rival in the fast-food business, already has honored Denker by setting up a \$3,000 scholarship in his name at Cal Tech.

"I'm a little embarrassed about the thing being named after me," Denker said. "I had amazingly little to do with it, and a lot of guys worked 20 or 30 hours at it during final week."

A Burger King spokesman insisted that the scholarship was just a chance to have "little good clean fun" at McDonald's expense.

"We didn't conspire in the raid and we're not advocating any further sabotage of the competition," he said, chuckling. "We just saw a chance to get a little publicity."

In addition to the "John Denker Scholarship," Southern California Burger Kings are holding a "John Denker Memorial Offering" this month. Any sandwich-buying customer who brings in a folded, spindled or mutilated computer card gets a free order of french fries or onion rings.

AS FOR MCDONALD'S, some restaurant balked at accepting the computerized entries but finally accepted them after hurried phone calls to company attorneys.

At McDonald's Oak Brook headquarters one official admitted the story "seems kind of amusing," but said he hadn't heard anything about it.

APRIL 7, 1975
Continued
from page 1

MEMORIES, INC.

936 Hinman / Evanston, Illinois 60202 (312) 328-6723

Dear Mr. Denker:

Congratulations on the article which appeared about you in the Chicago Daily News on April 7. John, a great ploy!

It is always thrilling to receive such interesting publicity, and even more exciting to look back on such articles with fond memories of personal accomplishments recognized by others.

Unfortunately, more often than not, such articles end up yellowed by age at the bottom of a box or cut and taped together and put in a picture frame in a manner that does not serve justice to the true value of the story itself.

We are in the business of preserving worthwhile memories by showcasing these articles and other printed valuables through a process of laminating these memories between two thick pieces of transparent nylon plastic.

Very briefly, the process we use involves the following steps:

1. We rearrange the article so that the columns form more of a square shape. This is especially important when a story appears on more than one page.
2. A photograph or stat is taken of this new layout. Then, when possible, we try to enlarge the entire article or the headline.
3. This stat is then fused between two pieces of transparent nylon plastic to form a solid block almost 1/2 inch thick. This block is drilled at the top for hanging.

We have supplied our services to some of the country's biggest corporations, political figures, actors and sports heros, as well as hundreds of fine everyday people.

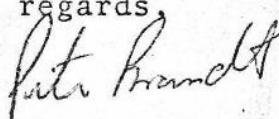
The cost of this service is a surprisingly low \$30 plus \$5 for mailing. This cost is very comparable to having the article professionally framed and half of what it would cost you to duplicate our service.

We recommend that you don't wait to have this great story showcased and preserved. What a great addition to your office or family room!

Please return the enclosed addressed envelope with card and your payment today.

Don't worry about the story we have enclosed. We will obtain another one.

Best regards,



Peter L. Brandt
President

PLB/jld

P/S If once you receive your showcased product you are not satisfied, you may keep it and receive a full refund. That is how proud we are of the work we do.

John - I admire
your ingenuity. I just hope
this article (or your portrait
if you send it to me) will look
great on your wall for years to come.

All of this coincidentally occurs in the midst of the Great Burger War between McDonald's, Jack-in-the-Box, etc. (Everyone is out to get poor McDonald's.) ...

Los Angeles, Calif.
Los Angeles Times
Box 10000
S. 1,162,000

Allen's, P. C. B. Est. 1883

JACK VS. MAC

Burger War: Arch Rivals Put Heat On

BY STEVE HARVEY
Times Staff Writer PAGE 3

The attack was swift and well coordinated. In the prime-time hours of March, Los Angeles was hit—along with Phoenix, Seattle, Honolulu, St. Louis, Chicago and Detroit.

A new series of Jack-in-the-Box commercials announced that the drive-in chain was offering indoor seating in what amounted to a major shift in strategy.

And the commercials ended with the challenge: "Watch out, McDonald's! Watch out, McDonald's!"

It was war, all right.

Jack-in-the-Box, owned by a subsidiary of the Ralston Purina Co., was challenging the supremacy of McDonald's, seller of 14 (make that 15) billion hamburgers and revolutionizer of the fast-food industry.

Of course, both sides had been matching each other in a spiraling arms race for some time: king-size burgers (Big Mac vs. Bonus Jack), alternate dishes (Filet O'Fish vs. Moby Jack), breakfasts (Egg McMuffin vs. Breakfast Jack) and television symbols (Ronald McDonald vs. Rodney Allen Rippy).

Still, Jack's campaign caught McDonald's advertising agency, Needham, Harper & Steers (Chicago), off guard.

"The first time I saw the commercial on television, my mouth fell open," said one agency spokesman.

Jerry Della Femina, head of his own advertising agency and author of "From Those Wonderful Folks Who Gave You Pearl Harbor," offered to negotiate.

"I will fly back and forth between McDonald's and Jack-in-the-Box until a cease-fire is achieved," he said. "Or at least a partial cease-fire. To begin with, maybe I could convince them to talk about nothing but each other's french fries."

Peace seems far off, however.

Even now, at stands in Norfolk, Va., and Dayton, Ohio, McDonald's is experimenting with a new weapon: chicken.

"Sales are very good," said one Norfolk manager. "Especially with our most popular plate, two pieces and fries." (Price: \$1.10.)

And Jack-in-the-Box isn't standing pat, either.

"We're coming out with a Super Taco," said Dick Williams, a company spokesman. "But I can't say any more about it."

Mathew Lambert, the McDonald's public relations chief, doesn't envision the enemy marching triumphantly through the Golden Arches.

"Any salesman knows that when he's giving a prospective customer his pitch, his main advantage is that his competition isn't there with him," Lambert said. "By mentioning us in their ads, Jack-in-the-Box loses that advantage."

Does McDonald's plan to retaliate by constructing a Super Taco of its own?

"Tacos?" asked Lambert, pronouncing the word as if it were spelled "tackos." "No, we have no plans to sell tacos."

Jack-in-the-Box isn't the only force looming on the horizon.

Please Turn to Page 30, Col. 1

-Continued

A&W International, under President Jim Lynch, a former McDonald's executive, is forsaking the drive-in (and those waitresses in hot pants) for a fast-food format in many of its newer restaurants.

And whereas A&W once concentrated on towns with populations of less than 25,000, it is now setting up shop in large urban areas, sometimes right across the street from a McDonald's. Yes, Papa Burger, Mama Burger and Baby Burger are coming to the big city.

Meanwhile, Burger King, home of the Whopper, is also expanding—and showing little respect for McDonald's.

Just the other day, Burger King announced it had set up a \$3,000 "John Denker Scholarship" at Caltech to honor the student who recently used a computer in an effort to blitz a contest sponsored by McDonald's.

Ronald Lopaty, president of the McDonald's Operators Assn. of Southern California, stopped short of calling it an act of war but expressed "disappointment that Burger King would glorify an attempt to rip off the general public."

Burger King has also opened its arms to the antionion and antipickle forces of the world by cooking all its sandwiches to order (its motto: "Have it your way"). At McDonald's, the 557-calorie Big Mac comes in a package—with everything—unless otherwise stipulated.

Jack-in-the-Box's latest series of commercials replaces the Rodney Allen Rippy campaign, which featured the 5-year-old who couldn't fit a Jumbo Jack into his mouth.



Local residents and environmentalists have fought off efforts to locate new McDonald's eateries in San Francisco, Greenwich Village and New York's plush Upper East Side (where a site had been selected a few blocks from the home of David Rockefeller, the president of Chase Manhattan Bank).

In the Upper East Side fight, City Councilman Carter Burden spoke with evident condescension of the "cancerous spread of low-quality, fast-food operations into high-quality neighborhoods."

Perhaps to quiet those who don't like its looks, McDonald's has abandoned its red-and-white tile architectural style for a soft-brick approach in its newer restaurants. And the towering neon arches are no longer being built, either. "They're just nostalgia, now," Lambert said.

Jack-in-the-Box grew up in San Diego in the 1950s and has limited its operation to the Western half of the country.

Its latest campaign pledges cleaner premises, brighter decor, new uniforms for its soldiers and quicker service.

But more significantly, Jack-in-the-Box—like McDonald's—is trying to make the transition from a "take-out" stand to a family restaurant by building indoor seating in its newer units.

Though outnumbered elsewhere, Bonus Jack is battling the Big Mac on more or less equal terms in California (about 400 restaurants each).

And a visit to one front in West Los Angeles, where J-I-B and McDonald's face each other across a street, found that all was far from quiet.

Between noon and 1 p.m. on a Saturday, McDonald's (with a crew of 21) served 888 customers while Jack (with a crew of five) served 93, including one dog.

"The commercials have helped," a J-I-B waitress said. "But we have a lot of catching up to do."

"The sad thing about war," said Della Femina, the would-be negotiator, "is the innocent people who must suffer. Who knows what this war might do to the Kentucky Colonel or Pizza Hut?"

Rodney's ingratiating personality helped increase sales by about \$70 million in 1974 over 1973. He has since quit cutting commercials for J-I-B to pursue a career as a singer and actor, reportedly earning a six-figure income.

"We benefitted," said J-I-B's Williams, with a slight tightness in his voice, "and so did Rodney."

No longer the neophyte, Rodney was known to exhibit some of the erratic behavior common to stars near the end of his relationship with Jack-in-the-Box.

Once, after 16 bad takes at a taping session, Rodney suddenly ordered: "Bring me the script."

"But Rodney," the director said, "you can't read."

Despite the publicity engendered by its young star, Jack-in-the-Box has remained in the shadow of the Golden Arches.

"We came out with the Breakfast Jack before McDonald's had the Egg McMuffin," said J-I-B's Williams ruefully, "but McDonald's spent so much on advertising, people thought they were first."

McDonald's can afford to spend. In 1974, sales jumped to \$1.9 billion (compared to about \$200 million for Jack-in-the-Box).

Since its modest beginnings in San Bernardino two decades ago, McDonald's has transformed the cooking and serving of food into a science—from the blinking grill lights that signal countermen when to flip over burgers to the three-week courses that prospective managers must attend at the company's "Hamburger University" in Elk Grove, Ill.

With some 3,300 units in the United States and 19 other countries, McDonald's is opening new restaurants at the rate of more than one per day (515 in 1974 alone).

The company's spread seems, well, relentless.

And it has left a few people uncomfortable.



Will Jack-in-the-Box climb up —and over—the Golden Arches?

By Steve Harvey

Los Angeles Times Special

LOS ANGELES — The attack was swift and well co-ordinated. In the prime-time hours of March, Los Angeles was hit — along with Phoenix, Seattle, Honolulu, St. Louis, Chicago and Detroit.

A new series of Jack-in-the-Box commercials announced that the drive-in chain was offering indoor seating in what amounted to a major shift in strategy.

And the commercials ended with the challenge: "Watch out, McDonald's!"

It was war, all right.

Jack-in-the-Box, owned by a subsidiary of Ralston Purina Co., was challenging the supremacy of McDonald's, seller of 14 (make that 15) billion hamburgers and revolutionizer of the fast-food industry.

Of course, both sides had been matching each other in a spiraling arms race for some time: king-size burgers (Big Mac vs. Bonus Jack), alternate dishes (Filet O' Fish vs. Moby Jack), breakfasts (Egg McMuffin vs. Breakfast Jack) and television symbols (Ronald McDonald vs. Rodney Allen Rippy).

Still, Jack's campaign caught McDonald's advertising agency, Needham, Haper & Steers (Chicago), off guard.

"The first time I saw the commercial on television, my mouth fell open," said one agency spokesman.

Jerry Della Femina, head of his own advertising agency and author of "From Those Wonderful Folks Who Gave You Pearl Harbor," offered to negotiate.

"I will fly back and forth between McDonald's and Jack-in-the-Box until a cease-fire is achieved," he said. "Or at least a partial cease-fire. To

begin with, maybe I could convince them to talk about nothing but each other's french fries."

Peace seems far off, however.

Even now, at stands in Norfolk, Va., and Dayton, Ohio, McDonald's is experimenting with a new weapon: chicken.

"Sales are very good," said one Norfolk manager. "Especially with our most popular plate, two pieces and fries." (Price: \$1.10). And Jack-in-the-Box isn't standing pat, either.

"We're coming out with a Super Taco," said Dick Williams, a company spokesman. "But I can't say any more about it."

Matthew Lambert, the McDonald's public relations chief, doesn't envision the enemy marching triumphantly through the Golden Arches.

"Any salesman knows that when he's giving a prospective customer his pitch, his main

advantage is that his competition isn't there with him," Lambert said. "By mentioning us in their ads, Jack-in-the-Box loses that advantage."

Does McDonald's plan to retaliate by constructing a Super Taco of its own?

"Tacos?" asked Lambert. "No, we have no plans to sell tacos."

Jack-in-the-Box isn't the only force looming on the horizon.

A and W International, under president Jim Lynch, a former McDonald's executive, is forsaking the drive-in (and those waitresses in hot pants) for a fast-food format in many of its newer restaurants.

And whereas A and W once concentrated on towns with populations of less than 25,000, it is now setting up shop in large urban areas, sometimes right across the street from a McDonald's. Yes, Papa Burger, Mama Burger and Baby Burger are coming to the big city.

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Chicago Sun-Times

Monday, April 21, 1975

McDonald's, after hearing all the complaints from their customers, offers to hold a second contest in order to save the American Economy from the evil clutches of inflation and from Page House!! (How noble of them.) A news conference is announced on April 8, promising that McDonald's will take "exciting action" ...

DJMC Dav's, Johnson, Mogul & Colombatto, Inc.
Advertising • 3810 Wilshire Blvd., 15th Floor
Los Angeles, Calif. 90010 • Tel: 388-2111

April 8, 1975

FOR IMMEDIATE RELEASE

MCDONALD'S CALLS PRESS CONFERENCE TO ANNOUNCE SWEEPSTAKES REACTION

MCDONALD'S RESTAURANTS OF SOUTHERN CALIFORNIA ANNOUNCED TODAY THEY WILL HOST A MEDIA CONFERENCE MONDAY, APRIL 14, 10:00 A.M. AT THE MCDONALD'S RESTAURANT, 15700 VENTURA BOULEVARD (AT HASKELL EXIT OFF THE VENTURA FREEWAY) IN ENCINO. MR. RON LOPATY, PRESIDENT OF THE MCDONALD'S OPERATORS' ASSOCIATION AND OWNER OF THE ENCINO MCDONALD'S, SAID THE PURPOSE OF THE MEDIA CONFERENCE WAS TO ANNOUNCE MCDONALD'S POSITION IN REFERENCE TO THE RECENT DEPOSITING BY 26 CAL TECH STUDENTS OF 1.2 MILLION COMPUTERIZED ENTRY BLANKS IN THE MCDONALD'S "A YEAR'S GROCERIES FREE AND A NEW DATSUN Z" SWEEPSTAKES.

"THE ORIGINAL INTENT OF THE SWEEPSTAKES, LOPATY EXPLAINED, WAS TO PROVIDE ALL MCDONALD'S CUSTOMERS WITH OVER 1850 CHANCES TO WIN PRIZES BEST SUITED TO LESSEN THE EFFECTS OF THE CURRENT ECONOMIC SLUMP. MCDONALD'S INTENT WAS TO PROVIDE ALL CUSTOMERS WITH AN EQUAL CHANCE TO WIN AND THEREFORE ENTRY BLANKS WERE GIVEN TO EVERY MCDONALD'S CUSTOMER WITH NO PURCHASE REQUIRED."

THE SWEEPSTAKES RAN FROM MARCH 3 THROUGH MARCH 23 AT ALL 187 MCDONALD'S RESTAURANTS THROUGHOUT THE 5 COUNTIES OF SOUTHERN CALIFORNIA. ON THE FINAL DAY OF THE SWEEPSTAKES, 26 CAL TECH STUDENTS DEPOSITED 1.2 MILLION ENTRIES, WHICH THEY PRINTED ON THE CAL TECH COMPUTER, AT OVER 90 MCDONALD'S THROUGHOUT SOUTHERN CALIFORNIA.

LOPATY EXPLAINED THAT MCDONALD'S HAS SINCE RECEIVED NUMEROUS PHONE CALLS AND LETTERS FROM CUSTOMERS EXPRESSING THEIR DIS- APPROVAL OF THE STUDENTS' ACTION. THE TWO MAIN REASONS FOR THE STRONG PUBLIC DISPLEASURE WERE: (A) THE AVERAGE CUSTOMERS' CHANCE OF WINNING HAD BEEN GREATLY DILUTED BY AN UNFAIR ADVANTAGE. (B) THE AVERAGE CUSTOMER DOESN'T HAVE ACCESS TO A COMPUTER. ALL EXPRESSED MOST STRONGLY THEIR DISAPPOINTMENT OF THE LACK OF A SENSE OF FAIRPLAY BY THE STUDENTS.

MR. LOPATY SAID HE IS ASKING THE TV, RADIO AND PRESS, THAT SO EXTENSIVELY ANNOUNCED THE CAL TECH STUDENTS' PRANK, TO BE HIS GUEST AT THE ENCINO MCDONALD'S AT 10:00 A.M. ON THE 14TH TO HEAR SOME EXCITING ACTION THE MCDONALD'S OPERATORS OF SOUTHERN CALIFORNIA WILL TAKE IN ORDER TO MAINTAIN THE SWEEPSTAKES' ORIGINAL CONCEPT OF FAIRPLAY AND EQUAL CHANCE FOR ALL CUSTOMERS TO WIN THE PRIZES.



Davis, Johnson, Mogul & Colombatto, Inc.
Advertising • 3810 Wilshire Blvd., 15th Floor
Los Angeles, Calif. 90010 • Tel: 388-2111

DATE: April 8, 1975

TO: McDonald's Advertising Representatives

FROM: John Teuber

The attached is so you'll be aware of this press release and the media conference on April 14. We would very much appreciate any help you can give in making sure that you have a representative there so that McDonald's announcement, which we believe will have a very positive effect on the public, is given at least as much exposure as the Cal Tech prank.

SOME QUOTES FROM LETTERS RECEIVED

"We were disappointed to hear of the sabotage of your efforts by a few "cuties"! Undoubtedly all give-away contests in the future will have to be safe-guarded in some way from similar tactics by "punks" such as these."

---A man from Orange, California

"We heard on the TV news of 3 students at Cal Tech who filled out over a million entry blanks. Not only is that unfair to the rest of us but a computer filled them out and not the students themselves."

---A Los Angeles couple

"I have been a contestor for many years but have always played fair and according to the rules. I hereby wish to draw your attention to the first rule of your contest and think that the million or more entries should not be considered at all...a violation of two rules...i.e. fairness and your first rule as per your entry blank. My letter is written in the interest of many of us who enter contests and feel the boys shown on TV showed a total lack of fairness."

---A lady from Anaheim

"The use of equipment at a state or federally funded college, university or institution for the pursuit of personal interest, not to mention cheating American consumers, is an absolute outrage. It is unfair to all consumers involved."

---A petition to the Sacramento Attorney General's office signed by over two dozen San Fernando Valley and San Gabriel Valley residents

"I'm just incensed at the gross immorality of this thing. The glaring wrong done by these eager young boys in using facilities intended for higher and better things cries out for strong lessons in "right vs. wrong" to be given these participants. It seems a great shame that this effort by your students has instead converted the company and would-be winners alike into losers."

---Letter to Cal Tech from a Burbank man.

Pasadena, Calif.
Star News (Evening Ed.)
(Ch. 5, \$4,175)

Allen's P. C. S. Est. 1888

Caltech Stunt Burns Hamburger Eaters

By DAVE SWAIM
Staff Writer

Hamburger eaters are unhappy with the computerized stunt of 26 Caltech students in submitting 1.2 million entries in the McDonald's contest.

So McDonald's will hold an all-media conference at 10 a.m. Monday to explain the restaurant chain's position with reference to the student's stunt.

The conference will be held at a San Fernando Valley McDonald's, 15700 Ventura Blvd., Encino.

"The original intent of the sweepstakes contest was to provide all McDonald's customers with over 1,850 chances to win prizes best suited to lessen

Continued on Page D3

effects of the current economic slump," said Ron Lopaty, president of McDonald's Operator's Association in Southern California.

The sweepstakes, involving 137 McDonald's in five Southern California counties, ran from March 3 to 23.

On the last day of the contest, 226 students from Page House at Caltech turned in 1.2 million entries which had been printed on a Caltech computer.

Since then, McDonald's has had many phone calls and letters from customers expressing their disapproval of the student's action, because the average customer's chance of winning had been greatly reduced, Lopaty pointed out.

The news conference is held April 11. Attending for the California Tech was editor James "No Comment" Llewellyn, among other Page House scum. A cassette recording was made of Ron Lopaty, spokesman for McDonald's, whose friendly face appears in the photos ...

DJMC Davis, Johnson, Mogul & Colombatto, Inc.
Advertising 3810 Wilshire Blvd., 15th Floor
Los Angeles, Calif. 90010 • Tel: 388-2111

April 11, 1975

FOR IMMEDIATE RELEASE

CONTACT: John Teuber

MCDONALD'S OF SOUTHERN CALIFORNIA

AWARD DUPLICATE SWEEPSTAKES PRIZES BECAUSE OF STUDENT PRANK

OWNERS OF THE MCDONALD'S RESTAURANTS OF SOUTHERN CALIFORNIA TODAY ANNOUNCED THE ACTIONS THEY WILL TAKE IN RESPONSE TO THE RECENT DISRUPTION OF THEIR FREE GROCERIES AND A NEW AUTOMOBILE SWEEPSTAKES. ON THE FINAL DAY OF THAT SWEEPSTAKES, 26 CAL TECH STUDENTS DELIVERED 1.2 MILLION ENTRIES TO OVER 90 MCDONALD'S THROUGHOUT SOUTHERN CALIFORNIA. THE STUDENTS HAD RENTED THE COMPUTER AT CAL TECH AND PRINTED THEIR ENTRIES ON 3 X 5 SUBSTITUTE ENTRY BLANKS. THE STUDENTS THEN ISSUED A STATEMENT TO THE PRESS THAT THEY EXPECTED TO WIN A LARGE PERCENTAGE OF THE SWEEPSTAKES PRIZES. WHEN ASKED WHAT THEY WOULD DO WITH THE PRIZES IF WON, ONE STUDENT REMARKED, "PARTIES, LOT'S OF PARTIES."

RON LOPATY, PRESIDENT OF THE MCDONALD'S OPERATORS' ASSOCIATION OF SOUTHERN CALIFORNIA, THIS MORNING HOSTED A BREAKFAST FOR MEDIA REPRESENTATIVES AT HIS ENCINO MCDONALD'S TO ANNOUNCE THE SURPRISING STEPS HIS ASSOCIATION HAS AGREED TO TAKE AS A RESULT OF THE STUDENTS' ACTIONS.

"FIRST, WE HAVE AGREED TO HONOR AS 100% VALID ALL OF THE CAL TECH STUDENTS' 1.2 MILLION COMPUTERIZED ENTRIES. WE CHOSE

NOT TO PURSUE A LEGAL COURSE OF ACTION WHICH WOULD PRECIPITATE A DRAWN-OUT LEGAL CONTEST IN THE ATTEMPTS TO DETERMINE THE VALIDITY OF COMPUTERIZED ENTRIES. HOWEVER, WE DO AGREE WITH THE UNANIMOUS EXPRESSION OF OUR CUSTOMERS AND THE PUBLIC AT LARGE WHO HAVE CALLED OR WRITTEN US THEIR FEELINGS THAT THE STUDENTS ACTED IN COMPLETE CONTRADICTION TO THE AMERICAN STANDARDS OF FAIRPLAY AND SPORTSMANSHIP. THEIR ACTIONS HAD THE EFFECT OF DEPRIVING INDIVIDUALS AND FAMILIES OF IMPROVED ODDS OF WINNING THE PRIZES."

THEN MR. LOPATY ANNOUNCED, "THEREFORE, IN ORDER TO MAINTAIN THE FAIR ODDS OF WINNING FOR ALL OF OUR CUSTOMERS WHO ENTERED THIS SWEEPSTAKES, INCLUDING THOSE WHO DO NOT HAVE THE OPPORTUNITY OR NECESSARY FUNDS TO USE A COMPUTER TO PREPARE MULTIPLE ENTRIES, THE MCDONALD'S OPERATORS' ASSOCIATION OF SOUTHERN CALIFORNIA HAS DECIDED TO TAKE THE FOLLOWING POSITIVE ACTION.

OUR ATTORNEYS AND PROMOTION CENTER WEST, THE COMPANY CONDUCTING THE SWEEPSTAKES FOR US, HAVE ASSURED US THAT ONCE WE HAVE DRAWN AND AWARDED ALL 1,850 PLUS PRIZES AS STATED ON THE ENTRY BLANK AND INCLUDED THE CAL TECH STUDENT'S COMPUTERIZED ENTRIES IN THE FIRST DRAWING, WE CAN THEN LEGALLY AND RIGHTFULLY HAVE A SECOND DRAWING, EXCLUDING THE CAL TECH STUDENT COMPUTERIZED ENTRIES, AND AWARD DUPLICATE PRIZES TO THE PUBLIC FOR EACH PRIZE WON BY A CAL TECH STUDENT."

"THIS IS THE ONLY WAY WE CAN FIND TO MAINTAIN THE FAIRNESS AND ORIGINAL INTENT OF THE SWEEPSTAKES. IT IS IMPORTANT TO NOTE WHY THE SWEEPSTAKES--WHICH RAN FROM MARCH 3 TO MARCH 23-- WAS SO SUCCESSFUL. INCLUDING THE CAL TECH ENTRY BLANKS, WE RECEIVED APPROXIMATELY 3.4 MILLION SWEEPSTAKES ENTRIES.

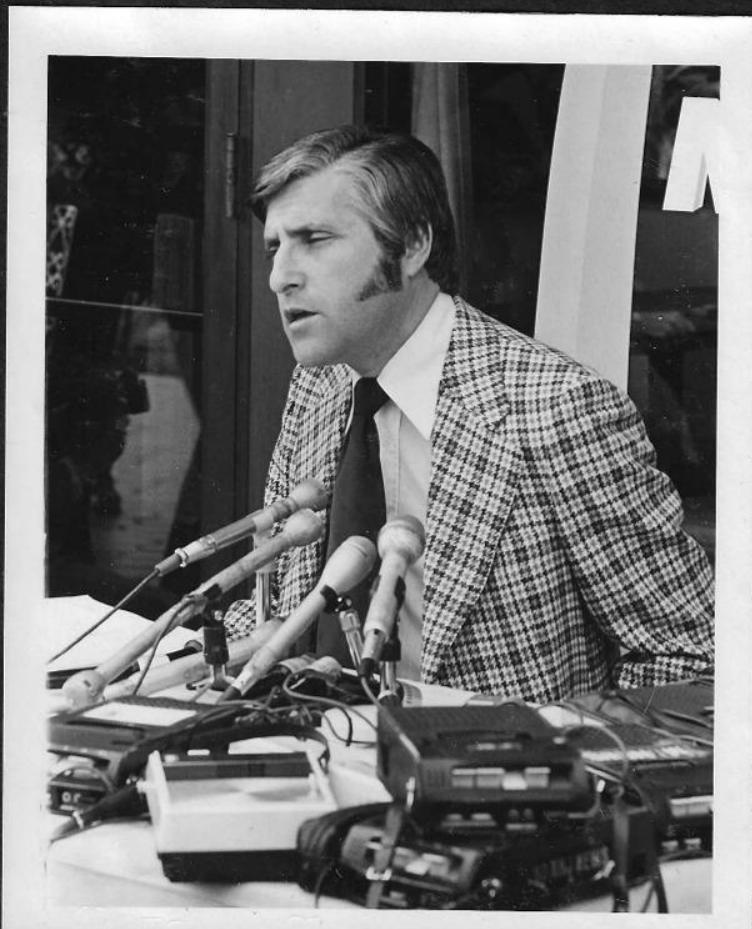
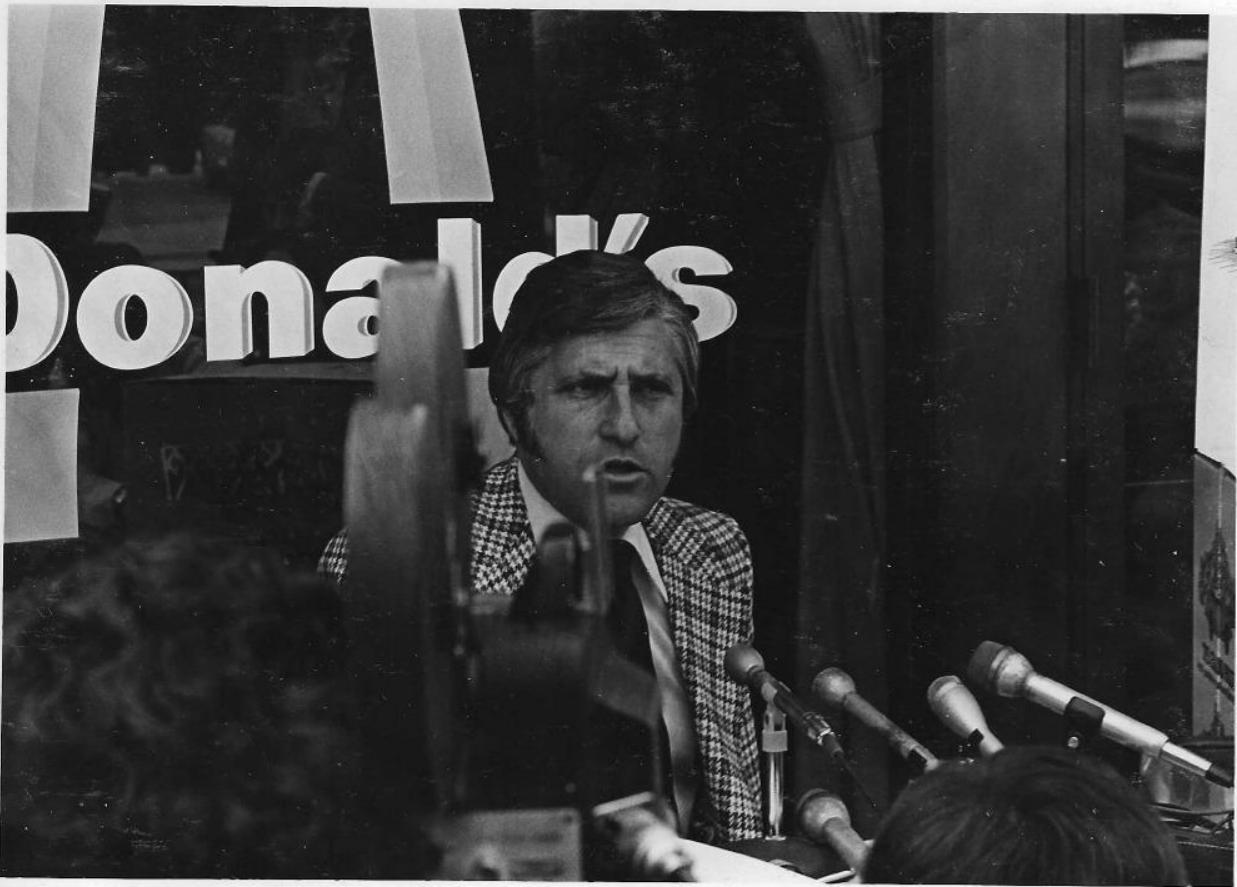
THIS MEANS THE SWEEPSTAKES WAS UNDOUBTEDLY ONE OF THE MOST POPULAR EVER CONDUCTED HERE IN SOUTHERN CALIFORNIA. WE'RE CONVINCED THE REASON FOR THIS WIDE-SPREAD PUBLIC PARTICIPATION WAS BECAUSE WE SELECTED THE PRIZES PURPOSEFULLY TO ALLEVIATE THE HEAVIEST STRESS POINTS ON OUR CUSTOMERS FAMILY BUDGET-- NAMELY, TRANSPORTATION AND FOOD. (THE GRAND PRIZE IS A NEW SPORTS CAR--VALUE, \$5,817.00. FOUR SECOND PRIZES ARE A YEAR'S GROCERIES FREE AND A NEW STATION WAGON. FOUR THIRD PRIZES ARE THREE MONTHS GROCERIES FREE: 1,850 FOURTH PRIZES ARE A \$5.00 BOOK OF MCDONALD'S GIFT CERTIFICATES EACH.)

MCDONALD'S IS IDENTIFIED BY THE PUBLIC FOR ITS QUALITY, SERVICE AND CLEANLINESS. WE WANTED THE SWEEPSTAKES TO ENHANCE THE PUBLIC'S AWARENESS OF MCDONALD'S AS THE FUN PLACE FOR THE FAMILY TO GO. AND MORE THAN THAT--GIVE OUR SOUTHERN CALIFORNIA PEOPLE AN OPPORTUNITY IN A TIME OF ECONOMIC STRESS, TO WIN FREE GROCERIES AND SENSIBLE TRANSPORTATION--WITH OVER 1,850 CHANCES TO WIN SOMETHING. SO, YOU CAN UNDERSTAND THEIR STRONG EXPRESSION OF DISPLEASURE WHEN THEIR CHANCES OF WINNING WERE GREATLY REDUCED BY THE CAL TECH STUDENTS USING AN UNFAIR ADVANTAGE OF COMPUTERIZED ENTRY BLANKS.

ACCORDING TO THEIR STATEMENT TO THE PRESS AFTERWARDS, THE CAL TECH STUDENTS WERE MERELY HAVING FUN ENTERING THE CONTEST AS A TYPE OF COLLEGE PRANK. UNFORTUNATELY, THEY SEEM TO HAVE MISSED THE WIDE-SPREAD EFFECT OF THEIR ACTIONS ON THE PUBLIC WHO FEEL THEY HAVE BEEN TAKEN UNFAIR ADVANTAGE OF. WE, AS MCDONALD'S OWNERS, ARE INDIVIDUAL BUSINESSMEN RESPONSIBLE TO OUR CUSTOMERS IN EACH OF OUR COMMUNITIES THROUGHOUT SOUTHERN CALIFORNIA. SO WE FEEL OUR OBLIGATION IS TO RESTORE FAIRNESS TO THE OUTCOME OF THE SWEEPSTAKES' DRAWINGS FOR OUR CUSTOMERS. THAT'S WHAT LED US TO THE DECISION TO AWARD DUPLICATE PRIZES TO THE PUBLIC FOR EVERY PRIZE WON BY A CAL TECH STUDENT'S COMPUTER ENTRY.

"THIS MEANS SIMPLY THAT IF A CAL TECH STUDENT'S COMPUTERIZED ENTRY WINS THE NEW CAR AND THE YEAR'S GROCERIES FREE, WE WILL HAVE A SUBSEQUENT DRAWING FROM THE PUBLIC'S HANDWRITTEN ENTRIES AND AWARD A DUPLICATE FIRST PRIZE--A SECOND NEW CAR. AND SO ON RIGHT DOWN THROUGH ALL 1,850 PLUS PRIZES. THIS COULD CONCEIVABLY DOUBLE OUR EXPENSE FOR PRIZES, BUT, ANY OTHER ALTERNATIVE SEEMS UNSPORTSMAN-LIKE."

THE DRAWING FOR THE MCDONALD'S SWEEPSTAKES WILL BE HELD ON OR BEFORE APRIL 23 AS STATED ON THE BACK OF THE OFFICIAL ENTRY BLANK. THE WINNERS WILL BE NOTIFIED BY CERTIFIED MAIL AND HAVE 30 DAYS TO RESPOND. SO, ALL WINNERS WILL BE PUBLICLY ANNOUNCED ON OR JUST PRIOR TO MAY 23. AT THAT TIME, THE ALTERNATE, DUPLICATE PRIZE WINNERS WILL ALSO BE ANNOUNCED. THE MEDIA WILL BE INVITED TO BOTH THE DRAWING AND THE ANNOUNCEMENT OF THE WINNERS.



Page House quickly responded to McDonald's offer and slander with our own press release, and a second wave of publicity hit the nation ...

14 April 1975

CALTECH STUDENTS RESPOND TO MCDONALD'S PRESS CONFERENCE

START

We are glad that McDonald's has managed to reach an equitable solution to this situation. We wish to take this opportunity to correct mistaken notions concerning our participation in the "A Years Groceries Free and a New Datsun Z" sweepstakes. ~~Except however,~~ Contrary to what was said in the McDonald's press conference this morning, we do not believe that we "acted in complete contradiction to the American standards of fairplay and sportsmanship." We feel that by accepting the challenge to "enter as often as you wish," we have acted in accordance with the best ideals of American sportsmanship. We regret any ill feelings that may have been generated by our actions, but we do not think we have taken unfair advantage of others, since we invested our own time in this accomplishment. Our efforts were conducted during the week of final exams when we had very little free time. We used the Caltech computer to print our entries simply because it was readily available to us, where we could just as easily have gone to a local print shop, as anyone else could have done. Considered as individuals, each of the twenty-six students involved entered the contest approximately forty thousand times at a nominal cost of only fifteen dollars each. In view of these facts, it appears unlikely that there are any people who "do not have the opportunity or necessary funds to use a computer (or other means) to prepare multiple entries," contrary to Mr. Lopaty's statement this morning.

We think it strange that McDonald's claimed that the purpose of their contest "was" to provide all McDonald's customers with over 1850 chances to win prizes best suited to lessen the effects of the current economic slump." (April 8 McDonald's press release) In reality, only nine of the prizes are of significant value. We further do not see how giving away foreign-made cars can help to improve the American economy.

Finally, we would like to make clear that we intend to donate a significant portion of our winnings to a worthy cause in the community, with the remainder contributed ^{towards living improvements in} ~~to~~ Page House (our dormitory at Caltech). None of the students involved will profit personally.

Page House Group

Written by:

Steve Klein 4499971 (phone)

Dave Novikoff

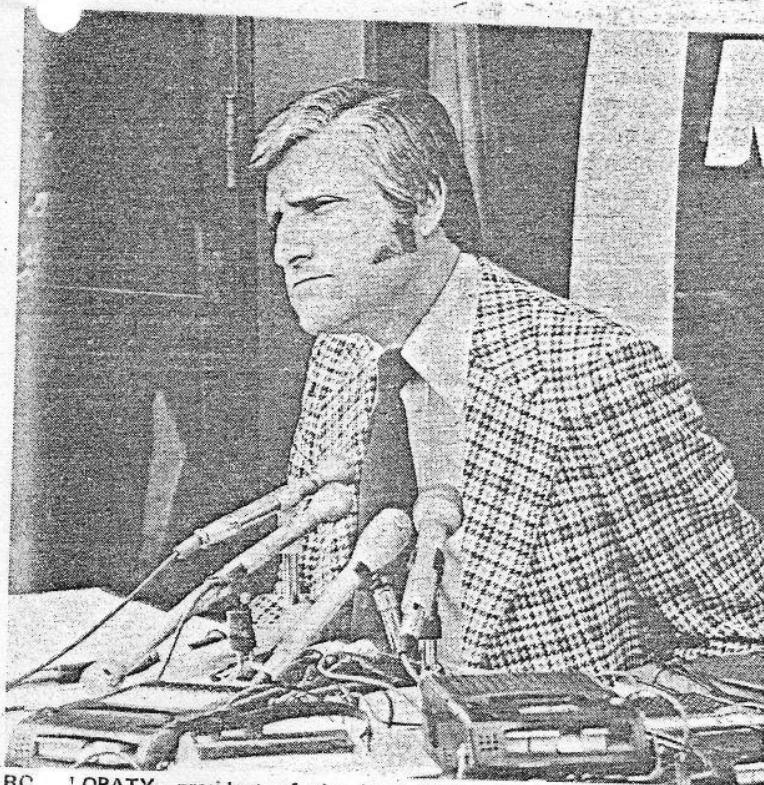
Barry Megdal

Pasadena, California, Friday, April 18, 1975

today is

ADD DAY.

Number 2



RON LOPATY, president of the local McDonald's Operators Association, caught in the act of trying to digest a Big Mac.

Photo by G. Bone

Duplicate Hamburgers

McDonald's Strikes Back

A final decision was made last Monday, by McDonald's, concerning the disposition of the 1.2 million computerized entries submitted in their "A Year's Groceries Free and a New Datsun Z" sweepstakes by several Caltech students.

In an action designed to alleviate public opinion, and possibly forestall any legal action by the students, Ron Lopaty, president of the McDonald's Operators Association of Southern California (the group which sponsored the sweepstakes), announced that two drawings would be held.

"Once we have drawn and awarded all 1850 plus prizes as stated in the entry blanks and included the Caltech students' computerized entries in the first drawing," Lopaty read from a prepared script, "we can then legally and rightfully have a second drawing, *excluding* the Caltech students' computerized

prize won by a Caltech student."

This simply means that for every prize won with a computerized entry, a duplicate prize will be given away in a second drawing, this one without the computerized entries. The two drawings will be opened to the press, and will occur sometime on or before April 23, and the announcement of all the winners will be given prior to May 23.

The prizes in the contest range from a new sports car, to free groceries for three months, to books of McDonald's gift certificates worth \$5 each.

One point strongly emphasized by Lopaty in his announcement was that public opinion was strongly against the "student prank," as he called it. He claimed that the letters received by McDonald's were running fifty to one against the students. In his words:

"[It is] the unanimous expression of our customers and

that the students acted in complete contradiction to the American standards of fair play and sportsmanship. Their actions had the effect of depriving individuals and families of improved odds of winning the prizes."

In response, Steve Klein, Barry Megdal, and Dave Novikoff, three of the students involved, issued a statement expressing their views concerning Mr. Lopaty's remarks. It reads:

"We do not believe that we acted in complete contradiction to the American standards of fair play and sportsmanship. We feel that by accepting the challenge to 'enter as often as you wish,' we have acted in accordance with

Continued on Page Seven

Big Mac

Continued from Page One
the best ideals of American sportsmanship."

In response to Lopaty's remark concerning public opinion, the students state that "we regret any ill feelings that may have been generated by our actions, but we do not think we have taken unfair advantage of others, since we invested our own time in this accomplishment."

The students' statement also made more widely known their plans for the money, largely overlooked in the furor. A large part of their winnings are to be donated to worthy causes in the local community. The remainder of the money is to be used for and by Page House. None of the students involved is to receive any personal profit.

WHENEVER COMPUTER WINS

McDonald's Will Award Duplicate Contest Prizes

A computer prank by 26 Caltech students that could have resulted in their winning about half of almost 2,000 prizes in a contest sponsored by owners of Southern California McDonald's restaurants appeared Monday to have been neutralized.

Rather than confront the computer head-on, the giant hamburger chain decided to accept the 1.2 million computer entries but will also award duplicate prizes to cover whatever the students win.

Ron Lopaty, president of the McDonald's Operators Assn. of Southern California, called a press conference to announce that two contests will now be held.

He said the Caltech entries would be accepted only in the first contest and whatever prizes go to the students will be available in the second one, in which only handwritten entries will be accepted.

The two-contest solution was McDonald's answer to the embarrassment



Ron Lopaty

Times photo

suffered by the fast food chain about two weeks ago when Caltech students said they would try to beat the

Please Turn to Page 6, Col. 3

Times
4-15

CONTEST

Continued from First Page

system by waiting until the last day of the contest to throw in 1.2 million computer blanks against 2.4 million hand-written ones.

At the time of their prank the students said they expected to win half of the prizes offered in the contest.

According to Lopaty the prizes include a sports car valued at \$5,817, a station wagon, a year's supply of groceries and 1,850 prizes of \$5 McDonald's gift certificate books.

Lopaty said, "We have agreed to honor as 100% valid all of the Caltech students' 1.2 million computerized entries. We decided against pursuing a legal course of action which would precipitate a drawn out legal contest in the attempts to determine the validity of computerized entries.

"However, we do agree with the unanimous expression of our customers and the public at large who have called or written their feelings that the students acted in complete contradiction to the American standard of fair play and sportsmanship."

He said the original sweepstakes would cost the restaurant owners about \$47,000 but if every prize had to be duplicated the cost would double.

The drawing will be held before April 23 and winners will be notified by certified mail and will have 30 days in which to respond, he said.

McDonald's Gulps Caltech Caper

By DAVE SWAIM

Staff Writer

McDonald's doesn't like the Caltech Computer Caper, but the hamburger firm said Monday it will honor the 1.2 million entries of 26 students in its sweepstakes contest.

If the capricious campus computerities win any of the \$47,000 worth of prizes, McDonald's said it will hold duplicate drawings for customers, excluding Caltech.

These second drawings, the president of McDonald's Operators of Southern California said, will be held so the average customers will not be cheated out of their chances by the students' "unfair advantage."

The prizes — for which 3.4 million entries have been submitted — include a \$5,817 sports car, four station wagons and oodles of groceries.

Ron Lopaty, who heads the group of McDonald's franchise holders, said at a news conference at this Encino restaurant:

"First, we have agreed to honor as 100 per cent valid all Caltech students' computerized entries.

Continued on Page A8

Caltech

Continued from Page A3

"We chose not to pursue a legal course of action which would precipitate a drawn-out legal contest.

"However, we agree with the unanimous expression of our customers and the public who have called or written us their feelings that the students acted in complete contradication of the American standards of fairplay and sportsmanship."

Lopaty said that to maintain the fair odds for all McDonald's customers, including those who do not have the opportunity to use a computer, the duplicate action was decided upon.

"Our attorneys and the company conducting the sweepstakes for us have assured us that once we have drawn and awarded all 1,850 prizes . . . and included the Caltech students' computerized entries in the first drawing," Lopaty said, "we can then legally have a second drawing, excluding the Caltech students' computerized entries.

6-N
4-15

"We can then award duplicate prizes to the public for each prize won by a Caltech student."

Lopaty said the second drawings, to duplicate every prize won by the Caltech students, would be made from the public's handwritten entries.

"This could conceivably double our expense for prizes, but any other alternative seems unsportsmanlike," he added.

He said the great total number of entries — 3.4 million — means the McDonald's sweepstakes was one of the most popular ever conducted in Southern California.

Lopaty acknowledged in answer to a question that the firm's attorneys have said that in future contests they will have to be more careful about the rules.

"I think we can limit them to handwritten entries," he said. "Computerized entries, no."

One of the letters protesting the students' action questioned their entries from a different perspective.

It was in the form of a petition to the State Attorney General's office, signed by two dozen San Fernando Valley and San Gabriel Valley residents, and said:

"The use of equipment at a state or federally funded college, university or institution for the pursuit of personal interest, not to mention the cheating of American consumers, is an absolute outrage."

A Caltech spokesman pointed out that Caltech is a private institution and that the computer center is not state or federally funded.

Caltech students, meanwhile promised to donate a "significant portion" of their winnings to "a worthy cause in the community," the remainder going to "improve living conditions" at their dormitory, Page House. "None of the students involved will profit personally," vowed an open letter signed by Steve Klein, 20, Dave Novikoff, 21, and Barry Megdal, 19.

Legal hassle avoided

Restaurants honor pranksters' game entries

By TENDAYI KUMBALA

LA Times-Washington Post Service
LOS ANGELES — A computer

prank by 26 California Institute of Technology students that could have resulted in their winning about half of almost 2,000 prizes in a contest sponsored by owners of Southern California McDonald's restaurants appears to have been neutralized.

Rather than confront the computer head-on, the giant hamburger chain decided to accept the 1.2 million computer entries but will also

award duplicate prizes to cover whatever the students win.

Ron Lopaty, president of the McDonald's Operators Association of Southern California, called a press conference to announce that two contests will now be held. He said the Caltech entries would only be accepted in the first one and whatever prizes go to the students will be available in the second contest where only handwritten blanks would be accepted.

The two-contest solution

wagon, a year's supply of groceries and 1,850 prizes of

the embarrassment suffered by the fast food chain about two weeks ago when Caltech students said they would try to beat the system by waiting until the last day of the contest to throw in 1.2 million computer blanks against 2,4 million hand-written ones.

At the time of their prank, the students said they expected to win half the prizes offered in the contest. According to Lopaty, the prizes include a sports car valued at \$5,817, a station wagon, a year's supply of groceries and 1,850 prizes of

\$5 McDonald's gift certificate books.

Lopaty said, "We have agreed to honor as 100 percent valid all of the Caltech students' 1.2 million computerized entries. We decided against pursuing a legal course of action which would precipitate a drawn-out legal battle." Lopaty said McDonald's is looking into ways to prevent a repeat of what the Caltech students did. One way to do this, he said, would be to eliminate facsimile or computerized entries.

"However, we do agree with the unanimous expression of our customers and the public at large who have called or written their feel-

Caltech Computer KO's Contest

McDonald's Cries 'Foul'

PASADENA (AP) — Three Caltech students say they just used good ol' American sportsmanship in using a computer to turn out 1.1 million entries for the McDonald's hamburger chain sweepstakes.

McDonald's, whose worldwide golden arches have seen the mass production of more than eight billion burgers over the years, cried foul in announcing the flood of entries.

Spokesman Ron Lopaty, president of the McDonald's Operators Assn. of Southern California, declared, "We do agree with the unanimous expression of our customers and the public at large who have

about 2,000 winners. The fine print, as the Caltech students point out, declared "enter as often as you wish."

The bigger rub: entry blanks could be duplicated on 3-by-5-inch card. That represented a challenge, relates student Novikoff, a senior math and physics major at a campus famous for solving difficult problems and for awesomely technical undergraduate pranks.

It all started when the chain's Southern California restaurant owners got up a contest to give away a new station wagon and a year's free groceries to a couple of top winners and \$5 gift certificates to everyone else among

the students acted in complete contradiction to the American standards of fair play and sportsmanship." He said the original sweepstakes would cost the restaurant owners about \$47,000 but if every prize has to be duplicated the cost would double.

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"However, we do agree with the unanimous expression of our customers and the public at large who have called or written their feel-

duplicates 1.1 million entry major Steve Klein Jr., said they would donate any winnings to a worthy cause in Pasadena and to their rooming house for "living improvements" — possibly for the library or kitchen.

MANSFIELD, Ohio (AP) — Seven anesthesiologists who refused to perform all but emergency surgery at General Hospital and People's Hospital here during the past week said they had reached an agreement yesterday with an insurance company for malpractice coverage and would resume full-time practice.

Doctor Strike Settled

Daily Emerald

An Independent Student Newspaper

Vol. 76, No. 145

Eugene, Oregon 97403

Friday, April 18, 1975

Taking a shot right between the arches

(C) 1975, The Los Angeles Times

LOS ANGELES — A computer print by 26 California Institute of Technology students that could have resulted in their winning about half of almost 2,000 prizes in a contest sponsored by owners of southern California McDonald's restaurants (recently) appeared to have been neutralized.

Rather than confront the computer head-on, the giant hamburger chain decided to accept the 1.2 million computer entries but will also award duplicate prizes to cover whatever

the students win. Ron Lopaty, president of the McDonald's Operators Assn. of Southern California, called a press conference to announce that two contests will now be held.

He said the CalTech entries would only be accepted in the first one and whatever prizes go to the students will be available in the second contest where only handwritten blanks would be accepted.

The two-contest solution was McDonald's answer to the embarrassment suffered by the fast food chain about two weeks ago when CalTech students said they would try to beat the system by waiting until the last day of the contest to throw in 1.2 million computer blanks against 2.4 million hand written ones.

At the time of their prank, the students said they expected to win half the prizes offered in the contest.

According to Lopaty, the prizes include a sports car valued at \$5,617, a station wagon, a year's supply of groceries and 1,650 prizes of McDonald's gift certificate books.

Lopaty said, "We have agreed to honor as 100 per cent valid all of the CalTech students' 1.2 million computerized entries. We decided against pursuing a legal course of action which would precipitate a drawn-out legal contest in the attempts to determine the validity of computerized entries. "However, we do agree with the unanimous expression of our customers and the public at large who have called or written their feelings that the students acted in complete con-

Chicago Daily-News

April 23, 1976

McDonald's gives contest losers a break

By Anthony Campbell

McDonald's thinks its Southern California customers deserve a break.

That's because several million of them entered the fast-food chain's recent \$50,000 promotional contest only to discover that the odds had been cornered by a resourceful band of students from the California Institute of Technology who blitzed the sweepstakes with 1.2 million computerized entries.

To calm the ire of the computerless contestants and return "sportsmanship and fair play" to the contest, McDonald's Tuesday drew duplicate winners among the public entries for each prize won by any of the 26 Cal Tech raiders. All winners will be announced in about two weeks.

A McDonald's spokesman said the double drawing was the only way to maintain the fairness and original intent of the contest after the students took unfair advantage.

The students, who rented the school's computer to generate the entry blanks, figured they had a chance to win one or two cars and as much as \$15,000 in other prizes.

THE SWAN JOURNAL

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MIDWEST EDITION

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25 CENTS

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HOLD THE STUFFING! Too late, so
McDonald's will have to pay the price.

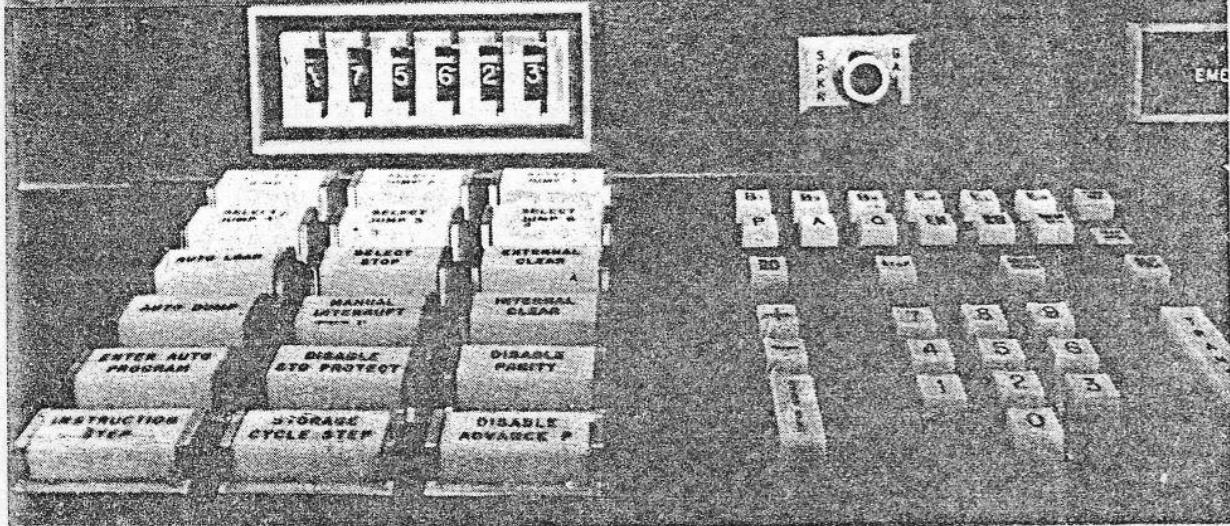
Operators of 38 McDonald's Corp. restaurants in Southern California ran a sweepstakes last month with \$50,000 of prizes, including cars and free groceries. Rules allowed entrants to simply print their names and addresses on pieces of paper. What the restaurants failed to foresee was that a group of California Institute of Technology students would enlist the aid of a computer to print out 1.2 million entries. Crammed into contest boxes, they accounted for a quarter of the total entries.

Rather than get into a legal hassle to determine the validity of computerized entries, McDonald's Operators' Association of Southern California says it will honor those entered by the students. But it will hold two drawings later this month. The first will be from all entries. The second, excluding the students' entries, will be for duplicate prizes for each prize won by a Cal Tech student in the first round.

Credit the students with ingenuity?
No, says the McDonald's association. It
agrees with those who say they acted
"in complete contradiction to the Amer-
ican standards of fair play and sports-
manship."

Note how Denker continues taking credit for the caper ...

McDonald's OVER 16 BILLION SERVED



*Watch out McDonald's,
or the great patty raid*

by Sharon Kato

A combination of brains, brawn and a computer may allow 26 students from the California Institute of Technology to walk away with much of the \$50,000 McDonald's sweepstakes--and it's got McDonald's sizzling.

The contest was designed to lure the oppressed consumer with offers of a \$5,817 car, a station wagon, free groceries and the inevitable McDonald's

coupon books. Entrants from the five LA counties merely had to print their names and addresses on a card and turn it in to a McDonald's.

The computer enabled the students to enter over one million entries, one-third of the total received in the contest which ended March 23.

John Denker, a senior in electrical engineering and spokesperson for the group said the idea came up

Please Turn to Page 5, Col. 4

Watch out McDonald's

Continued from Page 1

during an idle bull session.

"The entry blank said to enter as often as you wished... indeed they practically commanded us to," Denker said.

Despite the fact it was finals week and despite the risks involved, they went through with the plan. The computer was rented for three nights at the cost of \$320. They ran it in shifts, using it to print 26 addresses over 40,000 times.

But that, Denker explained, was the easy part. Next they had to cut the ton of paper into the three by five cards required. Even with the use of a commercial paper cutter it took three days. Delivery of the cards was on the last day of the contest. Fourteen people paired off and worked eight hours to distribute them to the over 90 McDonald's branches in the five county area.

The prank brought the students fame and possibly fortune and Cal Tech got a scholarship but McDonald's was in a real pickle.

The "you deserve a break today" people received the news with somewhat less enthusiasm than they display on TV commercials. One slightly bitter press release was sent out and further questions were greeted with, "no comment."

The company press release also stated that the public outcry had been unanimous in claiming that the students "acted in complete contradiction to the American standards of fair play and sportsmanship." Denker said, "McDonald's keeps calling up the Cal Tech administration, the computer center, my

adviser, asking 'All right, what's the lowdown on this?' They are absolutely dumbfounded by our forthrightness—they can't understand that what we did was legal."

Finally, fearing an extended court battle, McDonald's decided to accept the Cal Tech entries. But for every prize the students win, a duplicate one will be put up in a separate contest for the other entrants. (Lest anyone fear that the golden arches will go flat, in 1974 the McDonald's Corporation had record profits of \$67 million.)

Denker said that should they win any of the prizes, they will sell some for taxes, others will be given to charity, and some will bring in money to help keep Page House, (a dormitory,) in working order. The winners will be announced May 23.

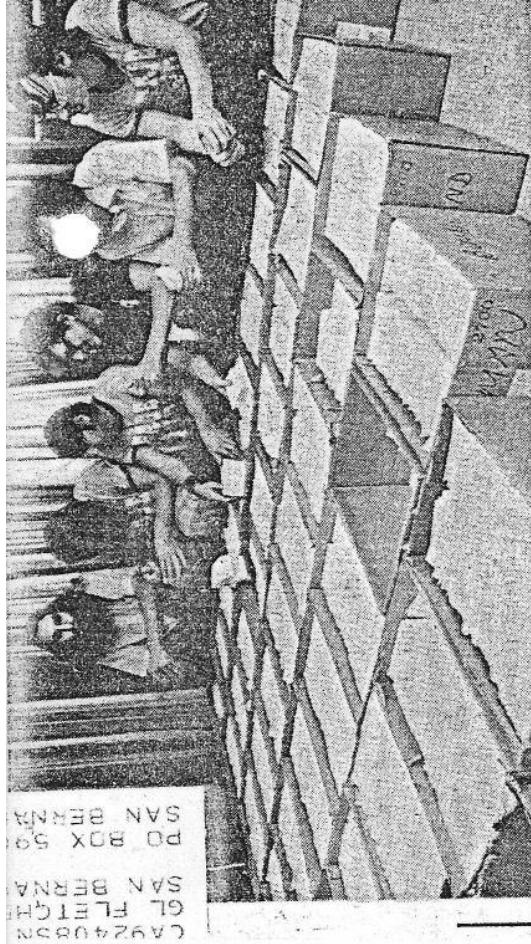
Nothing seemed to be left except for waiting, until Burger King called.

"The caper not only coincided with our finals week but also with my coming down with pneumonia," said Denker. "I flew home to Tucson and then got this phone call from Chicago and I thought 'Oh no, it's McDonald's lawyers.'"

The person on the phone just questioned him about the prank, he said. After several more phone calls he was told that Burger King was going to name a \$3,000 scholarship after him at Cal Tech.

All the conditions for it will be made by him and he's decided to limit it to Page House people. And what does Denker think about this?

"I think it's an excellent idea. What strikes me as odd is that McDonald's did not do it."



A simple four-line Fortran program helped these Cal Tech students win a Datsun in McDonald's contest when they generated 1.2 million entry blanks on an IBM 370/158. Although McDonald's was less than delighted, one student said, "Just because it unexpected doesn't mean it's unfair."

Technology, McDonald's Collide As Students Best Burger Bonanza

By Catherine Arnst
Of the CW Staff

PASADENA, Calif.—McDonald's Restaurants, whose hamburgers have taken their place along with Mom and apple pie as a piece of Americana, was recently confronted by a computer and 26 students from the California Institute of Technology (Cal Tech) following another American tradition—free enterprise. It started when 187 McDonald's in five counties of southern California held a sweepstakes during March. The \$40,000 worth of prizes included a new sports car, a year's free groceries, a station wagon and free McDonald's coupons.

(Continued on Page 4)

As Technology, McDonald's Collide

Students With IBM 370 Best Burger Bonanza

(Continued from Page 1)
had ready access to the computer and it was faster.

On the final day of the contest the students went to 90 McDonald's in the specified counties and started stuffing the entry boxes. Their computerized entries made up over one-third of the 3.4 million total number of entries.

McDonald's Not Pleased

McDonald's was not pleased with the students' high level of participation in the sweepstakes. Although Denker claimed their entries are legally valid, Ron Lopaty, president of the McDonald's Operator's Association of Southern California, said he feels "the students acted in complete contradiction to the American standards of fair play and sportsmanship."

The contest's purpose, he said, was "to give customers an opportunity, in a time of economic stress, to win free groceries and transportation. So you can understand our displeasure when their chances of winning were greatly reduced by the Cal Tech students using an unfair advantage of computerized entry blanks."

Part of the public agreed with him in

letters and phone calls to both McDonald's and Cal Tech. The state's attorney general even received a petition signed by over two dozen southern California residents which said "the use of equipment at a state or federally funded college, university or institution for the pursuit of personal interest, not to mention cheating American consumers, is an absolute outrage."

As for Cal Tech, it has taken no position on the issue, claiming it was the students' private endeavor.

Lopaty said McDonald's has agreed "to honor as 100% valid all the Cal Tech students' 1.2 million computerized entries" and, in fairness to the other entrants, will hold a second drawing in which all the computerized entries will be excluded and duplicate prizes of any won by the students will be awarded again.

For the students, the McDonald's caper, as they call the affair, has paid off. They have already been notified they've won a Datsun 710 station wagon, a year's free supply of groceries and innumerable \$5 gift certificates.

"Part of the loot will be used to finance improvements in Page House, our residence here at Cal Tech," Denker said.

"The rest will be donated to charity." Denker was dismayed at the restaurant chain's reaction to the incident, saying he doesn't feel they violated American standards of fair play.

"Just because it is unexpected doesn't mean it's unfair," he explained. "We feel that by accepting the challenge to enter as often as you wish, we have acted in accordance with the best ideals of American sportsmanship."

There are those who agree with him, and Cal Tech garnered a prize of its own from one of them. The Burger King chain of restaurants, McDonald's arch rival, has awarded \$3,000 to the school to set up a "John Denker Scholarship" in honor of the student who masterminded the scheme.

Computerworld
6/4/75

The Cal Tech students, headed by senior John Denker, realized these rules presented them with an opportunity to turn their DP training to a money-making advantage.

Vantage.

7.7 Million Caltech Entries

Students Outwit McDonald's Contest

PASADENA (AP) — Three third of the prizes. But a spokesman said the prizes used good ol' American sportsmanship in using a computer to turn out 1.1 million entries for the McDonald's hamburger chain sweepstakes.

McDonald's, whose worldwide golden arches have seen the mass production of more than eight billion burgers over the years, cried foul Monday in announcing the flood of entries.

Spokesman Ron Lopaty, president of the McDonald's Operators Assn. of Southern California, declared "we do agree with the unanimous expression of our customers and the public at large who have called or written their feelings that the students acted in complete contradiction to the American standards of fair play and sportsmanship."

Not so, said Caltech senior David Novikoff, declaring in a battle of press releases and news conferences "we feel it by accepting the challenge to 'enter as often as you wish,' we have acted in accordance with the best ideals of American sportsmanship."

It all started when the chain's Southern California restaurant owners got up a contest to give away a new station wagon and a year's free groceries to a couple of top winners and \$5 gift certificates to everyone else among about 2,000 winners.

The fine print, as the Caltech students point out, declared "enter as often as you wish." The bigger rub: entry blanks could be duplicated on 3 by 5 inch card.

That represented a challenge, relates student Novikoff, a senior math and physics major at a campus famous for solving difficult problems and for awesomely technical undergraduate pranks.

So, Novikoff says, he and some others from Caltech's Page House, a non-fraternity rooming home, went on down to Caltech computer and put \$400 worth of paper and the electronic marvel duplicate 1.1 million entry blanks — all conveniently contest-ready, having been also filled out with the names of 26 Caltech students.

McDonald's complained the mass entry made it unfair for the total 3.3 million entries

would be awarded as scheduled by April 23, with the addition of a second contest from which Caltech entries would be banned by some method to be determined — perhaps by requiring handprinted entries.

Sooner or later it had to happen, and the McDonald's Operators Assn. of Southern California has responded sanely to the pickle in which it found itself.

With relish, 26 students at Caltech had cranked up a computer. It ground out 1.1 million entry blanks for a sweepstakes being sponsored by the fast-food burglers and the purveyors of Datsun automobiles.

That meant that the students made up one-third of the 3.4 million entries, and that they stood to carry out many of the meaty prizes — whose total value was estimated at \$50,000. The situation was quickly embroiled in controversy.

McDonald's people first responded to the beef with arch conservatism. They obviously had the shakes. "Our lawyers have the matter under consideration," said the association's president three weeks ago.

They mustered more indignation when the rival Burger King people gave a \$3,000 scholarship to Caltech in honor of the students' big cheese.

But now it appears that the general public will catch up. The chain operators will garnish the sweepstakes with double-decker prizes in cases where one of the 26 Caltech students wins the first drawing.

Of course, more fat may be thrown into the fire when the drawing is made and the judges start checking on whether each recipient is duly qualified. All winners must be residents of the five-county Southern California area, and that may be interpreted as requiring that each must be registered to vote here.

Let us enter the debate. It seems that there is only one solution — to establish a neutral arbitration panel, chaired by the nation's chief justice. And then let the Burger Commission decide.

Please, Nobody Say 'Cheese'

Times Editorial 4-16

Please, Nobody Say 'Cheese'

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'Nobody Say Cheese'

I just had to shout "Hot Dog" when I read your tasty editorial (April 16) on the McDonald's-computer hassle.

I offer this toast to the brilliant writer of that editorial, who obviously does not need sesame seeds to make a great pun: "May-a-nasal drip never dull your hunger for wit."

ROGER BECK
Sherman Oaks

Re your editorial, "Please, Nobody Say 'Cheese'": Special sauce for the goose is special sauce for the gander, too. The punster who wrote that little piece deserves a break today—preferably in the neck. Cheese!

OWEN G. CLAYTON
El Segundo

Usually I complain, like most of the human race.

This time, I just want to say thanks for your editorial, which entertained me so much I won't even try to improve on it.

Did you say arch conservatism?
Ouch!!

WILLIAM H. NAUMANN
Los Angeles

Not everyone hates us ...

ROBERT G. ABERNETHY VIEWPOINT 6:00PM NEWSERVICE APRIL 15, 1975

I suppose if I had been one of the McDonald's customers who filled out more than two million sweepstakes entry blanks hoping to win a car or some groceries and then discovered that 26 Cal Tech students used a computer to print up more than a million additional entries for themselves, I would be miffed.

But now that McDonald's has wisely said they will have a second drawing excluding any of the Cal Tech entries, with duplicate prizes, everybody gets a break.

The non-Cal Tech customers have at least as good odds as before -- maybe better.

McDonald's is up to its arches in free publicity.

And the Cal Tech students continue a proud tradition of creative pranks. Once, a student returned to campus after senior ditch day to find his Ford roadster had been disassembled and re-assembled in his room, with the motor running.

In 1961, they acquired the program for the card tricks at the Rose Bowl and changed it so that when the University of Washington rooting section proudly did its routine, they spelled out the words Cal Tech.

And now, the McDonald's sweepstakes caper.

Purists say any students who can afford the 400 dollars and time it took to print up 1.2 million phony entry blanks and distribute them on the last day of the contest to 90 McDonald's outlets should give away any prizes they win. Maybe they will.

But whatever the winnings and whatever they do with them, I say congratulations. They've given a lot of us an honest laugh, and these days that's worth at least a Big Mac.

THURSDAY, MAY 1, 1975

*John D. Lofton, Jr.*

Caltech Students

WASHINGTON — Funny, how one person's ingenuity is another person's rip-off.

Without a doubt, the 26 most unpopular people in southern California now are a group of Caltech students who used computers to run off 1.2 million entry slips in an attempt to win the 2,000 prizes in a contest sponsored by the owners of McDonald's restaurants. Although this was allowable under the contest rules, the effort has been widely criticized.

In a press conference, Ron Lopaty, president of the McDonald's Operators Association of Southern California, has announced that it has been decided not to pursue any legal action against the students. Instead, duplicate prizes will be awarded to cover whatever prizes the computerized entries win. This could mean a second sports car, worth \$5,817, another station wagon, another year's supply of groceries, and a second set of 1,850 McDonald's gift certificate books worth \$5 each.

"However," says Lopaty, allying himself with those from which he has obviously felt much heat, "we do agree with the unanimous expression of our customers and the public at large who have called or written their feelings that the students acted in complete contradiction to the American standard of fair play and sportsmanship."

Well. This certainly is one way of looking at it. Another way is that while the Caltech 26 may have indeed been trampling on the aforementioned American standards, at the same time they were acting in strict accord with other, equally sacred American traditions.

It is not implausible to view these students as merely upholding the legacy of a group of earlier Americans called "Go-Getters" by historian Daniel Boorstin, in his book "The Americans: The Democratic Experience." Dr. Boorstin, who is director of the Smithsonian Institution's Museum of History and Technology, describes these rugged individualists as people who—in the halcyon days after the Civil War—"went in search of what others had never imagined was there to get."

People who "made something out of nothing, they brought meant out of the desert, found oil in the rocks, and brought light to millions. They discovered new resources, and where there seemed none to be discovered, they invented new ways of profiting from others who were trying to invent and discover."

Is it preposterous to think of the Caltech 26 as the great-great-great-grandchildren of those lone inventors whose resourcefulness gave us the jet engine, the gyrocompass, magnetic tape-recording, Bakelite, the helicopter, the Kodachrome process, and the self-winding wrist-watch?

Could these students not be the kinds of persons that the great French chronicler of early America, Alexis de Tocqueville, wrote about in

"Democracy in America" when he predicted:

"You may be sure that the more a nation is democratic, enlightened, and free, the greater will be the number of these interested promoters of scientific genius, and the more will discoveries immediately applicable to productive industry confer gain, fame, and even power on their authors."

But the real reason I am tempted to say "right on" to the Caltech 26, is that it shows that our young people are now working nonviolently within the system. A decade ago, instead of entering its contest, they just might have been firebombing McDonald's. This is a definite step forward, depending, of course, on how one feels about Big Macs, Eggs McMuffin and Ronald McDonald.

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JAMES GEEHAN
Editor and Publisher

TED WARMOLD
Managing Editor

Friday, May 2, 1975

John D.
Lofton Jr.

How to judge Caltech's 26

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It is not implausible to view these students as merely upholding the legacy of a group of early Americans called "Go-Getters" by historian Daniel Boorstin, in his book, "The Americans: The Democratic Experience."

Drs. Boorstin, who is director of the Smithsonian Institution's Museum of History and Technology, describes these rugged individualists as people who — in the halcyon days after the Civil War — "went in search of what others had never imagined was there to get."

People who "made something out of nothing, they brought meat out of the desert, found oil in the rocks, and brought light to millions. They discovered new resources, and where there seemed none to be discovered, they invented new ways of profiting from others who were trying to invent and discover."

Is it preposterous to think of the Caltech 26 as the great-great-great-grandchildren of those lone inventors whose resourcefulness gave us the jet-engine, the gyrocompass, magnetic tape recording, Bakelite, the helicopter, the Kodachrome process, and the self-winding wrist-watch?

Could these students not be the kinds of persons that the great French chronicler of early America, Alexis de Tocqueville, wrote about in "Democracy in America" when he predicted:

"You may be sure that the more a nation is democratic, enlightened, and free, the greater will be the number of these interested promoters of scientific genius, and the more will discoveries immediately applicable to productive industry confer gain, fame, and even power on their authors."

But the real reason I am tempted to say "right on" to the Caltech 26, is that it shows that our young people are now working nonviolently within the system.

A decade ago, instead of entering its contest, they just might have been firebombing McDonald's.

This is a definite step forward, depending, of course, on how one feels about Big Macs, Eggs McMuffin and Ronald McDonald.

One man's ambition is another's greed

By JOHN D. LOFTON Jr.

WITHOUT A DOUBT, the 26 most unpopular people in southern California now are a group of Cal Tech students who used computers to run off 1.2 million entry slips in an attempt to win the 2,000 prizes in a contest sponsored by the owners of McDonald's restaurants. Although this was allowable under the contest rules, the effort has been widely criticized.

In a press conference, Ron Lopaty, president of the McDonald's Operators Association of Southern California, has announced that it has been decided not to pursue any legal action against the students. Instead, duplicate prizes will be awarded to cover whatever prizes the computerized entries win. This could mean a second sports car, worth \$5,817, another station wagon, another year's supply of groceries, and a second set of 1,850 McDonald's gift certificate books worth \$5 each.

"However," says Lopaty, allying himself with those from which he has obviously felt much heat, "we do agree with the unanimous expression of our customers and the public at large who have called or written their feelings that the students acted in complete contradiction to the American standard of fair play and sportsmanship."

Well, this certainly is one way of looking at it. Another way is that while the Cal Tech 26 may have indeed been trampling on the aforementioned American standards, at the same time they were acting in strict accord with other, equally sacred American traditions.

It is not implausible to view these students as merely upholding the legacy of a group of earlier Americans called "Go-Getters" by historian Daniel Boorstin in his book "The Ameri-

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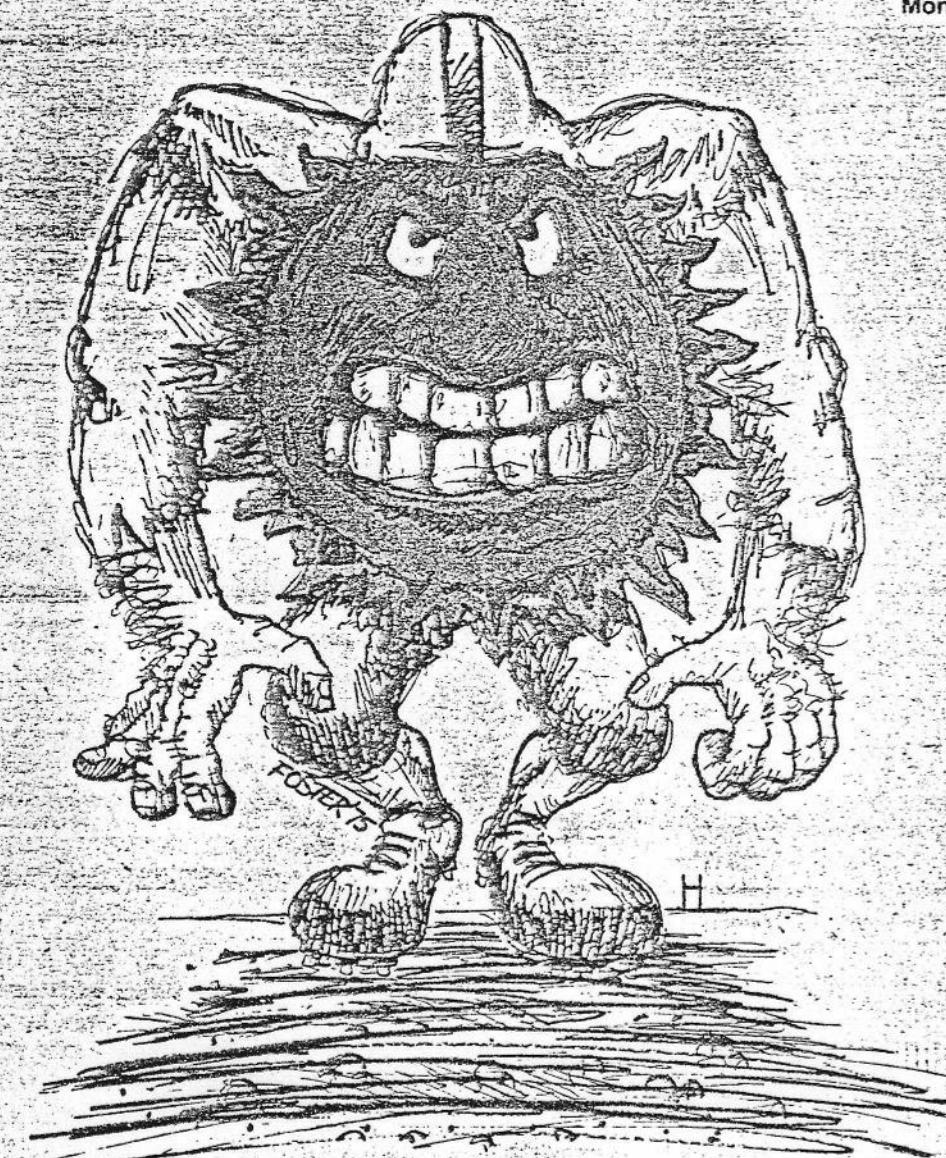
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SOCAL

Monday, May 12, 1975



What's
Inside

Can the Sun rise in Anaheim?
Acting is just kid stuff
Who can afford to be old?
The great McDonald's rip-off

Daily  Trojan

University of Southern California
Volume LXVII, Number 126



The great McDonald's rip-off

By Mitchell J. Shields

There is nothing very interesting about Cal Tech senior Dave Novikoff's dormitory room. There's the bed on the floor, the desks stretched across the middle of the room, the bowl of candy flanked by a contribution box—in short, the carelessness you'd expect in the room of a man finishing up his last year at a predominantly male institution.

What draws people to it is nothing inside, but rather something plastered up along the walls outside. There, where anyone who is interested can see it, is the complete documentary remains of what might be termed the great McDonalds raid.

Moving from left to right along the wall, interrupted only briefly by the interstice of a doorway, are a copy of the rules of a contest conducted by the McDonalds' Operators Association of Southern California with a few pertinent words underlined, a carefully marked-off map of all

McDonalds outlets in Southern California, and a voucher for enough computer paper to print up over one million three-by-five cards with the military precision of a military operation. Let us now go back in time slightly over one month to Friday, March 14 at approximately 11:30 p.m. when we hear long-haired and bearded Cal Tech junior Steve Klein reading aloud.

"My God, print your name, address and zip code on a three-by-five piece of paper. Enter as many times as you wish. Deposit entries at a participating McDonalds."

What Klein had come across during a late night snacking foray was the sesame-seed of the first major stunt pulled by California Institute of Technology students since the 60s. Stunts and Cal Tech have gone together almost since the institution's founding, resulting in many remembered events. Once, during a Rose Bowl game, some students intercepted and reworked a series of instructions to

one of the stunt card teams, resulting in the spelling out of Cal Tech over nationwide television by some rather surprised students.

The declared purpose of such stunts has always been to provide publicity for Cal Tech, though there is undoubtedly mixed with this a desire to release tensions generated by too many hours with a calculator and, just possibly, the libidinous energy built up in attending a predominantly one-sex school. (Coed institutions never have been noted for concentrated pranks.)

Still, it had been many years since the Rose Bowl event, and though the minor pranks may have satisfied the unsated prankster urge, the stated one, that of publicity, was doing badly. Until Steve Klein glanced over some small print while munching some fast food.

What Klein read was the rules to McDonalds "A Year's Groceries Free and

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SoCal 13

a New Datsun Z Sweepstakes." When he came to the section stating that printed entries would be valid, an idea began percolating on the back corners of his mind only to boil over when he returned to Page House, his dormitory on the Cal Tech campus in Pasadena.

What Klein had considered was that printing is printing, whether done by hand, linotype or the line printed of a computer. By using the latter method, he figured that quite a few entries could be prepared in a short time, considerably increasing chances of winning one or all of the prizes and, tweaking whatever might be considered the nose of a corporate structure like McDonald's.

So we come again, like the snake calmly nibbling on his tail, full circle to March 14 and Klein entering Page House muttering through his beard. Within a short time he had rounded up other students interested in his project—Dave Novikoff, Lou Scheffer, Barry Megdal, and

Greg Denker, an Occidental College student.

Klein's original idea had been to submit 100,000 or so entries, but as the five ring-leaders discussed the idea into Saturday it became apparent that anything short of 1 million would be nothing more than a drop in the bucket. So, finally, it's decided that 1 million entries will be it.

To get it done would require 52 boxes of computer paper, a \$300 outlay contributed by one student against the many thousands of potential income, writing a program to convince the computer to do the work, and long hours spent at the Occidental College print shop cutting the 140,000 pages of paper into the proper sized entries. And since the contest closed in one week, it had to be done quickly.

The work began Monday evening as soon as the Cal Tech computers were free. Working in anonymity, the students

wrote the program and began feeding in the computer paper. After three nights, the printing was done, 1.1 million entries with the names of 26 different Page House residents who had agreed to lend support to the stunt. A day later at close to 10 p.m. the last entry was cut to the proper size and stored properly in its box, ready for the planned Saturday raid.

The raid, as it was arranged, would carry slightly over 10,000 entries to each of 98 McDonalds around Los Angeles, Orange, Riverside and San Bernardino counties.

The entries were spread over Southern California instead of being dumped at one location for a number of reasons, the chief one being that while there was only one grand prize there was a total of four second prizes and four third prizes, one of each being given per McDonalds sales district. By spreading the entries evenly there was a chance of getting all the

continued on page 14

TWO DAYS ONLY!
THE SECTION
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N. Hollywood
FOR THE LOVE OF MUSIC

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Delicious
LUNCHEON—DINNER
Trojan Horse Restaurant
El Rodeo Coffee House

University Hilton
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"HOW TO LAND AN ENGINEERING, ARCHITECTURE, CHEMICAL OR TECHNICAL JOB"

by

STEPHEN FOX
an employment consultant
TODAY at 1 pm & 3 pm

Seaver Science Auditorium

Bring a resume or a letter about a job you would design for yourself.

If you can't make it to the lecture give me a call or send me your resume.
380-8200 X34 or 37.

The rip-off

Continued from page 13

prizes.

However, before the raid occurred a problem was raised. McDonalds found out about the plan and began to show displeasure.

"The first reaction we got from McDonalds was on the first day, Friday, the day before we did the majority distribution, we took sample boxes to the McDonalds here in Pasadena," Barry Megdal said.

"One of their regional sales managers, or someone higher than a store manager, happened to be there. He called up McDonalds headquarters and the decision he got at that time was that they would hold our entries separate from the rest, and then would consider whether they were legal. We didn't think this was very reasonable, so we came back and waited. They were supposed to call us after they had thought it over a little. A couple of hours later we got a call telling us, yes, we could put our entries in the box and then they would decide if they were legal or not. That was the first we heard of them."

It was not the last, though. The next night cars left from Pasadena to distribute the entries, 10,000 per store stuffed into a small cardboard box. At first pushing through the multitude of cards took considerable time, but as the day progressed a pattern was established. One person would stand waiting at the box while another jerked out bundles of 40 to 60 entries which were then rammed in. Toward the end of the day the process took close to six minutes.

By Saturday night, Cal Tech's part in the raid was over. They had turned in what at first they thought would be 50% of the entries, only to find later that the number was closer to 30%. Still, that was good enough. Random chance dictated the students would win one-third of the prizes.

McDonalds, though, didn't care much for this, and their humor was not improved when Burger King gave a \$3,000 scholarship to Cal Tech in honor of John Denker, a student who had first called newspapers with the story of the raid, and placed large ads in the papers promising free french fries to anyone bringing in a stapled, folded or mutilated computer card.

In the week following the contest's end there were rumors that McDonalds was going to disqualify the Cal Tech entries, but then, perhaps to forestall legal action by the students, the company relented

and called a press conference.

At the conference an obviously disgruntled Ron Lopaty, president of the McDonalds Operators Association of Southern California, said that the entries would be honored. He added, though, that following the first drawing a second drawing minus the Cal Tech entries would be held to give away duplicates of any prize won by the students.

During his talk Lopaty stressed that this "student prank" was not looked on favorably by McDonalds nor by McDonalds customers who, he said, were writing in fifty to one against the Cal Tech students' action. According to Lopaty, these customers felt, "The students acted in complete contradiction to the American standards of fair play and sportsmanship. Their actions had the effect of depriving individuals and families of improved odds of winning the prizes."

But Klein, Novikoff and Megdal, the three prime movers behind the prank, dis-

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will profit from the prizes. There was, he said, a decision made early on to give all winnings away to local charities—after, of course, expenses such as the \$300 worth of computer paper are taken care of.

So the real result of the prank was simply to make McDonalds pay more for the free advertising the contest brought them, and perhaps to make the advertising people who turn to giveaway contests as the surest way to bring a greedy public in lose a little sleep late into the night. Because the worry is who will do it next? Now that a group of students armed with all the advantages of a machine age have shown Americans how to make their most hidden dreams of something for nothing work; how can they stop this from happening again.

Novikoff, Megdal and Stein aren't too concerned with all that though. They're just waiting for the registered letters announcing the winners of the contest to go out and bring the last flurry of public atten-



Floyd Clark

The burger burglars

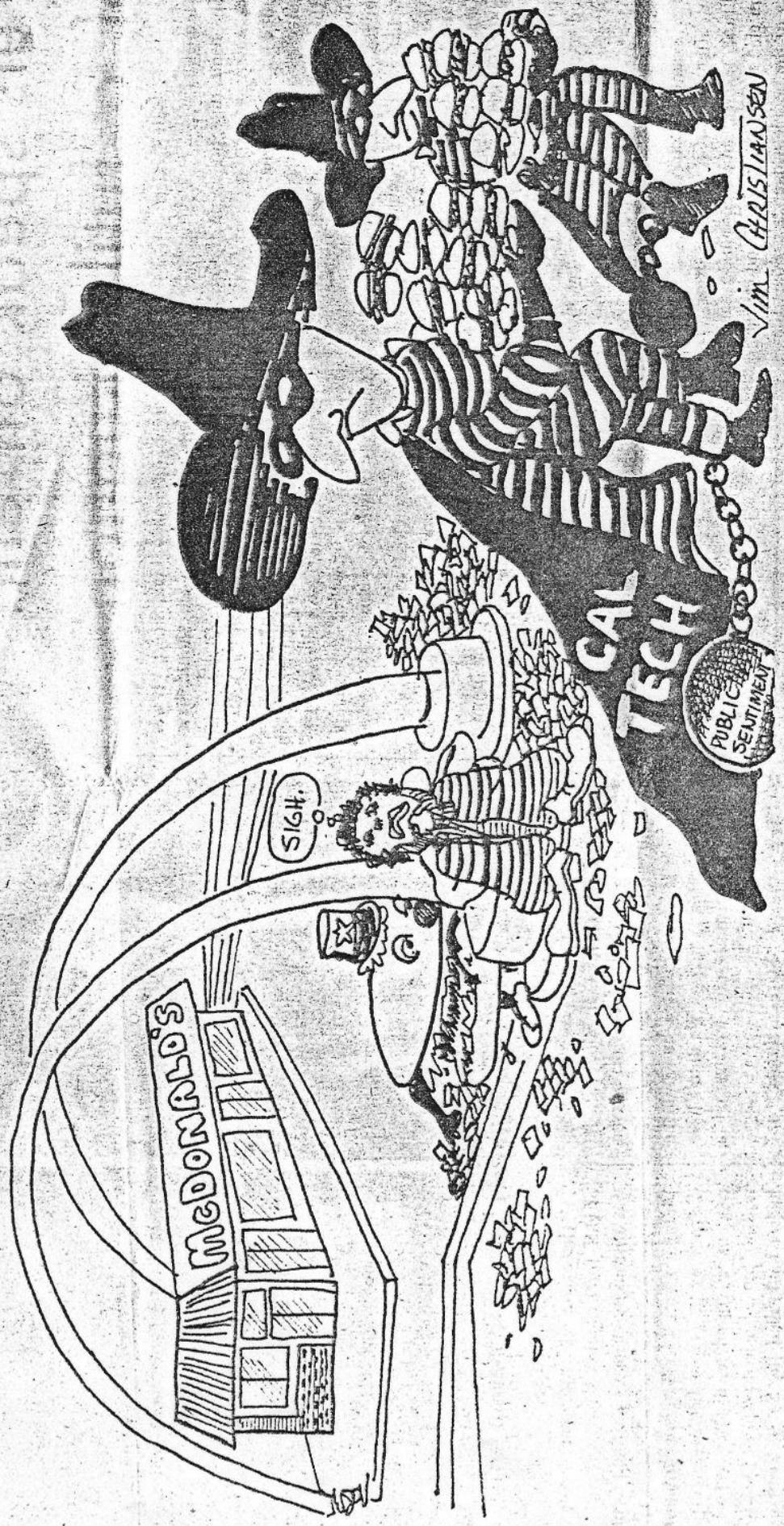
(left to right) Steve Klein, John Denker, David Novikoff, Louis Scheffer, Barry Megdal, John Gilbert

agreed. They pointed out that, because of their action, people now had a greater chance to win the prizes because there would be two drawings. In a prepared statement they claimed that "by accepting the challenge to 'enter as often as you wish' we have acted in accordance with the best ideals of American sportsmanship."

Anyway, Novikoff said later, the whole question is moot since no student

tion to their act. There's no question that they'll find out who all the winners are.

The reason for that is taped up to the wall outside of Novikoff's room, down where the history of the great raid dwindles into blank space. There hangs a copy of a letter from Steve Klein to McDonalds requesting such a list. It is a neat letter, arranged nicely in the center of a sheet of printout paper. And typed, of course, by a computer.



Caltech caper

Can the computer conquer the burger fan?

Steve Shuman

Charges of unethical conduct and bad sportsmanship are flying in the wake of a massive prank by several students at the California Institute of Technology

rather irate people. From a professor at Cal State Long Beach:

"It is obvious that your institution, despite its reputation, has people of questionable intelligence, though they

own cars. Klein estimates about 220 man-hours for the whole project — all during finals week!

The computer spent three nights printing out 1,26 million entries. Two

Can the computer conquer the burger?

Steve Shuman

Charges of unethical conduct and bad sportsmanship are flying in the wake of a massive prank by several students at the California Institute of Technology (Caltech) in Pasadena.

The students used a computer to print out over a million 3-by-5 slips of paper with names and addresses on them, and submitted them as entries into a sweepstakes sponsored by McDonald's hamburger chain. Sweepstakes prizes include two Datsuns, five awards of free groceries for a year, four awards of three month's worth of free groceries, and 1850 McDonald's gift certificates of \$5 each.

The students feel they were perfectly within their rights to print out the entries by computer. The first rule of the contest reads, "To enter, fill out an official entry blank available at participating McDonald's or Datsun dealers (or print your name, full address and zip code on a 3-by-5 piece of paper.) Enter as often as you wish..."

Though the students were clearly within their legal rights, complaints about their action seem numerous. Ron Lopaty, president of the McDonald's Operators Association of Southern California, which sponsors the contest, reports that McDonald's mail is running 50 to one against the students.

"(It is) the unanimous expression of our customers and the public at large who have called or written us *their* feelings that the students acted in complete contradiction to the American standards of fair play and sportsmanship. Their actions had the effect of depriving individuals and families of improved odds of winning the prizes," he said.

Condemnation

Caltech has also received some letters condemning the students, although the official policy of the school is no comment. However, Steve Klein, who thought of the prank, scoffs at the idea of mountains of adverse mail. "It's difficult to tell how much bad reaction there is... We received only one letter. The institute got several... up to ten or so," he said.

Some of those letters came from

rather irate people. From a professor at Cal State Long Beach:

"It is obvious that your institution despite its reputation, has people of questionable intelligence, though they will no doubt receive honor after honor."

These words were relatively mild, compared to comments from others. One citizen in Burbank wrote to the President of Caltech:

"No, I am not expecting to win had this not happened. I am just incensed at the gross immorality of this thing being done — and being permitted to be done — by some of your students..."

"The glaring wrong done by these eager young things in using facilities intended for higher and better things — and then bragging about it over television — cries out for strong lessons in 'Right vs. Wrong' to be given to these participants."

John Denker, in charge of publicity for the project, feels such attitudes are unjustified. "Just because it is unexpected, it's *prima facie* unfair," he said, describing people's reasoning.

Tasteless Macs

"The real losers — the real butt of Caltech's prank — are the many ordinary consumers who entered the contest in the spirit in which it was supposedly conducted..."

"Now the fun and anticipation are gone... My children cannot understand why Caltech students are allowed to stuff ballot boxes but they still cannot. My wife and I have lost one more round in the explanation of the meaning of fair play and sportsmanship. I hope your students enjoy their cars and food. Please tell my children why their Big Macs taste funny these days," said a professor at Chapman College.

A television reporter told Klein that someone had called the station sobbing because she wanted to win the food for her family, since her husband was unemployed.

"Yeech! Garbage!" retorted Klein when asked if he felt guilty about depriving many people of prizes. He maintains that raising the odds from one in two million to one in three million is not significant.

Besides, Klein added, "McDonald's was nice enough to oblige us" by

removing the feeling that they were taking food out of people's mouths. Lopaty has announced that for every prize won by a Caltech student, McDonald's would award a duplicate prize to a non-Caltech student whose entry would be drawn at random.

McDonald's fault

The students lay the blame for the bad reaction squarely on McDonald's. "They could have really made something out of it, but they dropped the ball at every opportunity," said Denker. The chain should have accepted the prank in good humor, he added.

"When this event was planned we thought McDonald's would take it much better than it did. They did allow what we did by the rules of entry. Since they did allow it, they shouldn't get annoyed because they didn't think of one minor detail. It was essentially poor sportsmanship on their part," said Klein.

The students expected a bad reaction not from McDonald's or from the public, but from the school itself. "We thought we would get more static from the Caltech administration. They have been extremely reasonable about it," said Denker.

If anything, the administration seems to express tacit approval. Hardy C. Martel, Executive Assistant to the President of Caltech, wrote to one angry correspondent, "The students apparently saw this contest as a challenge, as something to beat. They have invested their own time and energy, whether or not they succeed is yet to be determined. As I understand it, the contest rules specifically said 'enter as often as you want.' The students took this quite literally."

Both the students and the school stress that Caltech did nothing to sanction the project. One student wrote the eleven-line computer program in less than a half-hour. Another laid out \$320 to pay for the computer time. A third student, whose brother works in the print shop at Occidental College in nearby Glendale, arranged to cut the computer printouts into 3-by-5 slips of paper.

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computer conquer the burger fan?

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own cars. Klein estimates about 220 man-hours for the whole project — all during finals week!

The computer spent three nights printing out 1.26 million entries. Two students were there to babysit at all times. Meanwhile, others obtained maps showing the location of every McDonald's in Southern California.

McDonald's had ruled that nobody could win in two separate regions, so the pranksters got as good an idea of the regions as possible by calling McDonald's. Since they couldn't get the exact boundaries, they concentrated on the centers of the regions.

The entries were divided among 26 students living in Page House. Each student had about 40,000 entries. They wrote a Battle Plan to avoid overlapping regions, and sent six cars with two people in each one to deliver the entries on March 22.

Lopaty reports approximately 3.4 million entries across the southland. Accounting for possible losses in cutting, Klein estimates about 1.1 million entries from Caltech.

Winners to donate

All winnings by Caltech students will be converted into cash and donated to Page House. Since the house is a non-profit organization, the donations will be tax-deductable. After converting the prizes to cash, the house members will decide what to do with it.

There was some sentiment for keeping some of the prizes. However, few were enthusiastic about consuming thousands of dollars of McDonald's delicacies, and they anticipated problems in trying to insure a car for 90 house members, many of whom are still teenagers.

Nobody is certain how or where the house will sell any prizes it wins. However, rumor has it some house members have already submitted bids for a car.

The *Highlander* has learned since this story went to press that nobody from Caltech won the grand prize, a Datsun 240Z and a year's free groceries. McDonald's would not reveal the names of any winners, however.

The drawing was held; and the lucky winner of one of the Second Prizes was our own darling little Becky, who, with the aid of our lawyer Terry Coyne, graciously accepted the prize.

The third wave of publicity rolled in ...

PROMOTION CENTER WEST
305 NORTH HARBOR BOULEVARD
FULLERTON, CALIFORNIA 92632
PHONE: (714) 879-4615

GEORGE E. NELSEN
President

Becky Hartsfield M/S 1-53
Caltech
Pasadena, California 91126

Congratulations!!

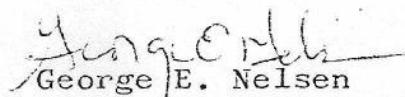
Your entry has been drawn as one of the second prize winners in the McDonald's "A year's groceries free and a new Datsun Z" sweepstakes.

You win a year's groceries free plus a new Datsun 710 Wagon.

In order to make the necessary arrangements for getting your prizes to you, I would like to meet with you sometime Monday, 5/5/75 or Tuesday, 5/6/75.

Would you please call my office by Friday, 5/2/75 to arrange a time you might be able to come to our offices.

Congratulations again and I'll look forward to seeing you next week.


George E. Nelsen

5/15/75

Mr. George E. Nelson
President
Promotion Center West
305 North Harbor Blvd., Suite C-21
Fullerton, California 92632

Dear Mr. Nelson:

This letter constitutes my acceptance of the prize that I won in the recent McDonald's "A Year's Groceries Free and a New Datsun Z" Sweepstakes. This letter, which has been mailed within 30 days of the date that you notified me of the prize I have won, is required by Rule 12 of the Sweepstakes' Official Entry Blank Rules.

I understand that Rule 12 also requires that I sign an affidavit attesting to my eligibility and indicating my acceptance of the prize in accordance with the Sweepstakes' rules. I have reviewed the letter of agreement that you earlier forwarded to me. That document requires my agreement or acknowledgement concerning certain matters which are required by the contest rules and I consent to those provisions in the letter of agreement. However, as to certain other provisions in the agreement, I consider it proper for me to propose alternative language in several instances. Enclosed is a copy of your letter of agreement with notations of the changes that I propose.

Please contact me if you should have any questions concerning this matter.

Sincerely,

Becky Hartsfield

Becky Hartsfield

PLEASE SIGN AND RETURN TO:

Promotion Center West
305 North Harbor Blvd., Suite C-21
Fullerton, California 92632

LETTER OF AGREEMENT BETWEEN
MCDONALD'S OPERATORS' ASSOCIATION
OF SOUTHERN CALIFORNIA
AND BECKY HARTSFIELD

This signifies my willingness to accept merchandise won in McDonald's "A year's groceries free and a new Datsun Z" sweepstakes and that the acceptance in so doing, of the following conditions:

1. When the merchandise is delivered to me, I agree to accept the designated merchandise at no further obligation to McDonald's Operators' Association of Southern California, Nissan Motor Corp. in U.S.A., Datsun Dealers, Promotion Center West or any other company or organization affiliated or contributing to McDonald's "A year's groceries free and a new Datsun Z" sweepstakes ~~unless expressly implied by its manufacturer by guarantees or warrants issued with the normal sale of the indicated merchandise.~~
2. The prize(s) listed below is complete as listed with no cash alternative or substitute. I also understand that federal, state or other tax or license laws are or may be applicable as a result of my winning the prize listed below, and that such taxes are my sole and full responsibility.
3. By the signature shown below I also testify that the winner whose name is shown above and below was at least 18 years of age at the time of entry and is a licensed California driver.
4. I further agree that ~~my winning entry was wholly a product of the person's name appearing on the entry and that my entry(ies), content or any other matter contained in them belong unqualifiedly to McDonald's Operators' Association of Southern California and its cooperating sponsors.~~
5. I also affirm that neither myself or any member of my immediate family is an employee of McDonald's Corporation, McDonald's Operators' Association of Southern California, Nissan Corp. in U.S.A., Datsun Dealers, their advertising agencies or Promotion Center West.
6. I acknowledge that I am familiar with Section 1542 of the Civil Code of the State of California which provides as follows:

~~"A General Release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor."~~

~~BH~~

except that I will be entitled to those express and implied warranties and guarantees issued by the manufacturer or supplier of my prizes which would be included in a normal sale.

AH

~~I hereby waive and relinquish any right or benefit which I may have under said section 1542 of the Civil Code of the State of California to the full extent that I may lawfully waive all such rights and benefits.~~

PRISE OFFERED: a years groceries free plus a New Datsun 710 Wagon

I agree to accept the prize designated above and in so doing accept the terms as outlined above:

Name Becky Hartsfield

Signature Becky Hartsfield

Address Caltech 1-53

City Pasadena,

State California Zip Code 91126

Date May 15, 1975

PROMOTION CENTER WEST
305 NORTH HARBOR BOULEVARD
FULLERTON, CALIFORNIA 92632
PHONE: (714) 879-4615

GEORGE E. NELSEN
President

May 12, 1975

I'm afraid we failed, on your affidavit, to include verification of what county you live in. Would you please fill in the statement below and return it to us for our records.

This is to verify that I was a bona fide resident of Los Angeles county at the time I entered the McDonald's "A Year's Groceries Free and A New Datsun Z" sweepstakes.

Signed Becky Hartsfield

Date May 15, 1975

Please sign and return this to us as soon as possible.

Thank You,

George Nelsen
PROMOTION CENTER WEST
305 N. Harbor Blvd., Suite C-21
Fullerton, CA 92632

DID YOU KNOW THAT WE AMERICANS HAVE STOCKPILED MORE THAN 15,000 POUNDS OF TIN FOR EACH MAN, WOMAN AND CHILD IN THE WORLD...

The CALIFORNIA TECH

Volume LXXVI

Pasadena, California, Friday, May 23, 1975

Number 29

Ronald's Prizes

In a brief ceremony last Monday in Encino, the McDonald's Operators' Association of Southern California presented prizes to the nine top winners in their "A Year's Groceries Free and a New Datsun Z" Sweepstakes. Among the winners was Becky Hartsfield, a freshman of Page House. She received one of four second place prizes, consisting of a Datsun 710 station wagon and a check for \$3,000.

Ms. Hartsfield was one of the twenty-six people whose names appeared on part of nearly 1.1 million computer entries printed by a group of students in Page. Her second place winnings were the only major prize won by any of the computerized entries.

Continued on Page Six



McDonald's officials present Becky Hartsfield with her \$3000 second prize check. Photo by G. Bone



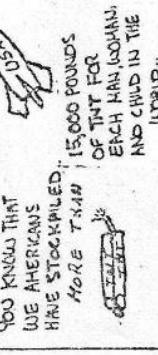
WE
BLOW UP
THE ENTIRE
HUMAN RACE
AND NO ONE
IS STUPID WITH
THE CLEANUP JOE...

McDonald

Continued from Page One

Statistically this was somewhat of a disappointment. With nearly one-third of the entries, the students received only 20% of the prizes. This includes 315 five dollar gift certificates for use at McDonald's.

The Datsun station wagon was immediately donated to the United Way, while the three thousand dollar check was given to Page House. The money will be used to pay taxes and for expenses incurred in printing the 1.1 million entries. The remainder will be used mainly for improvements in the house.



WE
BLOW UP
THE ENTIRE
HUMAN RACE
AND NO ONE
IS STUPID WITH
THE CLEANUP JOE...

2481

M - 521,114
S - 702,679

MAY 22 1975

Stuffing the Contest Box

Students' Computer Prank Wins Car, Cash

By Robert Meyers

Special to The Washington Post

PASADENA, Calif.—It was enough to crack the golden arches.

Twenty-six science and math students at California Institute of Technology here, looking for something to do while studying for final exams in March, stuffed more than 1.1 million computer-printed entries into a give-away contest sponsored by the McDonald's hamburger company.

When the drawings were held about two weeks ago, the students had won 20 per cent of the total prizes, including a \$7,000 car and \$3,000 in cash. McDonald's promised to change its rules.

"It's amazing how much free time you

can find during final exams week when you're really looking for it," said Steve Klein, 21, a junior information sciences major.

Klein and Dave Novikoff, 21, Barry Megdal, 19, and Becky Hartsfield, 18, all students at the science-oriented school here, were intrigued by the give-away contest being sponsored by the McDonald's Operators Association of California. The rules called only for an entry to be printed on a 3x5 inch card, by a person who was over 18 with a valid driver's license. "Enter as often as you wish," the rules invited.

The students did. In late March the 26, all members of Page House, a residential and dining facility, spent \$350 to buy

See STUDENTS, A6 Col. 1

Students Win Car, \$3,000 in Prank

STUDENTS From A1

about 20 hours' printing time on an IBM 370/158 computer. They produced 52 boxes of paper, each box of which contained 2,700 pages, and each page of which contained eight valid McDonald's entries.

"There were 1.2 million entries at first," Megdal, a sophomore electrical engineering student says, "but by the time we got through cutting the paper up into individual entries, there were only 1.1 million."

Each of the 26 students involved in the tension-breaking project thus found that the computer had printed his name 40,000 times. Dividing up into eight groups, the students took their ballots to 98 of the 190 participating McDonald's stores in Southern California. More than 3 million entries, including the students', were received.

When the management of the fast-food chain learned of the prank, its reaction was hot enough to sizzle a french fry.

"...The students acted in complete contradiction to the American standards of fair play and sportsmanship," boomed a press release. "Their actions had the

effect of depriving individuals and families of improved odds of winning the prizes."

The company reported getting letters from outraged citizens. Newspapers and television stations sent reporters to sniff out the story. Burger King, a fast-food competitor of McDonald's gleefully gave Caltech a \$3,000 scholarship in honor of the stunt.

McDonald's, however, spent a great deal of time trying to figure out what action to take with regard to the computer-printed entry forms. The company finally decided to honor them all, but to give duplicate prizes to the general public for every Caltech entry that was drawn.

That action cost the participating dealers an extra \$10,000 on top of the \$50,000 already allotted.

The prizes were presented Tuesday: Becky Hartsfield, a freshman physics major,

was given the keys to a new Datsun 710 station wagon, which she immediately turned over to a chapter of the United Way.

The top prize—a more expensive car and a year's supply of groceries—went to a non-student.

The students say they will keep the check for \$3,000, and use it to pay for the taxes and license on the station wagon, to improve their living quarters, to buy micro-wave ovens for the house, and to pay off the cost of buying time on the computer to print the entries in the first place. "No one will make a profit on this," Novikoff said.

At the awards presentation on Tuesday, Novikoff invited Ronald McDonald, the clown character who represents the hamburger chain, to have dinner that night at Page House.

Ronald, however, ate elsewhere.

MAY 21 1975

Allen's P. C. B. Est. 1888

Some Caltech students 'get a break today'

LOS ANGELES (AP) — Some in future contests.

Caltech students really took seriously that McDonald's hamburger chain slogan, "You deserve a break today." They are about \$10,000 richer for it.

Two months ago, the students

decided to give themselves a break in McDonald's \$50,000 sweepstakes contest, by applying a little Caltech mathematical expertise.

Taking up the invitation to enter "as often as you like" the students submitted 1.2 million entries printed by an IBM computer.

As of Tuesday, counting up the final figures, the students had nearly 20 per cent of the prizes, with the biggest haul being made by Becky Hartsfield, an 18-year-old coed who won a new Datsun station wagon and \$3,000 worth of groceries.

She said she planned to give the car to charity and donate the cash equivalent of the grocery prize to Caltech for housing improvements.

The students' plan didn't lessen the other entrants' chances of winning the sweepstakes because when McDonald's lawyers determined that the duplicate entries were legal, the company announced it would award additional prizes to cover whatever the students won.

But the McDonald's people say they'll make sure that computer printouts are invalid

MAY 21 1975

Allen's P. C. B. Est. 1888

Computer Caper to Cost McDonald's

LOS ANGELES (UPI) — McDonald's will have to sell more than 12,000 extra Big Macs to pay for the great Cal Tech computer caper that blitzed the hamburger chain's contest.

Becky Hartsfield was the biggest winner in the college prank, showing up Tuesday at the award ceremonies to collect a new Datsun station wagon and \$3,000 worth of groceries.

All told, Cal Tech students, using a computer, won \$10,000 worth of the \$30,000 in prizes offered by the hamburger chain. McDonald's, caught by its own contest rules, had an-

nounced earlier that for every prize won by a student, a matching prize would be offered to be won by other contestants, adding \$10,000 to the expense of the contest.

The students shocked the chain two months ago by programming a computer to churn out 1.2 million entries. A band of students drove carloads of the forms to McDonald's stands throughout Southern California, and wound up submitting a third of the total entries.

"We're going to change the rules so that the entries will like a low figure," said Miss Hartsfield, a freshman mathematics major who said she would donate her new station wagon to charity and the worth of the food to Cal Tech.

The students seemed intrigued with the fact that they had only won one-fifth of the stakes' grand prize — a Datsun 280Z and a year's supply of groceries — was Lillian Robinson, a 28-year-old office manager.

The top prize was a new sports car and a year's supply of groceries but the students did not collect that. It went to Lillian Robinson, 28, an office manager.

The students said they were intrigued by that fact that they submitted 33 per cent of the entries but won only 20 per cent of the prizes.

"Mathematically, it's feasible, but it's a low figure," said Miss Hartsfield, a freshman mathematics major who said she would donate her new sta-

tion wagon to charity and the worth of the food to Cal Tech.

Steve Klein, one of the brains behind the plan, said he regretted using the computer. "We should have used offset printing — it's cheaper," he said. "It cost us about \$500 for the computer."

McDonald's has already thought of that. "In any future contests, each entry will have to bear an original, hand written, signature," a spokesman said.

Vista, Calif.
Vista Press
(Cir. 3xW. 7,418)
(Cir. Sun. 7,514)

MAY 21 1975

Allen's P. C. B. Est. 1888

Contest 24x1 compute costly

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Hemet, Calif.
Hemet News
(Cir. D. 6,840)

Costa Mesa, Calif.
Daily Pilot
Street Sales Ed
(Cir. D.)

MAY 21 1975

Allen's P. C. B. Est. 1888

Caltech Wins \$10,000 From McDonald's

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MAY 21 1975

Allen's P. C. B. Est. 1888

CALTECH WINS

LOS ANGELES — Some Caltech students really took seriously that McDonald's hamburger chain slogan, "You deserve a break today." They are about \$10,000 richer for it.

Two months ago, the students decided to give themselves a break in McDonald's \$50,000 sweepstakes contest, by applying a little Caltech mathematical expertise.

Taking up the invitation to enter "as often as you like" the students submitted 1.2 million entries printed by an IBM computer.

As of Tuesday, counting up the final figures, the students had nearly 20 per cent of the prizes, with the biggest haul being made by Becky Hartsfield, an 18-year-old coed who won a new Datsun station wagon and \$3,000 worth of groceries.

She said she planned to give the car to charity and donate the cash equivalent of the grocery prize to Caltech for housing improvements.

When McDonald's lawyers determined that the duplicate entries were legal, the company announced it would award additional prizes to cover whatever the students won.

But the McDonald's people say they'll make sure that computer printouts are invalid in future contests.

"We're going to change the rules so that the entries will have to be handwritten," says Ronald Lopaty, president of the local McDonald's Operators' Association.

The students seemed intrigued with the fact that they had only won one-fifth of the prizes even though they had submitted one-third of entries.

San Clemente, Calif.
SUN POST
(Cir. D. 5,739)

MAY 21 1975

Allen's P. C. B. Est. 1888

Hamburger Chain In Big Payoff

LOS ANGELES (UPI) — McDonald's will have to sell more than 12,000 extra Big Macs to pay for the great Cal Tech computer caper that blitzed the hamburger chain's contest.

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The students shocked the chain two months ago by programming a computer to churn out 1.2 million entries. A band of students drove carloads of the forms to McDonald's

stands throughout Southern California, and wound up submitting a third of the total entries.

The top prize was a new sports car and a year's supply of groceries but the students did not collect that. It went to Lillian Robinson, 23, an office manager.

The students said they were intrigued by that fact that they submitted 33 per cent of the entries but won only 20 per cent of the prizes.

"Mathematically, it's feasible, but it's a low figure," said Miss Hartsfield, a freshman mathematics major who said she would donate her new station wagon to charity and the worth of the food to Cal Tech.

Steve Klein, one of the brains behind the plan, said he regretted using the computer.

"We should have used offset printing — it's cheaper," he said. "It cost us about \$500 for the computer."

Big Victor *In Contest*

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She said she planned to give the car to charity and donate the cash equivalent of the grocery prize to Caltech for housing improvements.

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But the McDonald's people say they'll make sure that computer printouts are invalid in future contests.

"We're going to change the rules so that the entries will have to be handwritten," says Ronald Lopaty, president of the local McDonald's Operators' Association.

The students seemed intrigued with the fact that they had only won one-fifth of the prizes even though they had submitted one-third of entries. "Mathematically, it's feasible," said Miss Hartsfield, a physics major, "but it seems like a low figure."

San Diego, Calif.
Union
(Cir. D. 170,658)
(Cir. S. 280,268)

MAY 22 1975

Allen's P. C. B. Est. 1888

Students Win \$10,000 In Burger Event

24x1
LOS ANGELES (AP) — Some Caltech students recently decided to apply their mathematical expertise to a \$50,000 sweepstakes contest sponsored by the McDonald's hamburger chain.

Now, two months later, they are about \$10,000 richer for their efforts.

Taking up the invitation to enter "as often as you like" the students submitted 1.2 million entries printed by an IBM computer.

Counting up the final figures, the students amassed nearly 20 per cent of the prizes. The biggest haul was made by Becky Hartsfield, an 18-year-old coed who won a new station wagon and \$3,000 worth of groceries.

She said she planned to give the car to charity and donate the cash equivalent of the grocery prize to Caltech for housing improvements.

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Costa Mesa, Calif.
Laguna Beach Daily Pilot
(Cir. D. 2,900)

MAY 21 1975

Allen's P. C. B. Est. 1888

a lion was removed from the by Orange County Animal
rs.

From Page A1

CALTECH

24x1
a computer to churn out 1.2 million entries. A band of students drove carloads of the forms to McDonald's stands throughout Southern California and wound up submitting a third of the total entries.

The top prize was a new sports car and a year's supply of groceries but the students did not collect that. It went to Lillian Robinson, 28, an office manager.

Steve Klein, one of the brains behind the plan, said he regretted using the computer.

"We should have used offset printing — it's cheaper," he said. "It cost us about \$500 for the computer."

McDonald's has already thought of that.

"In any future contests, each entry will have to bear an original, handwritten signature," a spokesman said.

Caltech Wins \$10,000 From McDonald's

24x1
LOS ANGELES (UPI) — McDonald's will have to sell more than 12,000 extra Big Macs to pay for the great Caltech computer caper that blitzed the hamburger chain's contest.

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All told, Caltech students, using a computer, won \$10,000 worth of the \$50,000 in prizes offered by the hamburger chain. McDonald's, caught by its own contest rules, announced earlier that for every prize won by a student, a matching prize would be offered to be won by other contestants, adding \$10,000 to the expense of the contest.

The students shocked the chain two months ago by programming

(See CALTECH, Page A2)

Building Backed

The News American

BALTIMORE, MD.
D. 217, #23 SUN. 296,313

MAY 22 1975

McDonald's Must Pay-Up To 'Brain'

LOS ANGELES — (UPI)

— McDonald's will have to sell more than 12,000 extra Big Macs to pay for the great Cal Tech computer caper that blitzed the hamburger chain's contest.

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Miss Hartsfield, a freshman mathematics major, said she would donate her new station wagon to charity and the food to Caltech.

The students joined the chain two months ago by programming a computer to churn out 1.2 million entries. A band of students would be offered to be won by other contestants, adding \$10,000 to the expense of the contest.

Becky Hartsfield was the biggest winner in the college prank, showing up yes-

terday at the award ceremonies to collect a new Datsun station wagon and \$3,000 worth of groceries.

All told, Caltech students using a computer, won carloads of the fruits of McDonald's stands through Southern California.

Miss Klein, one of the brains behind the plan, said he regretted using the computer.

Steve Klein, one of the brains behind the plan, said he regretted using the computer.

Chain burgerized \$10,000 in contest

LOS ANGELES (UPI) —

McDonald's will have to sell more than 12,000 extra Big Macs to pay for the great Cal Tech computer caper that blitzed the hamburger chain's contest.

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MAY 21 1975

Caltech Students

WIN \$10,000
in contest

D. 121,326

Computer Entries Win \$10,000 For Students

Los Angeles (AP) — Some Caltech students recently decided to apply their mathematical expertise to a \$50,000 sweepstakes contest sponsored by the McDonald's hamburger chain.

Two months later, they are about \$10,000 richer for their efforts.

Taking up the invitation to enter "as often as you like," the students submitted 1.2 million entries printed by an IBM computer.

Counting up the final figures recently, the students had amassed nearly 20 per cent of the prizes. The biggest haul was made by Becky Hartsfield, an 18-year-old who won a new station wagon and \$3,000 worth of groceries.

She said she planned to give the car to charity and donate the equivalent of the gro-

cery prize to Caltech for housing improvements.

The students' plan didn't lessen the other entrants' chances of winning the sweepstakes, because when McDonald's lawyers determined that the duplicate entries were legal, the company announced it would award additional prizes to cover whatever the students won.

But the McDonald's people say they'll make sure that computer printouts are invalid in future contests.

"We're going to change the rules so that the entries will have to be handwritten," says Ronald Lopaty, president of the local McDonald's Operators' Association.

Steven Klein, one of the students who organized the mass entries, says he's sorry he used a computer.

Pomona, Calif.
Progress Bulletin
(Cir. D. 42,403)

San Diego, Calif.
Daily Transcript
(Cir. D. 2,500)

MAY 21 1975

Allen's P. C. B. Est. 1888

Caltech students win 20% of McDonald prize money

LOS ANGELES (AP) — Some Caltech students really took seriously that McDonald hamburger chain slogan, "You deserve a break today." They are about \$10,000 richer for it.

Two months ago, the students decided to give themselves a break in McDonald's \$50,000 sweepstakes contest, by applying a little Caltech mathematical expertise.

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MAY 23 1975

Allen's P. C. B. Est. 1888

Cal Tech Computer Winners of McDonald Contest Get Prizes

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Becky Hartsfield was the biggest winner in the college prank, showing up this week, at the award ceremonies to collect a new Datsun station wagon and \$3,000 worth of groceries.

All told, Cal Tech students, using a computer, won \$10,000 worth of the \$50,000 in prizes offered by the hamburger chain. McDonald's, caught by its own contest rules, had announced earlier that, for every prize won by a student, a matching prize would be offered to be won by other contestants adding \$10,000 to the expense of the contest.

The students shocked the chain two months ago, by programming a computer to churn out 1.2 million entries.

Oakland Tribune Thurs., May 22, 1975

Students and Computer Win \$10,000

LOS ANGELES (AP) — Some Caltech students recently decided to apply their mathematical expertise to a \$50,000 sweepstakes contest sponsored by the McDonald's hamburger chain.

Today, two months later, they are about \$10,000 richer for their efforts.

Taking up the invitation to enter "as often as you like," the students submitted 1.2 million entries printed by an IBM computer.

As of Tuesday, counting up the final figures, the students had amassed nearly 20 percent of the prizes. The biggest haul was made by Becky Hartsfield, an 18-year-old coed who won a new station wagon and \$3,000 worth of groceries.

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"We're going to change the rules so that the entries will have to be handwritten," says Ronald Lopaty, president of the local McDonald's Operators' Association.

The students seemed intrigued with the fact that they had only won one-fifth of the prizes even though they had submitted one-third of entries.

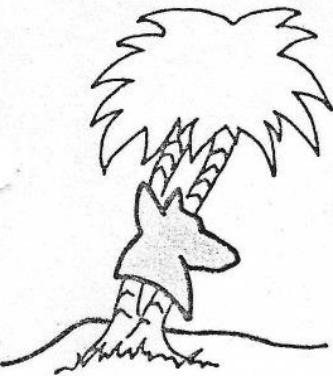
Steven Klein, one of the students who organized the mass entries, says he's sorry he used a computer.

"We should have used offset printing," he said. "It's cheaper. It cost us about \$500 for the computer."

How did we decide what to do with the prizes? Well, after careful thought and consideration, and a flip of the coin, we decided that the car was to be given to charity and the rest to Page House to pay for expenses (computer costs, taxes, etc.) and house improvements. By next year, the library should be panalled and the kitchenettes will have micro-wave ovens due to these funds.

The charity to be given the car was originally going to be "Guide Dogs of the Deserts." They may be a worthy organization, but unfortunately for them, they were not registered with the state of California officially as a "charitable organization."

The United Way ended up as the recipient of the Datsun 710 ...



GUIDE DOGS OF THE DESERT

PALM SPRINGS, CALIFORNIA

16 April 1975

Mr. David Novikoff
Page House
1301 E. California
Pasadena, Calif.

- OFFICERS -

WILLIAM T. PATTERSON
PRESIDENT

•
STANTON B. LAYNE
1ST VICE PRESIDENT

•
MIKE DRISKELL
2ND VICE PRESIDENT

MRS. JANETT GILLETTE
TREASURER

•
MRS. ANNA COOKE
SECRETARY

•
L. BUD MAYNARD
EXECUTIVE DIRECTOR

•
BOBBY FAYE
FIELD REPRESENTATIVE

Dear Mr. Novikoff:

It has been with interest that I have been following your "Computer Caper" with McDonald's. Last night on one of the news programs it was mentioned that you might be donating any winnings to charity. If this is a possibility, I wanted to call your attention to our organization.

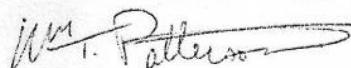
There are only eight guide dog schools in the United States and we are the newest. We started on a "shoe string" about a year ago and we are starting to reach our long term goals.

One of the things we need is a van or station wagon to transport students and dogs for training sessions. We have an old telephone company van that we are using now, but it is not adequate for transporting students, as it has no windows for ventilation.

Naturally any other prize, such as food for a year, would be most welcome, if you decide to give any of your winnings away. I am enclosing a brochure on our school. If you wish to contact me, I can be located at the Burbank address below. Regardless, good luck in the contest!

Sincerely,

GUIDE DOGS OF THE DESERT


William T. Patterson

President

WTP:ms
Encl.

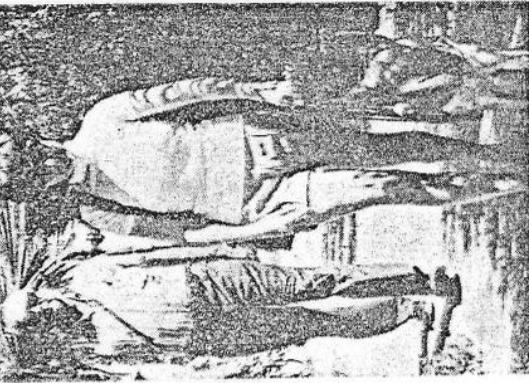
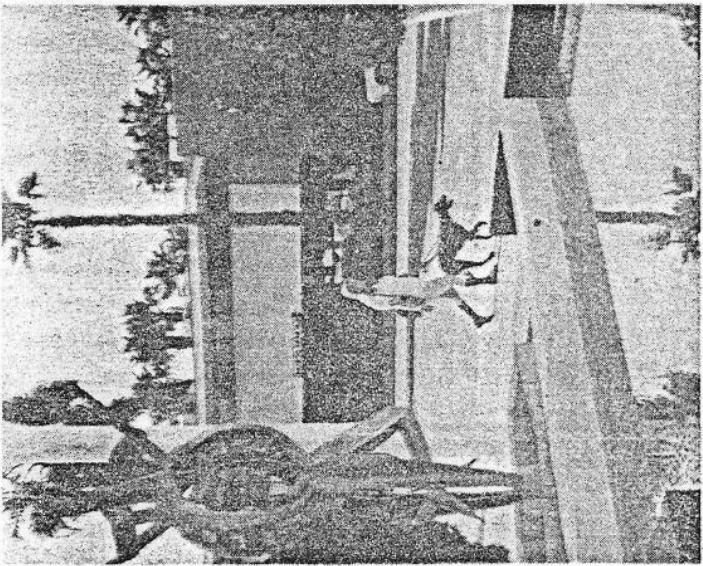
P. O. BOX 1692
PALM SPRINGS, CA. 92262
(714) 327-8998

LOS ANGELES CO. OFFICE
1512 W. BURBANK BLVD.
BURBANK, CA. 91506
(213) 848-5513

The nearest miracle to actual restoration of sight is a superbly trained GUIDE DOG, furnished free, with all equipment, to the blind by

GUIDE DOGS OF THE DESERT.

The intensive 90-day training period of each GUIDE DOG by state licensed instructors qualified by years of experience, is climaxed by an additional comprehensive four week training period with its new blind master at the school. These expertly trained GUIDE DOGS provide as close a substitute for sight as possible to the blind and kindle a rebirth of independence by affording them a new and vaster freedom of movement.



Getting acquainted on an early training walk through a residential area.

The art of training GUIDE DOGS as well as instructing the blind to use them, lies in infinite patience and understanding. The GUIDE DOG is taught by reward and affection so that when he comes to the blind person, the bond of love between them is the bond that makes the dog happy to serve and the master happy with his new friend who will lead and assist him wherever he goes.

For four weeks the GUIDE DOG and his new master live, eat and train together for their future happiness with each other. Through the resulting bond of love and inter-dependence, the blind and their GUIDE DOGS leave GUIDE DOGS OF THE DESERT ready to embark on a new way of life — a way of life made possible by the contributions of people who are gifted with the sight that enables them to read this booklet.



The start of it all . . . young Campfire Girl receives puppy to be raised in the home for a year prior to its GUIDE DOG training.

Located in beautiful Palm Springs, GUIDE DOGS OF THE DESERT is one of ONLY eight training centers in this field throughout the United States, and is supported entirely by public subscription.

Financial support of GUIDE DOGS OF THE DESERT is, naturally, tax deductible and is realized by individual contributions and endowments and trust funds contained in wills.

These donations not only make it possible for the blind to gain a freedom of movement and independence, heretofore impossible, but also affords them the opportunity to become self-supporting and respected members of society.

445-6300
(714) 623-0313
Los Angeles Line: 684-0877

JOHN L. JACO
REGIONAL CAMPAIGN ASSOCIATE



United Way, Inc.

UNITED CRUSADE

San Gabriel/Pomona Valley Region
44 East Foothill Boulevard
Arcadia, California 91006

In the meantime, we were having a difficult time collecting the more-than-300 fourth prizes that we supposedly won. This and other irregularities in the contest prompted a closer look into the integrity of McDonald's in handling the contest and our entries. This brought up the possibility of a lawsuit, but no action was taken as we were satisfied with the results of the drawing and were too lazy to carry on any more work with respect to the caper anyway ...

Page House M/S 1-53
Caltech
Pasadena, Ca. 91126
4 April 1975

McDonald's Sweepstakes
350 McCormick Street
Costa Mesa, Ca. 92627

Dear Sirs:

I am writing on behalf of myself and a group of Caltech students concerning our submission of a large number of entries in your recent McDonald's Sweepstakes. You no doubt have been made aware of the apparent controversy surrounding the submission of our entries. We have had brief discussions with McDonald's officials concerning the question which we understand has been raised with respect to the validity of our entries.

We believe that we have complied with your Sweepstakes contest rules, both as regards the strict language of the contest rules as well as the intended meaning of those rules. The entries each contain a full name, address, and zip code; they measure three inches by five inches, and the information they contain is printed. Our submission of a large number of entries is, in our opinion, wholly consistent with the rule allowing unlimited entries by any contestant.

We are anxious to learn of any decision that McDonald's or Promotion Center West may have made concerning the validity of our entries. We have invested considerable time and effort in connection with our participation in the Sweepstakes and, accordingly, we have a substantial interest in your decision. We would welcome the opportunity to discuss this matter with you further.

We are also writing to make you aware of what we believe to be irregularities in the handling of contest entries. It was recently called to our attention that numerous entries, apparently both some of our group's entries as well as other entries on your official entry blanks (which obviously were submitted by other McDonald's customers) were found along the roadside in Pasadena near our campus. This situation points up what may be a serious problem concerning the integrity of those responsible for handling the Sweepstakes entries.

We are also concerned about inquiries we understand have been made to the State Attorney General concerning charges of "collusion" involving Caltech. We do not understand the basis of such charges and are concerned that what we believed to be a proper and ingenious endeavor may be alleged by some source to be in the nature of a criminal activity. Further, such charges erroneously imply the involvement of Caltech in this matter.

We request that you deal directly with either myself or the other students involved in the contest rather than attempting to bring the Caltech Administration into this matter. We would appreciate a prompt response to our inquiry. Please feel free to contact me if you have any questions regarding our views.

Sincerely,

Steve Klein

cc: Promotion Center West

David B. Novikoff
Page House, Caltech
Pasadena, California 91126
April 23, 1975

Mr. Sid Graw
National Broadcasting Company, Inc.
3000 West Alameda Street
Burbank, California

Dear Mr. Graw:

I am one of the students at Caltech involved in the McDonald's contest. Last Tuesday (April 22) McDonald's held the drawing for the contest, and Bill Windsor covered the story for the Channel 4 News. I would like to know if the students at Caltech could obtain the following items in connection with this story, and I was told you might be able to arrange this.

First, we would like a transcript of the report shown on the 6:00 and/or the 11:00 news on Tuesday, April 22.

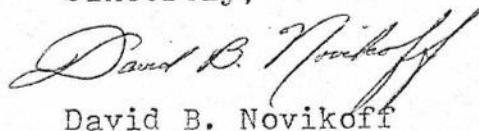
Secondly, if possible, we would like to obtain a copy of the film taken at the drawing for the McDonald's contest (preferably the full footage taken, not just the film shown on the air). I am told that the cost of the print is minimal, and we would be willing to pay for the film (COD or however is easier for you). The film would be shown only to the students involved with the Caltech's participation in the McDonald's contest, and possibly to certain members of the Caltech administration in responsible positions, who might be concerned. The reason we are interested in the film is that no one at Caltech was informed when then event would take place, beforehand, and therefore did not attend the event. Viewing the film that you possess would be helpful to us in answering questions and obtaining information concerning the estimates of the number of our entries, the method and conduction of the drawing itself, and whatever else the film may disclose. We realize that for use of the film, for other than our own information, we would need to obtain written permission from the Network.

I hope you will comply with this request and, if so, would you send any material to:

David B. Novikoff
Page House, Caltech
Pasadena, Ca. 91126

If you have any questions, please contact me at 449-9971. I would greatly appreciate a response at your earliest convenience.
Thank you.

Sincerely,


David B. Novikoff

NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.

3000 WEST ALAMEDA AVENUE, BURBANK, CALIFORNIA 91523

(213) 845-7000, 549-3911

May 30, 1975

Mr. David B. Novikoff
Page House, Caltech.
Pasadena, CA 91126

Dear Mr. Novikoff:

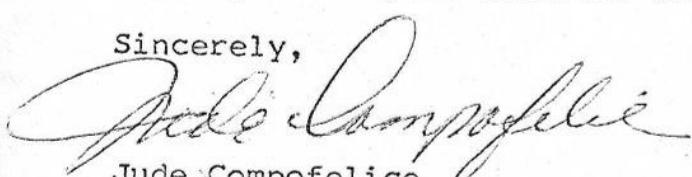
Follwing our recent telephone conversation and your note to Mr. Graw, I am enclosing our standard legal forms in connection with your purchase of a 16mm composite optical print of "McDonalds" shown on our Newservicce on April 22, 1975.

Upon receipt of your check in the amount of \$35 and the legal forms signed in duplicate, we will send our original film to an outside laboratory for a print, this usually takes five to ten days. The print will be forwarded to you via certified mail when it is reveived here.

The film has been removed from our library and I will hold it in my office awaiting your reply.

Thank you for your interest and inquiry.

Sincerely,



Jude Compofelice
Business Affairs Office

Enc.

We sent to Promotion Center West for an official list of winners according to the last rule on the official entry blanks. Our request was appropriately printed by the computer ...

PAGE HOUSE M/S 1-53
CALTECH
PASADENA, CA. 91126
1 APRIL 1975

MCDONALD'S SWEEPSTAKES
350 KODOMICK STREET
COSTA MESA, CA. 92627

YEAR SWEEPSTAKES

I AM WRITING TO REQUEST THE OFFICIAL COMPLETE LIST OF WINNERS
OF YOUR "A YEAR'S GROCERIES FREE AND A NEW DATSUN 2" SWEEPSTAKES
AS PER THE INSTRUCTIONS ON THE ENTRY BLANK.

ENCLOSURE PLEASE SEND A SELF-ADRESSED, STAMPED, RETURN ENVELOPE.

THANK YOU,

STEVE KLEIN

The reply was this list of the major (first, second, and third)-prize winners, which of course includes Becky Hartsfield, our second-prize winner. Also, notice that one of the third prizes was duplicated. David H. Walker also mass produced entries and became a winner like we did. Congratulations, David Walker, wherever you are! ...

PRIIZE WINNERS IN THE

McDONALD'S "A YEAR'S GROCERIES FREE....AND A NEW DATSUN Z" SWEEPSTAKES

GRAND PRIZE

Lillian Robinson
Los Angeles, California

SECOND PRIZE

Becky Hartsfield
Pasadena, California

Earl Beck
Cypress, California

Pablo Puente
Pico Rivera, California

Glenn Maze
Sepulveda, California

Slobodan Markovich
Rosemead, California

THIRD PRIZE

David H. Walker
Anaheim, California

Lyman E. Limbocker, Jr.
Harbor City, California

Ben Stinson
Los Angeles, California

Janet Andersen
Granada Hills, California

Roger McClellan
Pomona, California

This is a McDonald's gift certificate. They come in books of ten.
(Each book equals \$5.00 .) Page House won 300 of these books, or \$1,500.00
worth of McDonald's food. Eat hamburgers, Page ...

GIFT CERTIFICATE

AW 525010

50¢

To PAGE HOUSE
From RONALD McDONALD

This certificate is redeemable in the amount of fifty cents toward the purchase of any McDonald's product at any participating McDonald's restaurant. Local and state taxes payable by bearer.
Good through December
31, 1980.

SOUVENIR COPY ONLY!

VOID

"Give McDonald's,
Gift Certificates
Any Time of the Year"

© McDonald's Corp. 1974
PRINTED IN U.S.A.



After much confusion in the McDonald's bureaucracy, we were finally able to pick up our fourth prizes, the \$5.00 gift certificates, on Friday, June 20, 1975 at the DJMC Advertising Agency, who handled the McDonald's contest, in Los Angeles. This technically ended the now-famous caper.

The following statement shows the list of Caltech names that we entered and how many gift certificates each person won. The total was exactly 300 gift certificates.

The following poster, which was displayed at all the participating McDonald's, summarizes the final results of the contest, giving the locations where each prize was won ...



McDonald's Operators' Association of Southern California

Memo from DJMC

I, Dave Novikoff, accept delivery of 300
(Dave Novikoff)

McDonald's \$5.00 Gift Certificates on behalf of all 26 Cal Tech students listed. I understand that by accepting these 300 Gift Certificate Books, I hereby relieve McDonald's Corporation, McDonald's Operators Association of Southern California, their advertising agencies, Nissan Motor Corporation in U.S.A., Southern California Datsun Dealers, or their advertising agencies or Promotion Center West, of any further obligation whatsoever to deliver the Cal Tech winning students their 4th prizes in the McDonald's "A Year's Groceries Free" Sweepstakes.

Signed: Dave B. NovikoffDate: 6/20/75Witness: Brad A. BallDate: 6/20/75

Michael Bandhauer	10	Edward Kober	12
Duane Boman	8	Pui Lam	16
John S. Denker	6	Clifford Leong	17
Marc S. Donner	9	Robert Loveman	15
Harold Finney	8	Jeff Mallory	14
Russel Greiner	10	Barry Megdal	10
Becky Hartsfield	10	Ted Z. Michon	18
Glenn Hightower	10	Francis K. Mukai	14
Bill Holland	6	David Novikoff	10
Frances Janssen	10	David Rolfe	8
D. Johannsen	13	Fred Solomon	15
Jim Kaye	10	Jean Uwate	15
Steve Klein	12	Ronald Yamamoto	14

Gift Certificate #'s

package #1 525,001 to 525,500

" " 2 525,501 to 526,000

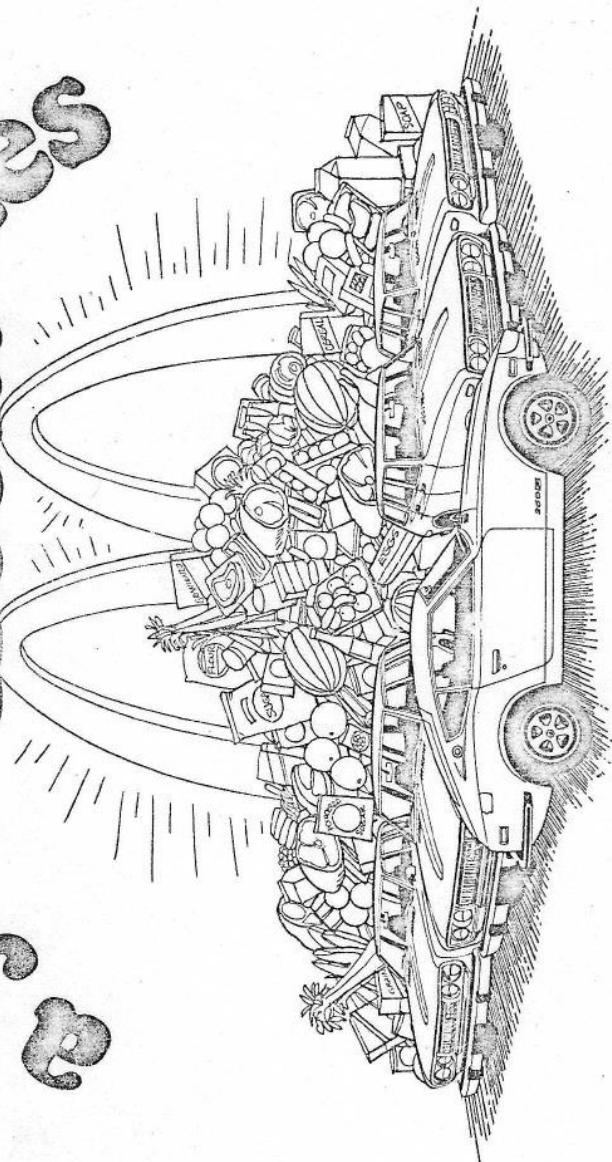
" " 3 526,001 to 526,500

package #4 526,501 to 527,000

" " 5 527,001 to 527,500

" " 8 528,501 to 529,000

McDonald's M
McDonald's Groceries
McDonald's Freebies



...and a new
Datsun 240Z

SUPERSTAKES

SUPERSTAKES

GRAND PRIZE

A Year's
Groceries Free
and a
New Datsun 'Z'

Lillian Robinson
(Culver City/La Cienega)

5 Second Prize Winners



Becky Hartsfield Tony Markovich
(EI Monte)* (Cal Tech)*

A New Datsun 710 Wagon and a Year's Groceries

5 Third Prize Winners



Dave Walker

Ben Stinson

Lyman Limbocker Janet Anderson
(Vonita) (Guanada Hills) (Guanada Hills)

Roger McClellan
(Pomona/N. Garce

Over 23,000 Four-Prize Winners
McDonald's Gift Certificate Books
\$5.00

\$5.00 McDonald's Gift Certificate Books

-

And now for some interesting (?) statistics:

Each person we entered won at least 6 gift certificates. The highest number, 18, went to Ted Michon, with Cliff Leong a close second with 17. The lowest number, 6, was won by Bill Holland and, appropriately, by John Denker (remember him?). Becky, the second-prize winner, also won 10 gift certificates. The average number of certificates won for each person entered was 11.5 .

The girls entered won 35 certificates, averaging 11.7 each. MCPs unite!! We can not allow such discrimination.

Our entries won at 89 different locations. We originally entered at 98 different McDonald's - 9 of them must have cheated. The most number of different Caltech names at a single location was 6, at North Hollywood/Burbank. This is pretty good since we only entered 6 or 7 different names at each location.

Notice that many of the fourth prizes were duplicated even where we did not enter. This shows that many other people had the same idea that we did, only not, of course, on such a large scale.

These final results indicate that we probably had only a fifth of the total entries, rather than a third, which the estimates showed.

Anyway, that is how the final results stand for Page House's Great McDonald's Caper ...

But what happens in the future? (I'll bet you are just dying to know how I am going to end this ridiculous story.) Well, McDonald's is certainly going to be careful, as this second contest held in Des Moines shows ...

The 10 McDonald's® Restaurants
of Des Moines, Clive, Ankeny and Marshalltown Present



Sixteen years in Des Moines

1959 - 1975

featuring 3,481 Super Gifts for you . . . worth more than

During the 3-week Period: May 4 thru 24, 1975

You, you're the one^{T.M.} who made it all possible.

It was in 1959, sixteen years ago, that the very first McDonald's® Restaurant came to Des Moines. The location: 4814 S.W. 9th. Today, thanks to you, we have 10 beautiful "close by" units (all with seating comfort), not only in Des Moines, but Clive, Ankeny and Marshalltown as well. You made it all possible and it's been a joy to serve you. And, we'll continue to do it all for you... because at McDonald's You, you're the one.^{T.M.} To show our appreciation for 16 great years, we're having a gigantic 3-week "Super 16th McBirthday Party" and we're giving you the super gifts!

YOU COULD WIN ONE (OR MORE) of our 3,481 super McBirthday Party Gifts! Each of our 10 restaurants will award 348 gifts (345 "regular" gifts and 3 Zenith color TV sets) — 116 each week for 3 weeks! Each restaurant will conduct weekly drawings on Sundays, May 11, 18 and 25, 1975. The "Super-Dooper McGrand Prize" drawing for \$1,600.00 in cash (!) will be held Tuesday, May 27, 1975. All winners will be notified promptly by regular mail. Each McDonald's will display their winner list each week. All 3,481 gifts will be awarded. Chance of winning will depend on number of entries. Non-readable entry blanks are not eligible. Winner responsible for any tax on the prize. McDonald's employees, their immediate family, and employees of McDonald's advertising agency are not eligible.

**YOU CAN
START REGISTERING
FRIDAY, MAY 2
For First Week's Drawing!**

YOU MUST REGISTER EACH WEEK

to be eligible for the weekly drawings at that restaurant. No purchase necessary and anyone in your family, including children when accompanied by parents, can register. One registration entry per person, per visit. Entry subject to established rules. Only original, individually-signed registration blanks are eligible.

\$1,600.00 CASH "McGRAND PRIZE":

All registration slips from all 10 McDonald's are eligible. On Monday, May 26, each McDonald's will draw one slip from ALL deposited during the 3 weeks at that restaurant. The \$1,600.00 winning name will be drawn from those 10 slips in an extra-special McDrawing on Tuesday, May 27, 1975. Someone will win \$1,600.00 in cash! It could be you!