

'Beeper' sales up, uses varied

United Press International
DETROIT — With an insistent beep-beep-beep from boardroom to boudoir, electronic pagers are signalling a change in the way Americans live, work and play.

They are also ringing up billions of dollars in sales and are on their way to becoming as common as telephones in American culture. An estimated 1.5 million pagers are in use in the United States and the number is growing.

Some beep, emit a tone or vibrate to notify the bearer a communication is at hand. Others are capable of leaving a 10 to 20 second audio message. The latest technology has produced pagers that emit a printed message at the push of a button. And manufacturers say the age of the two-way beeper, similar to Dick Tracy's two-way wrist radio, is not far off.

"It used to be if you saw someone wearing a pager you

assumed they were in the medical profession and they probably were," says Jeff Prough, director of sales and marketing for Ram Beepers, Inc. a national firm with offices in Michigan. "Now doctors represent the smallest percentage of our customers."

Doctors are way behind even the illicit users, whose numbers have skyrocketed.

"The largest percentage of users are in sales and repair work," Prough said. "And now we're getting beyond the business use, people are using them for personal reasons."

A few American parents are using pagers to avoid staying at home when Johnny calls for a ride home from football practice. Pager salesmen report a growing use of the devices among single parents who leave the number with their children in case of emergency.

Another national pager service, Radiophone, has a "Stork Alert" program where pregnant

woman use them to tell the fathers when it's time.

"Just today a man rented one because his wife is pregnant and he's on the road a lot," said Russ Matson, Southfield, Mich. sales manager for the Radio Relay Corp., one of the nation's largest pager services. "Some people rent them for no other purpose than for status — for a few good lines at the bar."

The uses of pager systems has seemingly become as varied as the human imagination.

Prostitutes and call girls are now just a beep away from a trick with the use of pagers. Police in several of the nation's cities report that highly paid call girls are using the system in the finest hotels.

In January, while Detroit hosted Superbowl XVI, a reporter was approached in the Renaissance Center by a woman who made personal gestures and an expense account inquiry. Her beeper sounded and she

was dispatched to another hotel, leaving the reporter with a feeling of naivete and a pager number.

All major suppliers questioned about illicit uses of pagers agreed they have a problem but few would discuss it on the record.

"We can't refuse to issue a beeper to someone. We can't even ask what they are going to use it for," said Prough. "They are used by drug dealers and prostitutes who apply them to their business. There's nothing we can do about it."

"Occasionally we get beepers in the mail that police confiscated in (drug and prostitution) raids and send back to us," he said.

A spokesman for the Federal Communications Commission, which regulates the pager distributors, says it has no regulatory authority over individual users of the devices.

Beepers have penetrated all

areas of society and it is not uncommon for them to be heard in restaurants or theaters as harried patrons rush for a telephone.

Along with the growing use of the devices is fierce competition for the nearly \$500 million in revenues generated this year by the flourishing industry. Clayton E. Niles, chairman of Communication Industries in Dallas, recently told the New York Times paging company revenues will swell to \$2 billion in 1990.

The nation's largest paging companies, including a subsidiary of AT&T, are planning national and international services. Currently, most pagers are usable only within a given metropolitan area. Pagers allowing the bearer to receive messages within an area of several hundred miles are available but more costly.

Firms rely on new goods

United Press International
NEW YORK — One of the ironies of the American business climate is that most manufacturing companies are dependent on a constant flow of new products for profitable operation yet only 10 percent of new products are really innovative.

John Rockwell, a vice president of Booz Allen & Hamilton management consultants, said new products are needed because existing products "degenerate into profitless price competition," no matter how great a need they fill. Many of them are replaced by new or improved products and simply vanish from the market.

A new study by Booz Allen of the technique of successfully introducing new products concluded that only 10 percent of those introduced in the last five years "were truly innovative or new to the world."

The study said 30 percent of the new products that actually reach the manufacturing and marketing stage are failures. Other studies in recent years have put the failure rate as high as 65 to 70 percent. It is generally agreed that hardly more than one in 20 new product suggestions that receive serious consideration by management actually

reach the stage of manufacturing and marketing.

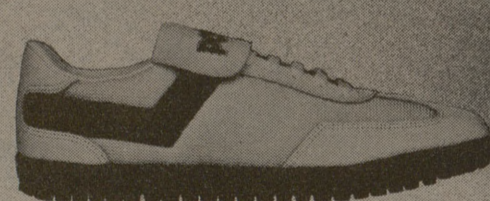
Yet, Rockwell said, a successful company can escape the need to maintain a constant flow of new products.

He said this means a manufacturer must appeal to peoples' wants, not their needs. Thus, a new product in marketing terms, may really mean finding a new use for an existing product by re-signing it, repositioning it in the market or repackaging so it will fill a public want.

Rockwell said the challenge to manufacturers to keep the flow of new products that either are innovative or fill a new need — will be extremely acute in the coming decade because competition both at home and from foreign firms will intensify.

The Booz Allen study also the line between success and failure in introducing new products can be very subtle. Companies that fail with new products often invest time, money and effort into developing and introducing them as those that succeed. Success records usually are the result of good luck but also result of experience and expertise and of total dedication of management in the company.

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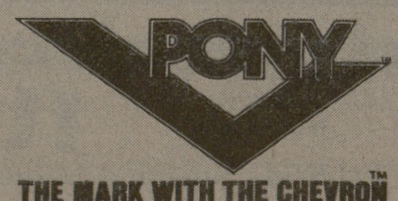
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Life of kidneys may lengthen

United Press International
ST. LOUIS — Doctors are expected to begin human testing soon on a device that researchers say should triple the time a kidney can be maintained outside the body for a transplant operation.

Increasing the time a kidney can be preserved permits a more thorough search for the proper tissue match between a kidney donor and recipient, thus increasing the chances of transplant successes.

"With better matching, you have less rejection," said Max Jellinek, one of the St. Louis University researchers who developed the machine.

"Also, it can shorten the several weeks of dialysis customary after a kidney transplant.

"We're trying to include the kidneys that are marginal," Jellinek said. "We're trying to improve the storage time. We're talking about human suffering reduced and we're doing this with a slight increase in cost."

The recently-patented machine works by precisely controlling the amount of oxygen in the fluid, called perfusate, that is pumped through an extracted kidney awaiting transplantation. If there is too much oxygen, the kidney quickly deteriorates.

"The human being is constantly protecting itself from damaging effects of oxygen," Jellinek said.

Conventional storage machines lower the kidney's oxygen needs, but increase the organ's susceptibility to oxidative damage.

"The kidney is fragile within certain limits," Jellinek said. "But if you keep it (with normal perfusion), it fails everytime."

Minimum cost of the device will be \$350 plus about \$100 additional expense each time it is used, Jellinek said.

About 3,500 kidney transplants are performed between non-related people annually in the United States, and the device could increase the pool of available kidneys by 10 to 15 percent.

The machine, which consists of a two-chambered cylinder and an electronic meter, is inserted into the tubing of an existing kidney storage machine. It maintains the organ for as long as six days. The current machine only two days.

The six-year study to develop the machine was headed by John E. Codd, professor of surgery at the St. Louis University School of Medicine.

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