

## Video game business revives 'Rug City'

**United Press International**  
AMSTERDAM, N.Y. — In a year when many companies closed plants and laid off workers, Coleco Industries doubled its workforce, tripled its sales, and realized a dramatic increase in the value of its stock.

Coleco introduced Colecovision — a home video game system — last September and since then its sales have skyrocketed. It ranks third in sales behind Atari and Mattel, the manufacturer of Intellivision.

The success has Amsterdam officials smiling. Coleco has helped to reduce Amsterdam's unemployment, caused by the gradual loss of carpet makers which had given the Mohawk Valley city of 22,000 the nickname of the "Rug City."

Coleco President Arnold Greenberg said the firm had record sales of \$500 million in 1982 compared to \$148 million the previous year. Its stock has risen from 8% to over 40 and traded over 50 on the New York Stock Exchange.

Greenberg attributed the success to Colecovision, cartridges for the system and

table-top video games such as Pac-Man and Donkey Kong.

Michael Katz, vice president of corporate communications, said the firm shipped 550,000 units last year "and had orders for several hundred thousand more which we could not meet."

Colecovision's success, Katz said, resulted in the company doubling its workforce to 3,000 in 1982 at its six plants in Montgomery and Fulton counties.

Robert Spearman, head of the Amsterdam Chamber of Commerce, said Coleco, the largest single private employer in the area, has helped reduce Amsterdam's unemployment of between 9.5 and 9.8 percent.

"Many of those people who were employed at the carpet companies were extremely technically competent, having dexterity with weavers and looms — skills that could easily be transferred to working on electronic equipment," Spearman said.

Mayor Mario Villa is equally enthusiastic. "We're looking to Coleco to replace the carpet industry and to build in the 80s what the carpet industry was to Amsterdam in the 40s

and 50s."

Katz estimates another 300,600 workers will be hired in 1983 and at one of Coleco's buildings a sign announces "Positions Open."

Katz says only one problem is holding up increased production. Coleco imports electrical components from the Orient and has been unable to get all the supplies it needs for Colecovision.

It's not the first time. Supply shortages in 1977 led to a \$22 million loss for Coleco when it introduced Telstar — an electronic tennis game. A shortage of memory chips, along with an East Coast dock strike, delayed shipment of circuit boards until after the holiday and Coleco had to sell the units at a loss.

Katz said the company is confident the problems will be solved. He added Coleco expects to surpass Mattel's Intellivision system to become No. 2 in home video games.

Frontrunner Atari recently filed suit against Coleco, charging patent infringements over an expansion module which allows Atari cartridges to be played on Colecovision.

## Program helps in selection

# Computer for the birds

**United Press International**  
Birdbreed, a computer program designed to help teach genetics by simulating color inheritance patterns in the parakeet, is definitely not for the birds.

Wijd parakeets are mostly plain light green in color, but selective breeding can produce cage birds in hundreds of different colors.

Birdbreed, written by an Australian geneticist, is one of fewer than a dozen microcomputer programs teaching genetics, and probably the only one using the color graphics capability of the Apple II to display phenotypes (the genetic term for the external appearance of an organism).

Using color graphics is a new trend in computer assisted in-

struction (CAI). Many of the early CAI programs were of the drill and practice type, often structured like a programmed textbook in which part of the feedback for the student included progressing to new or more difficult pages when questions were answered correctly, and returning to previous pages for review when questions were answered incorrectly.

The specific purpose of Birdbreed is to help develop and extend a student's skills in inferring, rather than recalling, the underlying genetic rules governing the color and markings of the parakeets. Students do this by analyzing offspring of pairs of birds having different characteristics.

At the beginning of a session

with Birdbreed the student chooses the level of difficulty, ranging from "not too hard" to "perplexing." Next, the student selects the group of birds from which the mating pair will be chosen. All groups in the "not too hard" category follow the same genetic rule. Beyond that level, each group of birds will demonstrate different traits with different genetic rules to discover.

Once the level of difficulty and the group of birds are selected, the student is presented with a display of the group of birds, in color. For each subsequent session with Birdbreed, this initial group of birds will be presented in a different order, just to keep things interesting. The low resolution

graphics do not produce Audubon-quality reproductions, but the birds' characteristics (their color and wing or face markings) are clearly shown. Each bird is identified by number.

Data sheets are included in the program documentation so that the student can record the number, sex and coloring of each bird. To get the full value from the program the student must take notes based on what appears on the screen. From among the group displayed, the student selects a pair of birds, and Birdbreed then produces a likely next generation.

The student can then continue breeding the same pair of birds or pick a new pair. This choice brings the role of probability into play.

## Prospecting claims filed on state land

**United Press International**  
AUSTIN — Twenty-five companies that filed claims for cheap prospector's permits on more than 200,000 acres of state land got a sharp scolding from Land Commissioner Garry Mauro, who accused the firms of trying to "cheat the school children of Texas."

Gov. Mark White signed emergency legislation Tuesday to close a legal loophole that could have cost the state \$100 million in lost revenues from oil and gas royalties.

But before the governor could put his name on the measure, 25 firms hurried to take advantage of the loophole that would circumvent a 43-year-old process of using sealed bidding to sell mineral rights.

Mineral leases under the bidding process yield bonuses to the state of as much as \$40 an acre and royalties as high as one-third of production. The bulk of the money is used on public education.

The prospector's permits, which were thought to have been abolished in the 1950s, allowed people to pay just \$2 for the right to look for oil and gas on state land. If the search was successful, leases paid bonuses of just \$2 an acre and royalties to the state of one-eighth of production.

Mauro said the 25 firms had made "an attempt to squeeze through this loophole at the last minute."

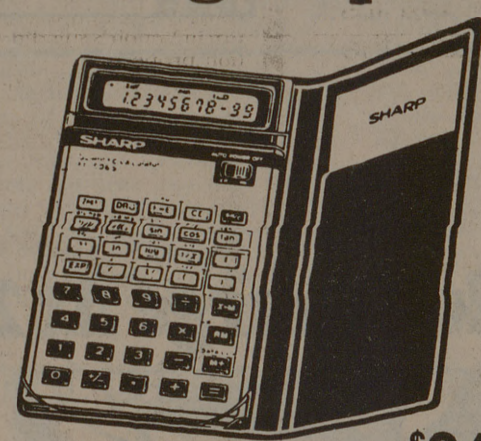
He did not immediately release the names of the companies, but threatened to do so if the 25 firms refused to withdraw their claims by Friday.

"If they do not meet the deadline, I will publicly release their names and make sure their home communities know of these attempts to cheat the school children of Texas," said Mauro, who promised to fight the claims in court.

The Senate approved an emergency bill to abolish the permits last week and the House passed the same measure Monday.



### 46 scientific functions at your fingertips



**MODEL EL-506H** \$24<sup>95</sup>  
Extra Full-Featured Scientific Calculator with Built-in Statistics Functions

- 46 scientific functions
- 3 levels of parentheses with up to 4 pending operations
- Scientific notation (8-digit mantissa, 2-digit exponent)
- Hexidecimal conversions
- Comes in its own attractive wallet

**Texas Aggie BOOK store**  
327 UNIVERSITY DRIVE NORTHGATE



**NO JOKE FREE COKES**  
Two FREE cokes with the purchase of any pizza.

**Fast Free Delivery**  
846-3768 or 846-7751  
Competition  
says 30 minute delivery or \$5 OFF

**Chanello's**  
says 25 minute delivery of FREE! (Campus deliveries only)

**846-3768 or 846-7751**  
Pepperoni, Gr. Beef, Gr. Pepper, Sausage, Ham, Bk. Olive, Onion, Mushroom, Jalapeno, Anchovy, Gr. Olive.

	12"	16"	20"
Cheese	4.55	6.95	12.25
Ad. Item	.95	1.40	1.85
Thick Crust	.95	1.40	1.85
Supreme	8.30	11.25	16.10
Favorite	8.30	11.25	16.10

**FREE!**  
OFFER GOOD ON CAMPUS DELIVERIES ONLY!

If you liked

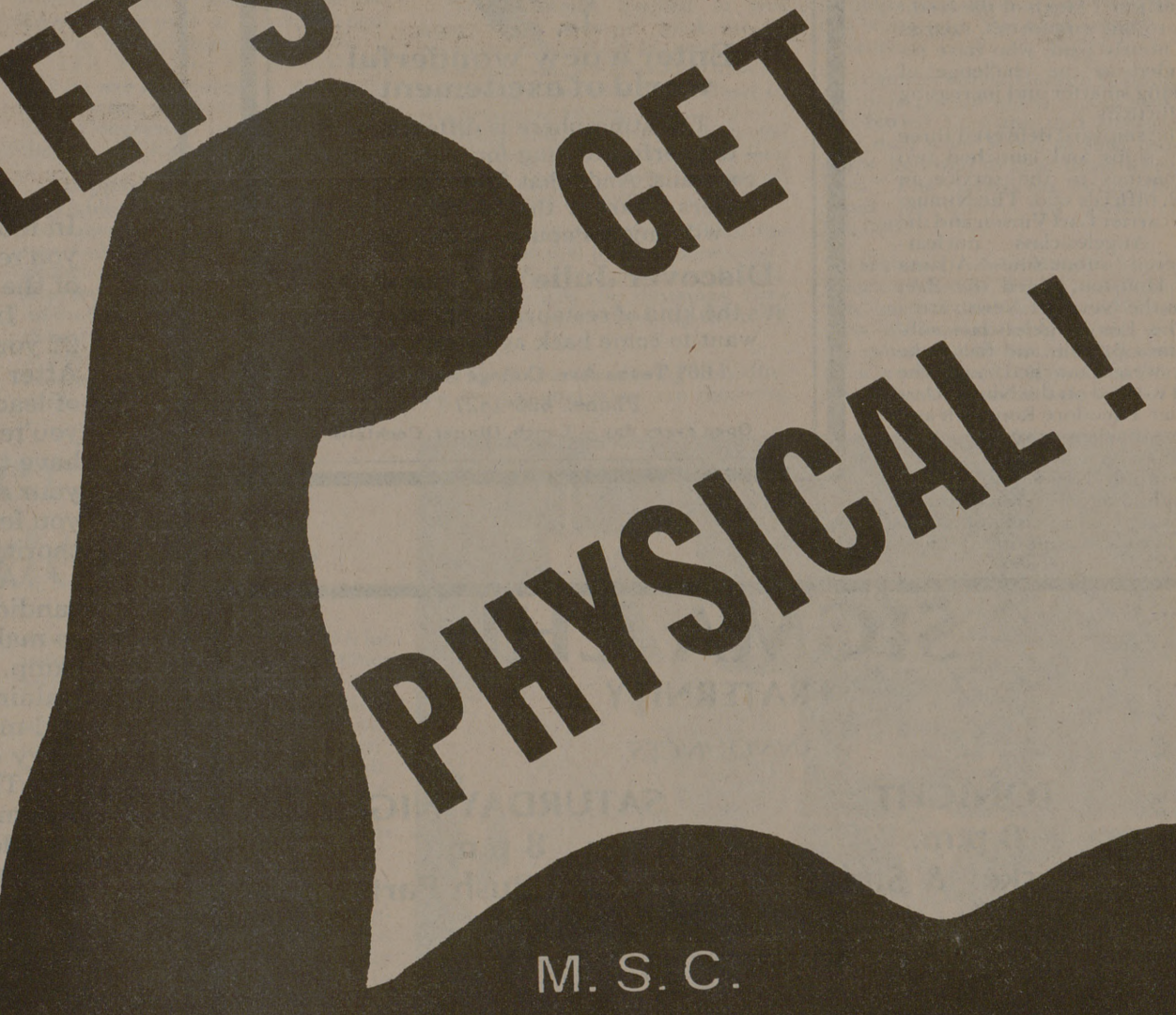
# JOSH

and would like to find out more about growing as a Christian, come to

**Leadership Training Class**  
Thursdays at 7:30 p.m.  
Kleberg 115

**CAMPUS CRUSADE FOR CHRIST**

# LET'S GET PHYSICAL!



M. S. C.

## ALL-NITE FAIR

FEBRUARY 5