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Folder Title:
Peavey Electronics 12/3/91 [OA 8319][1]

Stack:	Row:	Section:	Shelf:	Position:
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(Smith/Grossman)
November 27, 1991
Draft One
PEAVEY

PRESIDENTIAL REMARKS: PEAVEY ELECTRONICS
MERIDIAN, MISSISSIPPI
2:45 p.m.

Hartley, thank you so much for that introduction. Melia (ma-LEE-ee)
Peavey, President of Peavey. My good friend Congressman Sonny
Montgomery. Senators Trent Lott and ~~Thad Cochran~~ Gov.-elect Kirk
Kemp. Mayor Jimmy Fordice
Great to see you all. But most of all, it's great to see
the people behind the power of Peavey. \\
\\

((Someone once told me that Hartley Peavey wanted to be a
rock star, but found he was better at making amplifiers. \ That's
okay, I always wanted to be No. 1 at the White House. But you
know how Barbara is.)) \\
\\

((Actually, I told Barbara I wanted to buy a new Peavey
amplifier; but after my heart trouble last year she said "No
way." \ Then I told her that Reba McIntyre swears by Peavey
products. She said if I tried to make music people would swear
at them.)) \\
\\

It's great to be back in the Magnolia State, in "the
birthplace of country music." And it's great to meet the people
who've made Peavey the largest amplifier manufacturer in the
world. \ Looking around, I'm beginning to understand Peavey's
motto: "Growing with People."

Whether it's employees like Sallie Weathers, still part of
the Peavey family at 71 \ or like Susan Roddy, with achievements
in lifelong learning \ or people like Belinda Bates, David

McCarty, and the many other Peavey heroes who helped win the war in the Gulf -- you've all shown that quality products mean quality people.

Hartley once remarked that "fat cats don't hunt." Well, Peavey's been prowling the global marketplace with a hunger that won't quit. \ Exports to 103 countries abroad -- accounting for more than 40 percent of Peavey sales. \ Two amplifiers in Japan's top ten. \\ Peavey proves that more foreign exports mean more American jobs. Ask Hartley -- by playing a critical role in the Secretary of Commerce's experimental corporate exchange program, he knows what I'm talking about. Cracking foreign markets mean creating American economic growth.

Some in Congress have tried to set up a false division between foreign policy and domestic priorities. They're wrong. Anyone who's on the front lines of foreign competition knows that fighting the battles against foreign protectionism means a winning war on the homefront. \\ With a level playing field, American workers can out-innovate, out-perform, and out-produce any competition on earth. \\

I will travel soon to Asia, and push to open the markets of South Korea and Japan to American products and services. Asia is one of our fastest growing export markets, and exports are the strongest sector of our economy. (Right here in Mississippi, 45,000 jobs are export-driven. More open markets mean new opportunities for American businesses -- and good jobs for more American workers.

Over the years we have built a foundation to meet these

challenges. Inflation is down. Interest rates have fallen to the lowest level in years. American exports ~~that stood at \$371 billion in 1985~~ ^{of good services} ~~skyrocketed to \$673 billion~~ ^{have} ~~in just five years.~~ ^{80% ↑ the}

Kitty Furlong
CEA
5062

\\

That doesn't mean that all is wine and roses in the American economy. I know there are people hurting out there. Barbara and I read the letters. We hear the stories. We know there are people waiting in the cold and shadows outside the American dream. \\

Jan (Kathy) in Bradenton, who never saw

Just the other day I received a letter from ^{sent a letter} someone ~~right~~ here in Meridian. ^{Bradenton} King ^{Rushnell} ~~Rushnell~~ wrote, "The reason I'm writing to you at this time is to share my concern of what is happening not only with your popularity, but with our country as well. I have been our of work for almost three years." I know there are a lot of people out there just like Mr. ^{Rushnell} ~~Rushnell~~ who are feeling the pinch of hard times -- who aren't asking for just another handout, but who need a hand up. \\

move to Tropicana ?

As President, I have asked Congress to pass an important series of initiatives that would help put America back in business, and help put more Americans back to work -- tax incentives to unleash investment, banking reforms to make our banks competitive internationally, reforms to strengthen our educational system, initiatives to keep health care costs down. Together, these measures would help keep the American economy on the move, on the rise, and back into the pink.

Sadly, Congress did not send me a comprehensive package of economic growth measures. Now, I know we're coming up on

election season -- viewed by many as open season on the President. I understand this. And I'll be more than happy to let the opposition demagogue and dump on me, distort my motives and dismiss my views. But when people are hurting, a President must find ways to get the job done.

The American people did not send Congress and the President to Washington to bicker. It's time to stop the games of political brinkmanship -- Americans are tired of the finger-pointing, the back-stabbing, the foot-dragging. They don't care about the Washington wrangling. They care about their jobs, their families, their communities. Let's get down to business. Our economy needs it \ our country deserves it \ our conscience demands it.

Congress has now gone home after an especially savage session. Hopefully, tempers will cool and heads will clear. Elected officials will be returning to the people who sent them to serve. I'll continue to do my part to get this economy in gear.

And when I give the State of the Union Speech next month, I'll let Congress know that my hand is out and my sleeves are up. I'll ask them to quit keeping political score just long enough to enact a common-sense series of economic growth measures. That's all I ask. Afterwards, they can to ahead and take the gloves off, and hit me with their best shot.

That great Democrat, Claude Pepper once said, "If more politicians in this country were thinking about the next generation instead of the next election, it might be better for

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the United States and the world." If we can come together long enough to put principle and pragmatism before partisanship and pride, it is my belief that America, as Faulkner might have put it, "will not merely endure; [it] will prevail." Thank you so much. And God bless the United States of America.

(Smith/Grossman)
December 2, 1991
Draft Two

PRESIDENTIAL REMARKS: PEAVEY ELECTRONICS
 MERIDIAN, MISSISSIPPI
 TUESDAY, DECEMBER 3, 1991
 2:45 p.m.

Hartley, thank you so much for that introduction. Melia [ma-LEE-a] Peavey. My good friend Congressman Sonny Montgomery. Senator Trent Lott. Governor-elect Kirk Fordice. Mayor Jimmy Kemp. Great to see you all. But most of all, it's great to see the people behind the power of Peavey. \\

((Someone once told me that Hartley Peavey wanted to be a rock star, but found he was better at making amplifiers. \ That's okay, I always wanted to be No. 1 at the White House. But you know how Barbara is.)) \\

It's great to be back in the Magnolia State, in the birthplace of so much great American music. And it's great to meet the people who've made Peavey the largest amplifier manufacturer in the world. \\
Looking around, I'm beginning to understand Peavey's motto: "People Growing Together."

Whether it's employees like Sallie Weathers, still part of the Peavey family at 71 \ or like Susan Roddy, with achievements in lifelong learning \ or people like Belinda Bates, David McCarty, and other Peavey heroes who helped win the Gulf war -- you've all shown that quality people mean quality products.

Hartley once remarked that "fat cats don't hunt." Well, Peavey's been prowling the global marketplace with a hunger that won't quit. \ You export to 103 countries -- accounting for more

than 40 percent of Peavey sales. \ Two amplifiers are top sellers in Japan. \\ Peavey proves that more foreign exports mean more American jobs. Ask Hartley -- by playing a critical role in the Secretary of Commerce's Japan Corporate Program, he knows what I'm talking about. Cracking foreign markets mean creating more economic growth and more American jobs.

Some in Congress have tried to set up a false division between foreign policy and domestic priorities. They're wrong. Anyone who's on the front lines of foreign competition knows that fighting the battles against foreign protectionism means a winning war on the homefront. \\ With a level playing field, American workers can out-innovate, out-perform, and out-produce any competition on earth. \\

I will travel soon to Asia, and push to open the markets of South Korea and Japan to American products and services. Asia is one of our fastest growing export markets, and exports are the strongest sector of our economy. Right here in Mississippi, 45,000 jobs are export-driven, and overall every billion dollars in manufactures exports means 20,000 jobs. \\

As a nation, we must address today's problems and tomorrow's promise in a world united in economic competition -- not frozen in nuclear conflict. \ Over the years we have built a foundation in this new, revitalized world. Inflation is down. Interest rates have fallen to the lowest level in years. American exports have skyrocketed 80 percent in the last five years -- and that means good jobs for American men and women. \\

1/8/78
David
Walters
X3583

That doesn't mean that all is "sunny side up" in the American economy. Many people wonder how a President understands what goes on outside Washington, especially to people struggling to make ends meet. \ Here's how: I have traveled to 48 states since becoming President: talking, meeting people, listening, learning. \\ Barbara and I also read the letters. I am concerned -- and I want to help. I know that for a person out of a job, the unemployment rate is 100 percent. \\

Earlier today I was in Bradenton, and I received a letter from someone there. King Rushnell wrote, "The reason I'm writing to you at this time is to share my concern of what is happening not only with your popularity, but with our country as well. I have been out of work for almost three years." I know there are a lot of people out there just like Mr. Rushnell who are feeling the pinch of hard times -- who aren't asking for just another handout, but who need a hand up. \\

As President, I am proud of our Transportation bill Congress has just passed. I intend to sign it. It means more growth and more American jobs. I have also asked Congress to pass an important series of initiatives that would help put more Americans back to work -- tax incentives to unleash investment, reforms to help our banks do the job, reforms to strengthen our educational system, initiatives to keep health care costs down. Together, these measures would help the American economy.

Sadly, Congress did not send me a comprehensive package of economic growth measures. Now, I know we're coming up on

election season -- viewed by many as open season on the President. I understand this. And we'll all hear the demagoguery. But when people are hurting, a President must find ways to get the job done.

The American people did not send Congress and the President to Washington to bicker. It's time to stop the games of political brinkmanship -- Americans are tired of the finger-pointing, the back-stabbing, the foot-dragging. They don't care about the Washington wrangling. They care about their jobs, their families, their communities. Let's get down to business. Our economy needs it \ our country deserves it \ our conscience demands it.

When I give the State of the Union Speech next month, I'll let Congress know that my hand is out and my sleeves are up. I'll ask them to quit keeping political score just long enough to enact a common-sense series of economic growth measures. That's all I ask. Afterwards, they can go ahead and take the gloves off, and hit me with their best shot.

That venerable Democrat, Claude Pepper once said, "If more politicians in this country were thinking about the next generation instead of the next election, it might be better for the United States and the world." If we can come together long enough to put principle and pragmatism before partisanship and pride, it is my belief that America, as Faulkner might have put it, "will not merely endure; ~~it~~ ^(he) will prevail." Thank you so much. And God bless the United States of America.

#

November 5, 1991

Mr. George Bush President of the United States of America
 White House
 1600 Pennsylvania Ave.
 Washington, D.C. 20500

Dear President Bush

Although you and I have never met, we share many of the same principals. The reason I'm writing to you at this time is to share my concern of what is happening not only with your popularity but with our country as well. ~~I have been out of work for almost three years, due to a corporate take over.~~ I was flown to Dallas Tx. on June 24th 1988 only to find that my career in sales had been eliminated along with 275 other sales people. Shortly after that I got sick with hepatitis and was in bed for over 6 months. When I tried to find a replacement job I either got the response, "I'm over qualified" or "I didn't have the background the company was looking for." Since when does a professional salesman have to ^{have} experience in selling anything? I feel the real reason is that the country is in a very serious recession. ~~I realize that the middle East is having it's problems, but George, I feel your neglecting the domestic problem we're going through.~~ I have always supported the Republican Party

and I voted for you and will vote for you again, but I'm certain that a lot of people will not vote for you again. Not because it's your fault, but you will be blamed. So if you want to turn the current slide of popularity here are some things I personally feel you need to do.

1. Return the tax deductions of being able to take interest on all installments Visa, M.P. auto's, homes.
 2. Give everyone the freedom of saving without having to pay taxes on interest earned on all accounts under \$50,000 (This can be monitored by social security numbers by the IRS)
 3. Cut the percentage of tax collected on all winnings in Sweepstakes, lotteries ect. The government gets enough taxes due to the fact people will spend the winnings!
 4. Cut out the corporate takeovers unless the company's see to it that the employees are able to keep their jobs.
 5. Do something with the cost of medical care in this country. For if you don't the country will be bankrupt in less than 10 years.
- (P.S. I'm sending you my resume so you know wasn't lying) about my sales background.

my father-in-law had a serious cancer operation in June 1990 which he was in the hospital for 43 days. The hospital charged him \$93,000. If he had not had medicare he would have to file bankruptcy. So many people in this country have had to do this because they just could not pay the bills. I would have to do the same myself if I were to become sick.

When I was employed all my hospitalization was paid by the company when I was terminated I was offered the insurance at \$300 per month which I could not afford!

6. I feel it's time you Nationalize all Foreign investments in this country. For we are losing it to countries outside. In Hawaii the Japanese own better than half the main island even the native Hawaiians do not like what is happening there.
7. Cut out assistance to welfare people unless they are sterilized. If they cannot support themselves they can't support children. Thus this would eventually ~~eliminate~~ eliminate generation after generation to expect government assistance (If I could meet you personally George I could give you a lot of inside information on this).
8. Make it mandatory that all social Security

checks be direct deposit. This would eliminate the stealing also you could save the tax payers a great deal in administration costs in mailing them. Also you would be able to monitor if a person was cheating and receiving more than one check.

9. Start getting the countries that owe us money to start paying it back. As for the Soviet Union have them give us one barrel of oil for each dollar in aid we give them in turn that oil could cut out any shortages that we may have.
10. Lets get the country pride back "the American Dream" by getting our companies to stop building our products outside the U.S. Thus the job market would get better for everyone here.
11. Sent the Navy seals in to Iraq and take care of Hussein the way you should have done in the first place!

I doubt you will answer my note here George, but at least I wrote and that's more than most people will do.

Regards D. King Rushnell

P.O. Box 343

Bradenton, Fla.

25
128H

Donald H. Adler, O.D. F.A.A.O.

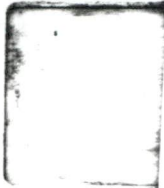
OPTOMETRIST

1515 14TH STREET

MERIDIAN, MISSISSIPPI 39301

5 November 1991

TELEPHONE
(601) 693-2781



President George Bush
White House
Wash

ush:

years I supported you
and also President.
do so next year but am
ughts.

hat you have a great
the domestic policy
neglected. My Coffee
. Sonny Montgomery is
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country, for your
respectively suggest
rs concentrate on the
the plight of the

incerely yours,

Donald H. Adler, OD

THE WHITE HOUSE
WASHINGTON

1986 #8 →

35,200

Commerce

~~Commerce~~

Tony Villanel
Ch. Economist

377-8181

Mississippi

1987 econ. census

43.3 thousand

manufacturing export-related jobs alone

MERLANG

--redefining sound

--it was once said that Mississippians are "easy to amuse but hard to convince."

--Faulkner once said: "I believe that man will not merely endure; he will prevail."

--MI known as the "Magnolia State," the "Eagle State," and the "Mud-cat State."

--"I've heard the sounds produced by some of your amplifiers, but my eardrums are intact anyway."

--"It's amazing the difference musical talent can make. Van Halen and Reba McIntyre swear by your products. But if I tried to make music people would swear at them."

--"Someone told me tht Hartley Peavey wanted to be a rock star, but found he was better at making amplifiers. That's okay -- I always wanted to be No. 1 at the White House. \\ No hard feelings -- Barbara's doing a great job."

--Peavey employees have got a lot to be proud of -- whether it's Sallie Weathers, still plugging away at age 71, or people like Susan Roddy, Dana Boyken, and Danna Holmes who earned their CPS through continuing education, or people like Belinda Bates, David MCarty, and the other Peavey heroes who helped win the war in the Gulf.

Lifelong learning at Peavey: the many Peavey employees participating in JSEP

MEROUT

I. INTRO

- great to be back
- great to see my friends
- MI color/anecdotes

II. PEAVEY

- great job you're doing
- Peavey spirit

- A. --Peavey exports, success in Japan
--Hartley Peavey's participation in Mosbacher's exchange program
--maybe few lines on domestic/foreign jobs/trade here since it's a natural segue

- B. MI economy -- good and bad

III. I KNOW THERE ARE PEOPLE HURTING

- A. But when I take a look at entrepreneurial success, when I look at the positive trend of our economic indicators -- It's very important that the American people know that I'm not ignoring, that I'm aware of those who are hurting out there.

III. WHAT NEEDS TO BE DONE

- How I will lead, what we want
- ~~Key address to the nation...~~ themes
- TS's language

A. Congressional gridlock

- we've just come through a session, everyone trying to maximize their political advantage -- and that's only natural
- But Congress will now be coming home -- they need to hear from people like you
- Americans outside Washington don't care much about finger-pointing and politically partisan brinkmanship...they care about their job, their family, their community, their country.

- B. SOU: my message will be clear: "my hand is extended, my sleeves are rolled up."

- next generation not next election message
- truth and progress over partisanship

*export
sales
have been
increasing
by 30-40%
each yr
as Peavey
opens
new
markets*

WEDLANG

Action/Movement language

--we're moving to..

--I've directed..

--First..Second..Third

--I've sent legislation

--Our objective is clear. Our course is set. Together we cannot fail.

High Road/next generation not next election language

--where truth is sacrificed for partisanship..where special interests defeat the national interest..where beating-Bush-at-any-cost means a losing game for the average American

--Americans are fed up with those who play politics with their pocketbooks.

--On those who would exploit the economic fears of the ordinary American: "We can do far better than that. Our country deserves it. \\ Our conscience demands it."

--Those who are playing the politics of divide and conquer with American public opinion.

--They can demagogue, they can dump on me, they can dance around the issues all day. \\ But when the party's over, let's come together. Let's set our sights on America's future.

--the American public didn't send us here to bicker and make bones. Let's get down to business. America's business.

Don't care that you know unless they know that you care

--(looking over the language in the letters to POTUS, I think it would be important and effective for him to emphasize): "I know that people are hurting out there. Barbara and I read the letters. I understand their pain." **The word "hurting" seems to run through many of the letters. Use it.

--I understand...

--I know...

--Barbara and I have talked for hours...

--I won't hesitate to say this in the plainest way I know...

War and sports metaphors/imagery

--getting busy on the homefront

--We've been long in the trenches of this recession, but we're beginning to shoot our way out.

--There have been those who have been happy to take punches and the President -- and that's all right with me -- But let's not forget \ when the score is called -- we're all fighting on the same team.

MERNOT

about 40% of total sales are exports - Bob!

Peavey Electronics: amplifiers, electronic guitars

- rock and roll jokes?
- Company slogan: "People growing together." Co. very people oriented
- last year: Peavey's 25th anniversary
- largest amplifier manufacturer in the world
- builds equipment from ground up: everything from R&D to production is on site
- They have an education program **on site** -- workers go and get continuing training.
- for the first time, Peavey has two amps in Japan's top ten.
- Peavey exports to to 103 countries

Atmosphere: everyone on a first name basis, even founder and owner Hartley Peavey.

Anecdotes:

- Hartley Peavey wanted to be a rock and roll star, but found out that what he was best at was making amplifiers...made his first one out of old TV parts.
- self-described "maverick" "rebel"
- Hartley Peavey**: "Fat cats don't hunt." (keeping lean, keeping hungry) "The news is not all bad." "The Press has talked us into a recession."
- Melia Peavey is President of Peavey, she and Hartley function as a total team. Maybe there's a POTUS and FLOTUS parallel.
- HP participates in Mosbacher's corporate exchange program, Peavey participates in one of 20 companies selected by the Commerce Dept. for the experimental program..maybe tying in the global marketplace theme here.
- Peavey is the winner of Commerce's E Star award for excellence in exporting

Meridian:

- the birthplace of country music
- Jimmy Rogers from Meridian
- heart of Jazz
- Meridian is an old railroad town

Site:

- big room, think industrial, aluminum siding, low hanging lights, workers in blue jeans

Event:

- POTUS will tour and have briefing
- Peavey will intro POTUS. Also on stage: Congressman Sonny Montgomery, Senators Trent Lott and Thad Cochran, Mayor Jimmy Kemp.

Mississippi:

- 45,000 Mississippi jobs are export driven



DATE: 11-27-91 TIME: 12:05

TO: COMPANY: _____

INDIVIDUAL: Jennifer Grossman

FAX NUMBER: 1-202-456-7756 6218

FROM: LAUDERDALE COUNTY TOURISM COMMISSION

INDIVIDUAL: James Heindel

SUBJECT: speech

FAX NUMBER: 601-482-9860

TOTAL NUMBER OF PAGES INCLUDING THIS TRANSMITTAL LETTER: _____

NOTE: IF COPY IS ILLEGIBLE OR INCOMPLETE, PLEASE CALL
601-483-0083 OR 1-800-748-9970 AND ASK FOR: James

REMARKS: _____

MISSISSIPPI WRITERS QUOTES

"I decline to accept the end of man. It is easy enough to say that man is immoral simply because he will endure; that when the last ding-dong of doom has clanged and faded from the last worthless rock hanging tideless in the last red and dying evening, that even then there will still be one more sound: that of his puny inexhaustible voice, still talking. I refuse to accept this. I believe that man will not merely endure; he will prevail. He is immortal, not because he alone among creatures has an inexhaustible voice, but because he has a soul, a spirit capable of compassion and sacrifice and endurance. The poet's, the writer's, duty is to write about these things. It is his privilege to help man endure by lifting his heart, by reminding him of the courage and honor and hope and pride and compassion and pity and sacrifice which have been the glory of his past. The poet's voice need not merely be the record of man, it can be one of the props, the pillars to help him endure and prevail."

From William Faulkner's Noble Prize address

"I discovered that my own little postage stamp of native soil was worth writing about and that I would never live long enough to exhaust it, and that by sublimating the actual into the apocryphal I would have complete liberty to use whatever talent I might have to its absolute top. It opened up a gold mine of other people, so I created a cosmos of my own."

William Faulkner

"The home tie is the blood tie. And had it meant nothing to us, any other place thereafter would have meant less, and we would carry no compass inside ourselves to find home ever, anywhere at all."

Eudora Welty

"I feel there is something in our Southern character that loves a narrative and a tale - something that has a sense of continuity because of the knowledge of a place and its families.

We know people by generations. And, through our own families we have a sense of living in one place, which is not prevalent now."

Eudora Welty

"And also I think - this is probably no longer true in the South or anywhere - in the days when no one moved around very much and you and everybody else in town lived in the same place for a long time, you followed the generations. You had a wonderful sense of the continuity of life. And I think that's terribly important. It gives you a narrative sense without knowing it. Cause and effect, and the surprises of life and the unpredictability of life. I do think that's important. It has been to me."

Eudora Welty

"I am a Southerner. I like the feel of these words. I could no more be otherwise than I could shed my outer skin or change the color of my eyes. I know, because I have thought about it."

Willie Morris

"I would encourage students to look first for the rainbow's pot of gold at home. The experiences I have had in Mississippi, while viewed by some as harsh and oppressive, have been like the blacksmith's fire on steel. I'm stronger for the experiences. Without romanticizing the plantation, I learned how to survive there, and the knowledge gained there prepared me to understand the Washington, DC plantation and the US-Russian plantations in the world community. Students should prepare themselves to make Mississippi a better community and not rush to escape its customs, tradition, racism, and poverty. For all of these things exist everywhere; only not always are they as obvious, or honest, as in our state."

L.C. Dorsey

"It dawned on me that the greatest wealth I possessed was my rural upbringing in Mississippi. This is so because my Mississippi is peopled with wonderful characters and has a close affinity with nature and animals. I began writing as a black writer and came to write as a black writer whose legacy is both the violence and the beauty of Mississippi. You can say I found my voice in my Mississippi background. In Mississippi I found a place to house the uncertainty of chaos ushered in by fear and anxiety, and I found in the people I had known a language and a music to compliment my voice. The southern experience is invaluable because it gives one a sense of permanence, roots which are not easily dug up by any caprice."

Sterling D. Plump

QUOTES ABOUT MISSISSIPPI

While I was growing up in Alabama, we always said, "Thank God for Mississippi!" - meaning that no matter how low Alabama ranked nationally in education and per - capita income, Mississippi would surely be just a little lower.

The Irony is that so much of what shaped my youth - indeed, shaped American culture in this century - came from Mississippi. I had driven through the town of Meridian countless times without stopping at the museum built in honor of the "Father of Country Music," Jimmie Rodgers, and I had passed within miles of the birthplace of Robert Johnson, Skip James, Muddy Waters and a dozen other legendary bluesmen. William Faulkner, Tennessee Williams and Eudora Welty all came from "the most illiterate" 47,689 square miles in America. As the poet Michael Swindle has said, Mississippi is to America what Ireland was to the British Empire: "Woefully behind the norm in virtually everything held in value by civilized standards, and producing more genius per capita than Athens under Pericles.

Allen Barra

This is out dated now, but the impact is the same.



PEAVEY FACTS

June, 1990

During the period 1980-1989, Peavey Electronics Corporation created 1,002 new jobs in the East Central area of Mississippi, with 853 of these jobs in the immediate Meridian trading area.

73% of all new manufacturing jobs in Lauderdale County during the period 1980-1989 were created by Peavey Electronics Corporation.

Over 150 new professional and managerial jobs were created by Peavey Electronics during the 1980s, with over two-thirds relocating to Meridian from some other community in Mississippi or from some other state. 79% of these new residents purchased homes in the area. A large percentage of this group hold degrees from institutions of higher learning such as: Iowa, USC, Syracuse, Georgia Tech, Mississippi State, Mississippi, USM, Alabama, Auburn, Indiana State, and Missouri. They brought spouses with them who also were degreed, talented, and career oriented. A good example of the contributions of these newcomers to our area because of Peavey is Norma Walwrath Goldstein who holds a Ph.D. in English and is employed as Assistant Professor of Education at the MSU Branch here in Meridian.

Over \$10,000,000 is paid for supplies and services provided by local businesses such as: Chatham Electric, Southern Electric, Roadway Express, Motion Industries, Meyer & Rosenbaum, Robinson Chemical, Robinson Electric, Industrial Specialty, Blair Co. Inc., Sanders Gas Co., Lowe's, Computerland, Southern Pipe & Supply, Newell Paper, and Soule.

Each of these local businesses employ additional local people because of their business with Peavey Electronics. For example, the security service for Peavey employs 37 locally, all since 1985. A total of \$30,000,000 is spent within the state of Mississippi on similar goods and services provided by Mississippians.

Over the past 10 years, more than 500 infants have been born in area hospitals to Peavey employees, and a total of \$13,000,000/year is spent on medical care paid largely by the Company.

Annually, over \$50,000 is paid by the Company to local community colleges, vocational centers, and college branches for educational courses and training.

Peavey Electronics currently owns and operates 17 plant/office locations in the state of Mississippi: fifteen in Lauderdale County and one each in Morton and Decatur. The facilities total over 1,200,000 square feet under roof. In the 1980s, 13 of these buildings have been built or purchased.

Additionally, a 41,000 square foot manufacturing and distribution center in Corby, England, U.K., is owned and operated by Peavey and employs some 50 people. Distribution centers in Canada and the Netherlands are also Peavey locations.

The more than 1,850 domestic employees of the Company reside in a 14 county, East Central Mississippi area, and 150 of these reside in the West Central Alabama area. The \$35,000,000 annual payroll impacts the area at a total of \$160,000,000.

There are 23 independent sales representatives who earn their living from Peavey in the United States as well as 5 in Canada and 8 in the United Kingdom and Europe.

Peavey Electronics Corporation distributes its products through 1,200 music stores (dealers) throughout the USA and Canada. It exports to 102 countries around the world through a distributor network.



LEVEL 1 - 1 OF 6 DOCUMENTS

Public Papers of the Presidents

Remarks at the Exports-Generating Jobs for Americans
Luncheon in Boston, Massachusetts

27 Weekly Comp. Pres. Doc. 669

May 24, 1991

LENGTH: 2116 words

Thank you all very, very much for that warm welcome. Secretary Mosbacher -- and let me single out the other man up here -- it's so good to see the Bay State's own, able, achieving Governor Bill Weld here, who is working hard also in his spare time on this very important question of exports. I salute him and thank him for what he and the other New England Governors are doing when they come together to do this.

I want to salute Lieutenant Governor Paul Cellucci, an old friend who is out here somewhere; and another one, the treasurer of this State, Joe Malone, who are with us right over here. I'm going to get in trouble on this, but I see, next to Joe, Pat Saiki, the new head of the SBA; and Ron Roskens of AID is

27 Weekly Comp. Pres. Doc. 669

over here. John Macomber, formerly one of you, one of the chief executives of one of the largest companies in America, now ably heading the Ex-Im Bank over here. Another one so well-known who came out of private business, a big success, and now in Government, Fred Zeder, the able head of OPIC. And then -- many others -- Priscilla Rabb-Ayres from the U.S. Trade and Development Program; Ron Skates, head of Data General. Let me just cut it off there. But I should have many, many more to whom I pay my respects and my thanks. Let me just simply say thank you all for coming out -- all of you in the audience who are supporting American exports.

Frankly, having gone to school outside of Boston, it is nice to visit Boston, a place known for its humility and intellectual modesty. [Laughter] The old saying you remember: If you hear an owl hoot to "whom" instead of "who," you can be sure it was born and educated in Boston. [Laughter]

But I am glad to be back here. This area has been through hell, and I am absolutely confident that under the State's leadership of Bill Weld and under your leadership, Boston and Massachusetts has not lost its enterprise spirit. You're caught up in a regional problem with this recession, and I am confident that you'll come booming out of it, particularly if your work on exports is as successful as I'm sure it will be.



27 Weekly Comp. Pres. Doc. 669

You know, it feels a little strange to be talking about exports in front of the real expert, my dear friend, Bob Mosbacher. And I just can't tell you how much he's done on Fast Track and on all these regional conferences and in so many other ways. I'm glad to see him here. And I heard that he dashed back to Washington from yesterday's lunch to give a last-minute push for the extension of Fast Track.

Bob, you and everyone associated with our National Export Initiative have really done a spectacular job promoting exports from the United States. And frankly, the numbers tell the tale. This nation enjoyed its greatest export month ever last October. And the latest monthly figures -- and they're for March -- nearly equaled the record. We exported \$ 34 billion in goods that month, and we had the smallest -- the smallest monthly trade deficit that we've seen in 7 1/2 years.

As you all know, the world economy has changed. It's changed dramatically in recent years. If you want to succeed in business these days, you can't worry just about competition from U.S. companies; you have to go head-on-head with firms from all over the world. The lesson is clear: If we want to remain the greatest economic power on Earth, we must build a strong economy at home. But in my view, just as important, we must make sure that our companies have a fair chance to do business abroad.

27 Weekly Comp. Pres. Doc. 669

In recent years -- I look around this room and read by briefing papers on the attendees -- your companies led the way. You helped drive the longest peacetime expansion in our nation's history. In the process, you supplied jobs and you generated ideas, and you created new industries. All you have to do is look around the Boston area at Information Alley, at larger companies such as Digital Equipment, Foxboro, Raytheon -- builders of the Patriot missile. Look at the medium-sized firms, such as Little and Ocean Spray. And you even have small dynamos, like Octocom Systems and Jet Spray International.

Boston was built on trade. Before our independence it was one of the most important ports in the entire British Empire. We reminded the Queen of that when she was here the other day -- [laughter] -- because we had her for lunch up in our family dining room, which is surrounded with pictures of the Port of Boston and the vital trade that was going through there years ago, and it still continues. But it served at this nation's trading capital for years.

Enterprise comes naturally here. Yankee entrepreneurs push the envelope of innovation. You give America the power of inspiration, of enterprise, and of creativity.

The New England Governors Conference has worked hard to promote the cause of international trade. Governor Weld and five other colleagues have put

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27 Weekly Comp. Pres. Doc. 669

together an economic development strategy that stresses the importance of increasing New England's visibility, increasing New England's clout in international markets.

Our administration has tried hard to encourage export businesses in a number of ways. Just a year ago we created the Trade Promotion Coordinating Committee, a council of 18 Federal Agencies that provide export assistance to U.S. businesses. This week, the Committee has inaugurated a trade information center for companies to call in. The number: 1-800-USA-TRADE. It gives callers access to information about the full range of Federal programs to help our exporters.

Today, let me just focus briefly on two critical aspects of international competitiveness: quality production at home and free and fair trade around the globe. Let's start with quality. It is no secret that American products, once the envy of the world, face stiff competition now from all over the globe. But no one can say that Americans aren't interested in quality.

In a competitive world we have reasserted ourselves and will continue to do so. Four years ago the Reagan administration and the Congress created the Malcolm Baldrige awards to honor quality in the workplace. We now give up to six awards a year, but only if we find enough companies that meet what are very exacting standards that the Baldrige award requires. The competition, I'm

27 Weekly Comp. Pres. Doc. 669

proud to say, gets more intense each year. Only 66 companies applied for the award in 1988; this year 106 did. The largest number of applications came from small businesses.

Everywhere you can find evidence that American businesses want to compete. You see it in the workplace, where labor and management are working together to build better and more reliable and more innovative products. You see it in the classrooms, where workers go to build upon our most precious natural resource, our minds. And you see it, I proudly say, in our American 2000 Education Strategy, which encourages lifelong learning. Even see it in shops and stores, where "Made in the U.S.A." has become a selling point again and where the Baldrige award has become a major advertising bonus.

This is also true in foreign markets. Our export business has grown dramatically of late. American firms exported \$ 371 billion worth of goods and services in 1985. Just 5 year later, their total had grown to \$ 673 billion.

We export more than any nation on Earth, and we import more. Since 1986 sales to Canada, our largest trading partner, have increased by two-thirds. Our trade with Latin America has increased even more rapidly, up 74 percent. Listen to this one in light of the recent debate. Exports to Mexico, now our number 3 trading partner, have grown to an astounding 130 percent since 1986. That's

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27 Weekly Comp. Pres. Doc. 669

really, as we see it -- Bob and I see it -- just a beginning.

We enjoyed an 80-percent increase in sales both to Western Europe and Japan. Exports to the newly industrialized nations of the Pacific Rim rose by 132 percent. And trade in this hemisphere has grown dramatically because the new democracies in Central America and South America have begun eliminating constraints on foreign investment and lifting import restrictions on such products as automotive parts, computers, software, industrial supplies -- the building blocks of any modern market economy.

As an administration, we want to build upon that record by completing the Uruguay round of the GATT negotiations and opening up the entire world for free and fair trade. We also want to create a free trade zone that would encompass Canada and the United States and Mexico.

This single market -- 360 million consumers who now produce \$ 6 trillion in annual output -- would tower over even the European market. But, frankly, we don't want to stop there. We also hope to build upon our trade success south of Mexico through the Enterprise for the Americas Initiative. We no longer will take South America for granted. I can't think of a more appropriate time to talk about these initiatives than today. We're wrapping up World Trade Week, and we stand on the verge of a new age of wider, swifter, more integrated

27 Weekly Comp. Pres. Doc. 669

world trade.

I am very, very happy, indeed, to say that the United States Senate a few minutes ago joined the House in extending the Fast Track trade procedures. And that was thanks to a great show of bipartisanship. I salute my fellow Texan, Lloyd Bentsen; I salute our leader in my side of the aisle, Bob Dole; I salute Bob Packwood; and so many others who went up against big odds to prevail on this issue.

The administration can move ahead on several very important trade initiatives now. And these do include the Uruguay round of the GATT talks, the North American free trade agreement, and the Enterprise for the Americas Initiative. We've shown the world that we will meet the challenges of the 21st century and that we'll meet them united in purpose and united in effort.

Let me stress that the administration will consult closely with Congress in these trade talks. We have a superb negotiator in Carla Hills -- Ambassador Hills -- who along with Bob Mosbacher and others in this room worked their hearts out to achieve these victories in the House and the Senate. But we must from now on continue to cooperate with the United States Congress.

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27 Weekly Comp. Pres. Doc. 669

Fast Track provides a tool for dealing in good faith with Congress and with our trading partners. Its passage provides some of our best economic news in months.

I met recently with leaders from the textile and apparel industries. Let's face it, that industry was somewhat divided. But I met with quite a few of them in the White House -- leaders of the industries -- each of whom saw great opportunity in a free trade agreement with Mexico. One CEO told me that her company's 1,200 jobs in Mexico support 2,000 jobs here in the United States of America. And without this alliance, she said, those 2,000 jobs simply would not exist.

And the point is this: Through Fast Track, I really believe everybody wins. In a world built upon free trade, every nation has a vested interest in the prosperity of its trading partners. After all, you can't export to a nation that is suffering from economic depression. Free and fair trade builds ties of mutual interest. It lays down a foundation for peace and for prosperity right here in our hemisphere and throughout the world.

Our entire administration is dedicated to the cause of free and fair trade and American exports. Vice President Quayle was promoting the cause just this week in Japan, Singapore, Malaysia, and Indonesia. And just a short while

27 Weekly Comp. Pres. Doc. 669

ago, I met with members of PEC, the President's Export Council. And what a superb Council we have. Busy people, busy executives giving their time to help this concept of expanded exports. Heinz Prechter and Bev Dolan and the other hard-working members are advancing the cause.

And you in your daily affairs play an equally crucial role. You help America put its best face and its best products before the entire world. And so again, on this very special day for American exports and, I say, for American prosperity, I thank you for being here. I thank you for all the time you give to this noble crusade. And may God bless you and God bless our wonderful country. Thank you very, very much.

Note: The President spoke at 12:34 p.m. in the Cityview Ballroom at the Boston World Trade Center. In his remarks, he referred to Priscilla Rabb-Ayres, Director of the Trade Development Program; Carla A. Hills, U.S. Trade Representative; and Heinz C. Prechter, Chairman, and Beverly F. Dolan, Vice Chairman, of the President's Export Council. These remarks were not received in time for inclusion in last week's issue.



LEVEL 1 - 3 OF 6 DOCUMENTS

Public Papers of the Presidents

Remarks to Raytheon Missile Systems Plant Employees in
Andover, Massachusetts

27 Weekly Comp. Pres. Doc. 177

February 15, 1991

LENGTH: 1586 words

Listen, I came up here to thank you guys, but thank you for that warm welcome. And, Reverend Gomes, thank you, sir, for that lovely prayer, so fitting tribute to those who are serving overseas and those serving at home here. And thank you, Tom, my old friend Tom Phillips, the chairman, for that warm welcome and making these arrangements. Let me pay my respects to another old friend, the Governor of the Commonwealth, Bill Weld, and his able Lieutenant Governor, Paul Cellucci, over here. I'm glad that they're here with us today.

And, look, I view it as an honor to be here, to come to Raytheon, the home of the men and women who built the Scudbusters. We're very grateful.

27 Weekly Comp. Pres. Doc. 177

Earlier today, maybe your hopes were lifted, maybe mine -- mine were -- and I think some hopes were lifted in downtown Baghdad with the statement. And I expressed, earlier on, regret that that Iraqi statement that first gave rise to hope in fact turned out to be a cruel hoax. Not only was the Iraqi statement full of unacceptable old conditions, Saddam Hussein has added several new conditions.

Let me state once again: Iraq must withdraw without condition. There must be full implementation of all the Security Council resolutions. And there will be no linkage to other problems in the area. And the legitimate rulers, the legitimate government, must be returned to Kuwait. And until a credible withdrawal begins, with those Iraqi troops visibly leaving Kuwait, the coalition forces, in compliance with United Nations Resolution 678, will continue their efforts to force compliance with all those resolutions, every single one of them.

Compliance with the resolutions will instantly stop the bloodshed. And there's another way for the bloodshed to stop, and that is for the Iraqi military and the Iraqi people to take matters into their own hands and force Saddam Hussein, the dictator, to step aside, and then comply with the United Nations resolutions and rejoin the family of peace-loving nations. We have no argument with the people of Iraq. Our differences are with that brutal



27 Weekly Comp. Pres. Doc. 177

dictator in Baghdad.

Everyone here has a friend or a neighbor, a son or daughter, or somebody he knows in the Gulf. And to you, let me say this -- and to the American people -- the war is going on schedule. Of course, all of us -- all of us -- want to see this war ended, the limited loss of life. And it can if Saddam Hussein would simply comply unconditionally with all the resolutions of the United Nations. But let me say this to you: I am going to stay with it, we are going to prevail, and our soldiers are going to come home with their heads high.

Now, I just had the thrill of sitting in the command post of an Engagement Control System -- ECS to you. [Laughter] And I've heard about the years of painstaking work that produced the split-second accuracy of the Patriot missile defense system. Let me tell you, I'm impressed with the technology. But especially after today even more, I'm impressed with the people behind the machines.

Just days after Saddam Hussein took the offense against an undefended Kuwait, the people of this plant went into overdrive and took the offense. And since mid-August, it's been an around-the-clock effort. Three shifts a day, 7 days a week. And I know many of you gave up your own Thanksgiving and Christmas even to be right here, to keep these lines moving.

27 Weekly Comp. Pres. Doc. 177

In the last month, the world has learned why. Patriot works, and not just because of the high-tech wizardry. It's because of all the hours, all the attention to detail, all the pride, and all the professionalism that every one of you brings to the job. Patriot works because of patriots like you. And I came again to say thank you to each and every one of you.

You see, what has taken place here is a triumph of American technology. It's a triumph taking place every day, not just here at Raytheon but in the factories and firms all across America, wherever American workers are pushing forward the bound of progress, keeping this country strong, firing the engines of economic growth. What happens right here is critical, absolutely critical, to our competitiveness now and then into the next century.

Let me focus for a moment not simply on high-tech workers like yourselves who build these Patriots but on the highly skilled service men and women who operate Patriot in the field. We hear so often how our kids, our children, our schools fall short. I think it's about time that we took note of some of the success stories, of the way the brave young men and women who man the Patriot stations perform such complex tasks with unerring accuracy. They, along with the children in our schools today, are part of a generation that will put unparalleled American technology to use as a tool for change.

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27 Weekly Comp. Pres. Doc. 177

As I was touring the plant a few minutes ago, I saw a sign out there that said: "Patriot -- a Revolution in Air Defense." Well, we are witnessing a revolution in modern warfare, a revolution that will shape the way that we defend ourselves for decades to come. For years, we've heard that antimissile defenses won't work, that shooting down a ballistic missile is impossible -- like trying to "hit a bullet with a bullet." Some people called it impossible; you called it your job.

They were wrong, and you were right. Thank God you were right.

The critics said that this system was plagued with problems, that results from the test range wouldn't stand up under battlefield conditions. You knew they were wrong -- those critics -- all along. And now the world knows it, too. Beginning with the first Scud launched in Saudi Arabia, right on to Saudi Arabia -- and the Patriot that struck it down -- and with the arrival of Patriot battalions in Israel, all told, Patriot is 41 for 42 -- 42 Scuds engaged, 41 intercepted. And given the fact that this Scud missile has no military value, simply designed to devastate cities and wipe out population, imagine what course this war would have taken without the Patriot.

No, I'm sure that some experts here would say Patriot's not perfect. No system is; no system ever will be. Not every intercept results in total

27 Weekly Comp. Pres. Doc. 177

destruction. But Patriot is proof positive that missile defense works. I've said many times that missile defense threatens no one, that there is no purer defensive weapon than one that targets and destroys missiles launched against us.

We know that this a dangerous world. Today, our cold war concern about a largescale nuclear exchange -- thank God it is more remote than at any point in the post-war era. At the same time, the number of nations acquiring the capability to build and deliver missiles of mass destruction -- chemical, even nuclear weapons -- is on the increase. In many cases, these missiles will be superior to Scuds -- smaller, capable of flying farther and faster -- in short, more difficult targets. Between now and the year 2000, in spite of our best efforts to control proliferation, additional nations may acquire this deadly technology. And as we've been taught by Saddam Hussein, all it takes is one renegade regime, one ruler without regard for human decency, one brutal dictator who willfully targets innocent civilians.

Well, we now know that some of the adversaries we face today -- and Saddam Hussein is a prime example -- are more rash than rational, less impressed by theories than by a nation with the means and will to defend itself. And thank God that when those Scuds came in, the people of Saudi Arabia and Israel and the brave forces of our coalition had more to protect their lives than some



27 Weekly Comp. Pres. Doc. 177

abstract theory of deterrence. Thank God for the Patriot missile. Thank God for that missile.

And so, when you go home at night, you can say with pride that the success of Patriot is one important reason why Operation Desert Storm is on course and on schedule. And we're going to continue to fight this war on our terms -- on our timetable -- until our objectives are met. We will control the timing of this engagement, not Saddam Hussein.

Make no mistake about it: Kuwait will be liberated. The people who build Patriot have every reason to be proud. Because of you, the world now knows that we can count on missile defenses. And because of you, a tyrant's threat to rain terror from the skies has been blunted; it's been cut short. And because of you -- and this one is special -- innocent civilians, priceless human lives, have been spared.

When we think of war, we think first, of course, of the soldiers in the field, the brave men and women now serving half the world away. But Woodrow Wilson once said that in war there are "a thousand forms of duty." In this room today stand thousands of reasons why our cause shall succeed.

27 Weekly Comp. Pres. Doc. 177

You -- and people like you all across the country -- have given our brave men and women in the Gulf the fighting edge that they need to prevail and, what's more, to protect precious lives. And so, once again, thank you for this warm welcome, for the invaluable contribution that you have made to the defense of America and its allies. And may God bless our troops and their families and the United States of America. Thank you very, very much.

Note: The President spoke at 1:45 p.m. in the fabrications building. In his remarks, he referred to Rev. Peter Gomes of Harvard University and Thomas Phillips, chairman of Raytheon Co. Following his remarks, the President traveled to his home in Kennebunkport, ME.

PEAVEY ELECTRONICS CORPORATION

No: 1 of 12

Date: 11/26/91 From: JERE
HESS

To: JENNIFER
GROSSMAN

2000 Employees
20 Locations

Oldest Active Employee is SALLIE WEATHERS
(Age 71)

Attached ARE several stories about our
employees.

1/2 New Deliver to Dat in HDPS Office

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THE JOURNAL OF MUSIC BUSINESS

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SPECIAL

TASCAM

パーソナルMA提案スタート!

MTRと言えば「パーソナルレコーディング」＝ミュージックマーケットといった図式がある。そして今回、TASCAMが提案するのは「パーソナルMA」＝ビデオ編集マニアといった新図式を加えようとするもの。「MTRつまり多重録音機器といった原点を見たとき、AV/MAユーザーが見えてきた」とTASCAMを担当する営業本部伊津野次長は語る。



カセットMTRを楽器ユーザーの音楽制作ツールとして、最初に提案したTASCAM。MTRの出現の上に、築かれた楽器ビジネスがどれほど大きな物であるかは、いまさら言うまでもないことだろう。

昨年バンドブームでは、MTRメーカー念願のギター/バンドユーザー層へと販売を拡張した。やがては、この拡張の上に新たな需要が築かれていくことは間違いない。

このように、楽器ビジネスにおいて多大な貢献を果たしてきているMTRであるが、同社は、ここに至りMTRの持つもう一つの可能性を追求し始めた。

そのコンセプトは「パーソナルMA」である。同コンセプトのもとに同社の新たな戦略がスタートする。

それでは、以下に同コンセプト並びにそこに見出された市場性について見ていこうと思う。

NEW コンセプト「パーソナルMA」とは?

「原点は録音機だということです。現在、ミュージックシーンで使われているMTRも、この録音機の機能を音楽制作に活かしたもののなんですね。で、今一度、録音機という原点を見てみると、映像への音付けという、MAですね。MTRはMAのためのツールとしても使えるわけです。」と同社伊津野氏は語る。

音楽制作のためのMTRだけでなく、AV時代の新たなニーズ

■Aギター&エレアコ

順位	ブランド名	モデル名	得点
1	ヤマハ	APX-6S	12
2	カシオ	ZII	11
3	タカミネ	PT-108	10
4	カシオ	ZIIDX	9
5	ヤマハ	APX-10S	9
6	ダンブロー	MR-1	8
7	ヤマハ	FG-420	4
8	オベイション	エリート	3
9	オベイション	エリート	3
10	タカミネ	CP-48	3
11	モーリス	MD-502	3

■ドラム&エレドラ

順位	ブランド名	モデル名	得点
1	パール	FR-22D-D40	10
2	ヤマハ	DD-11	7
3	ヤマハ	ZR-760XT	7
4	ヤマハ	KRG22D-D50	5
5	ヤマハ	BDX-322D	5
6	ヤマハ	BDX-422D	4
7	ヤマハ	DD-6	4
8	ヤマハ	SP65022SP	4
9	ヤマハ	MK-1	3
10	ヤマハ	D2-70	2
11	ヤマハ	MSD-0105	2

■ラックエフェクター：マルチ

順位	ブランド名	モデル名	得点
1	ボス	SE-50	15
2	コルグ	A2	14
3	ズーム	9030	12
4	ヤマハ	FX-500	10
5	ローランド	GP-16	7
6	ヤマハ	EMP-100	6
7	ヤマハ	FX-900	6
8	ヤマハ	FX500B	5
9	ローランド	SE-30	5
10	ローランド	RSP-550	4

■Eギター

順位	ブランド名	モデル名	得点
1	フェルナンデス	ZO-III	24
2	フジゲン	ST62-500	12
3	フジゲン	ST57-53	8
4	フジゲン	ST57-500	6
5	フェルナンデス	MG80X	5
6	フジゲン	ST62-53	5
7	サミック	ST-100	4
8	フジゲン	ST62-550	4
9	ヤマハ	RGS-112PS	4
10	フェルナンデス	FR-50	3

■フットエフェクター：シングル

順位	ブランド名	モデル名	得点
1	ボス	OD-2	17
2	ボス	OR-2	15
3	ボス	DS-2	9
4	ボス	CH-1	8
5	ボス	DD-3	8
6	ボス	CS-3	6
7	ボス	GE-7	4
8	ボス	MT-2	4
9	ボス	OS-3	4
10	アリア	ADS-1	3
11	ボス	CH-2	3
12	ボス	SD-1	3

■キーボードシンセサイザー

順位	ブランド名	モデル名	得点
1	コルグ	Q1W FD	27
2	ヤマハ	R-500	18
3	ローランド	JD-500	10
4	コルグ	M-1	5
5	ヤマハ	SY99	5
6	ヤマハ	SY77	5
7	ヤマハ	SY22	5
8	ローズ	Model760	5
9	ローランド	D-5	5
10	ローランド	U-20	4

■Eベースギター

順位	ブランド名	モデル名	得点
1	フジゲン	JB62-550	15
2	フェルナンデス	FRB-55	7
3	フジゲン	PB62-550	7
4	イバニーズ	SR-600	6
5	フジゲン	PB62-500	6
6	イバニーズ	SR-530	6
7	フジゲン	PB62-53	5
8	アリアプロII	MAB-400M	4
9	フェルナンデス	MB-85	4
10	フジゲン	JB67-59	4
11	フジゲン	PB62-500	4

■フットエフェクター：マルチ

順位	ブランド名	モデル名	得点
1	コルグ	A-5 GTR	25
2	コルグ	A-5 BASS	15
3	ボス	BE-5	12
4	マクソン	PUE-S T	8
5	ボス	BE-5M	6
6	コルグ	A-5	6
7	コルグ	A-5 FX	6
8	ズーム	9002	4

■音源モジュール

順位	ブランド名	モデル名	得点
1	ローランド	SC-55	24
2	ローランド	U-220	17
3	ローランド	R-9M	10
4	コルグ	WS/AD	9
5	ローランド	CM-64	7
6	ヤマハ	TG55	5
7	ローランド	シンカス	5
8	ローランド	CM-32L	4
9	ローランド	U-20	4
10	カワイ	XG-1	3
11	ヤマハ	TG33	3
12	ヤマハ	TG77	3

■Amp

順位	ブランド名	モデル名	得点
1	ボス	MG-10	14
2	ヤマハ	AR-1500	12
3	フェルナンデス	FA-15	11
4	フジゲン	SL-15DXII	8
5	フェルナンデス	FA-20D	7
6	フジゲン	SL-15SPII	7
7	ビービー	BANDIT	6
8	マーシャル	6080	6
9	ヤマハ	AR-1500B	6
10	フジゲン	Bassman30	6

■ラックエフェクター：シングル

順位	ブランド名	モデル名	得点
1	ボス	CL-50	17
2	ボス	NS-50	13
3	ボス	GE-21	8
4	BBE	422A	7
5	ボス	RV-1000	6
6	ボス	SE-50	5
7	ソニー	DPS-R7	4
8	ヤマハ	R-100	4
9	ローランド	SN-550	4
10	BBE	722	3
11	ベスタクス	GE-31	3

■音色ソフト

順位	ブランド名	モデル名	得点
1	ローランド	U-110用	23
2	ヤマハ	EOS用	16
3	ローランド	R-8用	14
4	ヤマハ	SY77用	9
5	コルグ	M-1用	8
6	ローランド	D-110	3
7	ローランド	MV-30用	3
8	カワイ	GB-2用	2
9	ローランド	JD-800用	2

順位	ブランド名	モデル名	得点
1	トホート	ZII	26
2	トホート	ZIII	19
3	オベイション	セレブリティ	7
4	オベイション	1718	6
	タカミネ	PT-106	6
	ヤマハ	APX-8S	6
	ヤマハ	FG-420	6
8	オベイション	1868	5
	タカミネ	CP-48	5
	モーリス	MD-507	5

順位	ブランド名	モデル名	得点
1	パール	VL-22D-D40	14
2	ヤマハ	DP22R	13
3	パール	MX-22D-D50	12
4	パール	BNS22DD40s	9
	ヤマハ	DD-6	9
6	ヤマハ	BDX-422D	5
	タマ	RS-522X-RP	5
	ヤマハ	KRG22D-D50	5
	ヤマハ	DD-11	5
10	パール	BDX-322D	4
	パール	VA-22D-D40	4

順位	ブランド名	モデル名	得点
1	ボス	SE-30	41
2	ヤマハ	FX-300	28
3	ヤマハ	FX-900	14
4	ヤマハ	BMP-100	10
	ローランド	GP-16	10
6	コルグ	A2	8
7	ヤマハ	SPX900	5
8	ズーム	9010	4
9	ヤマハ	FX500B	3
	ヤマハ	SPX1000	3

Eギター

順位	ブランド名	モデル名	得点
1	フェルナンデス	ZO-III	32
2	フェンダー	ST57-500	28
3	フェンダー	ST62-500	13
4	フェルナンデス	FR-53	7
5	アリアプロII	MA-350	6
6	アリアプロII	VA-550	5
	オールド	LP-8TD	5
	オールド	LPS	5
	グレコ	SS-65P2	5
	フェンダー	TL72-500	5

フットエフェクター：シングル

順位	ブランド名	モデル名	得点
1	ボス	OD-2	27
2	ボス	DS-2	21
3	ボス	CH-1	18
4	ボス	OS-2	11
5	ボス	DD-3	8
	ボス	MT-2	8
7	ボス	PS-2	6
8	マーシャル	オバナー	4
9	Proco	RAT II	3
	ボス	GE-7	3

キーボードシンセサイザー

順位	ブランド名	モデル名	得点
1	ヤマハ	B500	33
2	コルグ	M1	20
	ヤマハ	SY77	20
4	ローランド	JD-800	13
5	ローランド	D-70	9
	ローランド	JX-1	9
7	コルグ	T3	5
	ヤマハ	SY99	5
9	ヤマハ	SY22	4
10	ヤマハ	SY55	3
	ローランド	U-20	3

Eベースギター

順位	ブランド名	モデル名	得点
1	フェンダー	PB62-500	29
2	フェンダー	JB62-550	19
3	フェルナンデス	FRB-55	14
4	ヤマハ	RBS-MS200	10
	フェルナンデス	FRB-60	10
6	ヤマハ	RBX-MSIII	7
7	アリアプロII	VAB-550	6
	フェンダー	JB57-500	6
9	チューン	TB-O2	5
10	チューン	STB-1	4

フットエフェクター：マルチ

順位	ブランド名	モデル名	得点
1	コルグ	A-5 GTR	39
2	ボス	BE-3M	17
3	コルグ	A-5 BASS	16
4	ボス	BE-3	9
5	ボス	BE-5B	7
6	ズーム	9002	5
7	コルグ	A-5 FX	4
	マクソン	PUB-5 T	4
9	マクソン	PUB-5	3
	ボス	ME-5	2

音源モジュール

順位	ブランド名	モデル名	得点
1	ローランド	U-220	34
2	ローランド	SC-35	25
3	ヤマハ	TG55	13
4	ヤマハ	TG77	10
5	E-mu	プロセッサ II	7
	コルグ	M3R	7
7	ローランド	R-8M	6
8	ローランド	CM-64	5
9	E-mu	プロセッサ	4
	エンソニック	SO-R	4
	コルグ	MIR EX	4

Amp

順位	ブランド名	モデル名	得点
1	ヤマハ	AR-1500	26
2	フェルナンデス	FA-15	18
3	フェンダー	SL-15DXII	9
4	ヤマハ	AR-1500B	8
	ローランド	DAC-10	8
6	ボス	MG-10	6
7	ピーピー	RAGE108	4
	フェルナンデス	FA-15B	4
	フェルナンデス	FA-20D	4
10	B.C.リッチ	BC20B	4
	サミック	BABY-G	4

ラックエフェクター：シングル

順位	ブランド名	モデル名	得点
1	ボス	CL-50	26
2	ボス	NS-50	19
3	ソニー	DPS-R7	14
4	ボス	GE-21	12
5	ソニー	DPS-D7	10
6	ボス	RV-1000	6
	ヤマハ	R100	6
8	ART	バクアック	4
	BBE	402	4
	BBE	822A	4

音色ソフト

順位	ブランド名	モデル名	得点
1	ローランド	U-110用	21
	ヤマハ	EOS用	21
3	ヤマハ	SY77用	16
4	ローランド	U-220用	10
5	コルグ	M1用	8
6	ローランド	R-8用	6
7	ローランド	R-8M用	4
8	コルグ	T-3EX	3

"Proud To Be An American"

Many Peavey folks were directly involved in the Gulf War this past winter. They shipped out, risked their lives, worked hard, and spent months away from family and friends. We can finally breathe easy now that the last person has been brought home safely. Here's a tribute to Peavey's brave who have served our country well

GREG BROWN
Supervisor — Plant 3



Greg served as a Captain in the Army Reserve. His unit, 1181 TTU stationed in Jacksonville, Florida, in August of 1990, was responsible for the shipping of troops, including the famous 101st Airborne Division and several reserve units. They moved to Antwerp, Belgium, in November for the shipment of truck, tanks, howitzers, etc. In January they returned to duty in Jacksonville. Greg came home in July. He returned to work at Peavey July 22.

DAVID MCCARTY
Drafting Dept. — Plant 3

David is a Sergeant E-5 for the Army National Guard. His unit, the Petroleum Supply unit located thirty miles inside the Iraq border, supplied fuel



to the Seventh Corp. He was stationed in the Middle East from January 3rd until April 28th. He returned home and to Peavey safely the first of June.

SAM DIXON
Metal Screening -- Plant 3



As a Sergeant E-5 with the Army National Guard's 1167 Military Police, Sam saw a lot of action. His unit was responsible for ensuring the safety of the First Infantry Division's cross over the Saudi-Iraqi border. Later into the war they were responsible for processing EPWs (Enemy Prisoners of War). He left home in mid-November, 1990, and returned in mid-May. He rejoined Peavey at the end of May.

ROBERT TAYLOR
Inspector Tester -- Decatur

Robert was an SP4 in the Army Reserve's 287 Trans Unit. For nine months in the Saudi Arabian desert, from September until June, his unit transported large tanks like the M1 Able to the front line and back. After returning home in June, Robert returned to Peavey July 10th.



BELINDA BATES
22T Dept. — Plant 3

E-4 Belinda served in the Army National Guard in the 367 Maintenance Company at Ft. Hood, Texas, from December 28 until May 27.



They were responsible for the repair and maintenance of the vehicles to be shipped to Saudi Arabia. While Belinda was on leave, she and her husband Ronald Bates (Guitar Plant #2) conceived and are now expecting a child in early November. She is currently on maternity leave.

RICKY PITTMAN
Parts Coordinator -- Morton



Ricky served almost an entire year as E6 Staff Sergeant in the Army. He was stationed with his unit, Headquarters 365 S&S Battalion, in Dahran, Saudi Arabia, from September 20, 1990, until the end of July, 1991. They were responsible for all the supplies and service to the front line. While in Dahran, Ricky witnessed many Scud missile attacks. He returned home safely August 1, and returned to Peavey September 18.

We are proud of all of you and thank God you are all home safe and sound!!!!!!

THREE FROM PEAVEY EARN CPS RATING



*Congratulations are in store for each of these ladies for passing their recent CPS Review.
L-R: Susan Roddy, Administrative Assistant to Melia and Harlley Peavey, Dana Boyken,
Administrative Assistant to Melia; Danna Holmes, Administrative Assistant to Fay Adkins.*

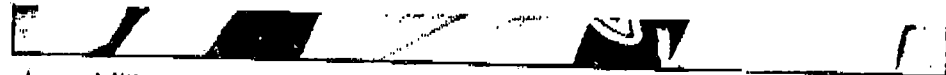
By Carolyn Starnes

During the 1990-91 school year, six administrative assistants from Peavey participated in the Certified Professional Secretary (CPS) Review. Dana Boyken, Danna Holmes, and Susan Roddy passed this intensely difficult review (only 2% across the nation pass on their first try), earning them a CPS title.

The course is offered at Meridian Community College under the guidelines of Professional Secretaries International (PSI). The PSI definition of a secretary is "an executive assistant who possesses a mastery of office skills, demonstrates the ability to assume responsibility without direct supervision, exercises initiative and judgment, and makes decisions within the scope of assigned authority." The CPS Review is divided into six sections: Business Law, Behavioral Science in Business, Economics and Management,

Accounting, Office Administration/Communication, and Office Technology. The course of study is intensive, and the testing is done over a TWO-DAY period. To be awarded CPS certification, those tested must have passed ALL six sections.

In the May, 1991, sitting, there were 3054 tested nationally. Of that number, 1569 were certified. Of those 1569 nationally, 16 in Mississippi passed all six sections in this, their first, sitting. Nine of the sixteen were from the MCC class, and three of those are from Peavey. The CPS rating is to secretaries, administrative assistants, business educators, and business majors what CPA is to an accountant; so, this is quite an achievement. This certification benefits both the participants and their employers. Congratulations to all of you who achieved certification, and best wishes to the others who will be sitting in the November testing. ■



June Miller at work at Plant 10.

Peavey Employee Masters Skills In JSEP Program

By: Barbara Boyles

June Miller is a 33-year-old working mother who has been a parts coordinator at Peavey for eight years. Recently, June began participating in the JSEP program. It isn't easy for the mother of a seven-year-old to leave work and attend classes for an hour and a half twice a week. But June, like the 36 other Peavey employees participating in JSEP, has made a commitment to upgrade her skills. Her reasons, like those of many participants, are very personal.

A desire to identify problem areas and then improve them was one of the main reasons that June decided to participate in JSEP. "Once you are out of school, there are things you forget. I kept thinking that maybe there are things I could use (in my job) that I just hadn't thought to use. I had thought about taking classes or going to the library and getting books to help me." When she learned about JSEP, it seemed to fit her needs. "Right now, I'm going back through that math part of it — the basics. I feel like I really needed it. There are a lot of things that I thought I remembered from school, but I didn't remember it — like fractions," she said with a laugh. June is working her way through basic math before moving on to more task-specific parts of the JSEP

program.

As a parts coordinator for the Pro Audio and Digital lines at Plant 10, June felt some brushing up on skills could help her do a better job. She also thought about the possibility of signing job posting for other jobs, but was unsure if she had the required skills. "I wanted to see what else Peavey had to offer. I've been doing the same job for almost nine years," she explained with a laugh. An unexpected benefit from the program for her was the discovery that her "thinking" has changed. "It teaches you to read, not just read over things, but to read and concentrate on what you are reading," she said. Since JSEP helps participants to think about the way they think and perform tasks, June soon discovered that she often became "off task." "I have learned to set goals and work at something until I'm finished — instead of starting something and then doing something else and never getting anything done!"

June Miller says that she "enjoys" her class, although she was a little frightened at first. Today, June Miller looks at a lot of things differently — most importantly — herself. "I'm becoming more self-motivated and I'm more self-confident," she said, with pride evident in her voice.

Adult Literacy Program Makes Dream Come True

By: Barbara Boyles

Willie Grace remembers the time his son, Michael, asked for help reading his first grade reader. It is a sad memory for Willie, because the 44-year-old father couldn't read.

Willie attended school as a child growing up in Lauderdale, but because the family farmed, he missed a lot of school. The first part of the school year was the time to gather the crops and the last part was spent planting them. Only the cold,

winter months could be devoted to school. "I was kind of slow and, you know, when there were thirty children in a class, the teachers worked with the ones that were progressing." Each year, he was passed to the next grade, without ever learning basic reading skills. "When I was 18, in the ninth grade, I saw I wasn't learning anything, so I dropped out of school," Willie said.

After dropping out of school, Willie joined the Job Corps, where he spent four

years learning a trade. Eleven years ago, he joined Peavey Electronics. His illiteracy was a closely guarded secret. "I would see people go up to the bulletin board and read the Wednesday A.M., and I didn't even know what it was," he recalled. Because he couldn't read, Willie felt dumb, something that had long-range repercussions. "When the people I worked with would joke and call each other dumb that was all right. Everyone would laugh. But if they called me dumb, it just went right to my heart. I didn't feel equal to the other people, so I mostly stayed by myself," he said.

Willie's inability to read also had an effect on his job. He builds cabinets for Roland Neal in the Wood Shop. "Before, when I built my boxes, I figured that box would be all right. I didn't worry about it," he said, adding, "If you don't know how to read, you don't think good." Another problem he encountered was trying to do the paperwork his job required. "If I didn't have somebody to help me, I just couldn't do it." He also had problems interacting with his supervisor and group leader. "When they would tell me something, I thought they were picking on me," he said.

Although he was ashamed of his illiteracy and tried to hide it, Willie dreamed of someday returning to school and learning to read. "I would see literacy commercials on television and I thought about it, but I never did anything about it." The caring and concern of two people put

Willie Grace on the road to literacy. "My wife, Shirley (who works for Ronnie Reed on the 22-A Driver Line), saw an announcement on the bulletin board one day and Leon Chatham had put something on it about learning to read. I went to see Leon, and he sent me out to the community college." Willie became part of the very successful Lauderdale County Volunteer Literacy Program, directed by Cheryl Shannon.

Walking into Leon's office and admitting that he couldn't read was one of the hardest things that Willie had ever done. "I was ashamed that I couldn't read, but I thought about it and I prayed about it, because I wanted to read real bad," he recalled.

After he took the first step, Willie didn't have any trouble going out to the college, taking the diagnostic test, and beginning work with a tutor. "I went to the Wesley House every Tuesday night," he said. For five months, he went to the Wesley House and worked with his tutor, Gale Anderson. After Christmas, he moved to classes at Meridian Community College, where he works on the computer, as well as with books and workbooks. "I spend one hour on the computer and two hours on the course every Tuesday night. I'm in book two now," he said with pride.

Learning to read, Willie has discovered, is not something that is accomplished overnight. "I want to be able to read things right off the bat," he said with a laugh, adding, "I've got a way to go, but I want to read

real bad. Every night when I go home and on the weekends, I work in my books." Sometimes his son Michael helps him. "He's in the fourth grade and he's real smart. He reads better than I do!" One bonus that Willie has gained from his participation in the literacy program is a sense of pride. "I take more pride in my job now. Now I realize that if my boxes are not built right, the company loses money," he said.

Today, Willie Grace tries to read everything. He still has to struggle to make out the words, but he can read. He longs to be able to read the Bible and his Sunday School lesson. "I have always wanted to be able to read the Bible," he said. Willie is very active in his church, where he is a deacon. He has also been singing with a local gospel group, The Gospel Songbirds, for 19 years.

Willie not only credits his faith, the support of his family, and his own determination for his success in the literacy program, but Peavey Electronics and Leon Chatham as well. "If it wasn't for Mr. Leon Chatham, I'd probably still be saying I want to go back to school," he said. Of the Lauderdale County Volunteer Program, he said, "I'll tell anyone that can't read that it is a good program. It helped me!"

If you are interested in learning to read, or improving your reading skills, contact Leon Chatham at extension 171, or stop by his office, located in Plant 3 next to the main guard station.



Decatur Supervisor's Success with JSEP Proves Rewarding

By Bridget Hornsby

Leila Graham, Supervisor of Hand Assembly at Decatur, recently completed the JSEP program at Meridian Community College. She began the program in September with the hopes of being able to pass on information to benefit the rest of her group. However, Leila soon found that she had personally profited from the program as well. Even though she had graduated from high school and attended several college classes, Leila realized that the program strengthened her weaknesses and taught her applications which helped her be a better supervisor. "I thought there might be something that I could offer to my people, something that I could bring back to them and get them interested in the class," Leila said. "After I got into the class, I found out my weaknesses in math, spelling, and all the writing — specifically report writing. And then it began to evolve: 'Hey, this is helping

me more as a person than what I could really show my people.'"

Leila said that she thought JSEP would be simple when she first started. Though the computer operation was simple, the subjects

"I think it should be mandatory for every supervisor to take the JSEP course."

she learned were refreshing and challenging. "I was looking at it like, 'If I'm forgetting this, then it's possible that my employees are forgetting it, too.'"

In addition to sharpening academic skills, the JSEP program teaches the use of the different Peavey tools like calibers, gauges, ohmmeters, rulers, etc. One way Leila applied

this was in reading the gauges on the wave solder machines. "I've always avoided the wave solder, even if it was under me. I was letting the technician do it," she said. Leila now can rechart the gauges, watch them fluctuate, and know when it is time to worry and when it is not. Another way this helped Leila was in training her people to use the tools. "JSEP has gotten me back to the basics of how to do this stuff," she said.

Other Peavey applications included in JSEP was a class in SPC, Statistical Process Control. This was developed by Jim Wilson, Coordinator of Quality Assurance, with Jean Willis, JSEP Coordinator at MCC, and is used to keep data on touch-up and flow lines. The class teaches how to chart this data and observe the effectiveness and rate of defects from each work center. Leila shared with Jean how she applied what she learned from the SPC class. According to Jean, "Leila was able to predict actual



Leila Graham, Supervisor of Hand Assembly at the Decatur Plant

problems they encountered with the wave solder machine. Before, they had no pattern of irregularity of the machine without charting the data. Now, Leila can measure and is able to read the trends and know what is happening with the machine."

Leila also learned more about computer operation. Though she had taken computer programming courses before, she noted that the JSEP class made her feel more comfortable with computer operation. The program works at the student's pace, only going further when the student has

completed each individual question or test successfully. "Really, it was good, because I had to get a better level of concentration," Leila said.

Immeasurable things like organization, self-motivation, and self-confidence are all par for the course. The organizational skills, for instance, helped Leila in her report writing and supervising. Plus, these skills aided Leila in setting dates and goals for the line.

The JSEP program is designed so that when a section is

see LEILA, page 5

LEILA, from page 2

completed successfully the computer will give a well-deserved pat on the back, which builds motivation and self-confidence. "It makes you feel good about yourself," Leila responded. She observed one gentleman in the class who on the surface didn't seem to care, but Leila said, "He did care. He loved that special attention that he got, that pat on the back when he accomplished something. It's good to see people learn. I didn't know that it was that exciting to see, for example, an older person learn how to read and use the computer. I loved that as much as

I loved learning it for myself."

Leila gave Melia a lot of credit for emphasizing the JSEP program with Peavey employees, and she also said that credit goes to Dr. Skaggs and Jean Willis, both with MCC. "I think it should be mandatory for every supervisor to take the JSEP course. I know we all put in a hard day at work, but then you go there and feel like you are accomplishing something," she expressed. "It helps us keep our minds fresh and updated."

Leila is definitely a positive role model both with the JSEP program and in her position at the Decatur plant. Having worked at Peavey for almost seven years,

being DSP supervisor for the past two years, she is a dedicated employee whose work speaks for itself. As "an integral part of the success of the continuous flow operation" according to Kent Busbee, Decatur Division Manager, Leila will now help to convert the single unit amp line after the same fashion. Jean Willis said of Leila, "Her professionalism, dedication, way of setting an example, and her enthusiasm all contributed to her success in the program." The JSEP program did not teach her everything she knows, but it has certainly enhanced her expertise and refined her knowledge of Peavey and herself. ■

that chlorine and caustic soda are co-products from the electrolysis of salt. Thus, producing adequate supplies of caustic soda has resulted in an oversupply of chlorine. Industry sources estimate that on

On the other hand, demand for caustic soda for such uses as wastewater treatment could grow by 1% to 2% this year.

The markets are not expected to come into balance until economic growth boosts demand for PVC. En-

rate" to control the oversupply of chlorine, commented Chris Hanson, chairman, president and chief executive officer of the LCP Chemicals division of the Hanlin Group Inc., of Edison, N.J., which as serves the U.S. Northeast.

million tons in 1987 between 5% to 10% to industry estimates in the market noted, has been the intermediates, market. SEE CA

Decision On Taiwan Imports Stirs Fears

By CHRIS BROWN
Journal of Commerce Special

TAIPEI, Taiwan — Traders are worried that a court decision against two unauthorized importers of Coca-Cola may mushroom into a general crackdown on unauthorized importers of name-brand products.

The two companies were accused by Taiwan Coca-Cola Bottling Co. of violating its trademark rights. They were found guilty by the Taipei district court.

Chen Hsing Fa Products Ltd. and Gin Yu Shing Trade Co. plan to appeal the court ruling, thus setting the stage for a case that could have wide implications on future import practices.

The companies were importing authentic Coke from the United States and selling it for substantially less than the authorized distributor. Taiwan Coca-Cola contends its higher prices are justified by promotion, advertising and other costs.

The court ruled May 13 that the two other companies had no right to sell products locally under the Coke, Coca-Cola or Chinese-translated brand names. It's the first such court victory by an authorized dealer against competitors.

Territorial exclusivity is the rule in all foreign and domestic arrangements with Atlanta-based Coca-Cola Co., Taiwan Coca-Cola's parent. Only authorized agents may produce and distribute the company's products in a stipulated geographic area.

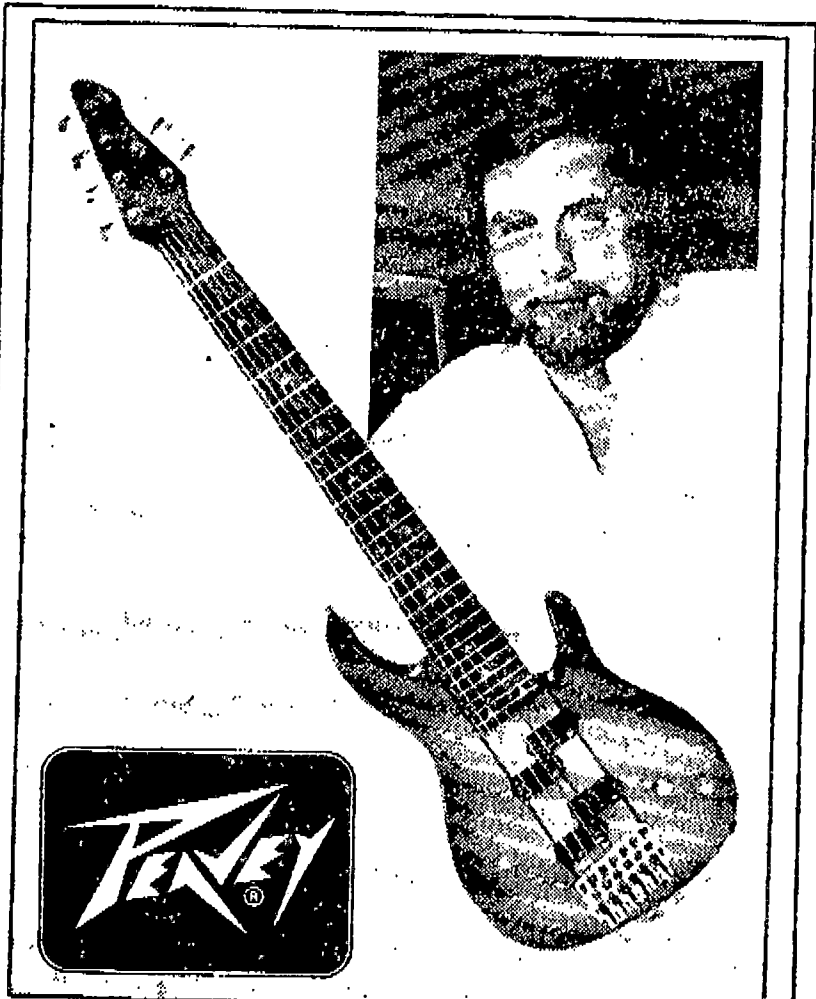
Ho Tsui-ying, vice president of Taiwan Coca-Cola, denied allegations of monopoly and excessive profits. She said Coke competes against scores of local soft drinks and that the price difference is only NT\$1 or NT\$2 (about 5 U.S. cents).

The court judgment touched off a flurry of legal debate regarding the right of authorized agents to hold exclusive distributorships in Taiwan.

Parallel importing, as the unauthorized practice is called, is widespread among Taiwan trading firms. Well-known consumer products, such as home appliances, audio products, packaged foods and pharmaceuticals, are common targets.

A local consumer group maintains the ruling is against the public interest. If the ruling is upheld on

SEE COURT, PAGE 2A



FINE-TUNING EXPORTS: Hartley D. Peavey, president and chief executive of Peavey Electronics Corp., hopes the Commerce Department can help open new doors for his company's guitars and sound equipment in Japan.

US Guitar Maker Hopes For Big Hit in Japan

By WILLIAM ARMBRUSTER
Journal of Commerce Staff

Peavey Electronics Corp. has been trying unsuccessfully to score in Japan since the mid-1970s. Now that it's getting a helping hand from Uncle Sam, however, the Meridian, Miss.-based manufacturer of sound reinforcement equipment, keyboards and guitars hopes it will soon be a hit in one of the world's most lucrative markets.

"I have a new window of opportunity through this Japan corporate program," says Hartley D. Peavey, founder and chief executive of the privately held company.

Peavey, which exports to 103 countries, was one of 20 companies selected last year by the

Commerce Department for the experimental program, designed to give them high-level exposure in Japan. (See list on Page 3A.)

Commerce Secretary Robert Moshbacher and other senior Commerce officials opened some doors for Mr. Peavey and other executives participating in the corporate program when they traveled to Japan in early April.

Among the officials they met were Prime Minister Toshiki Kaifu and the minister of international trade and industry, Eichi Nakao.

"I think Mr. Peavey had some good meetings" with Japanese businessmen, said James C. Lake, Commerce's principal deputy as-

SEE US GUITAR, PAGE 3A

Cons Misl For

By BILL MON
Journal of Commerce

LOS ANGELES — Scrupulous ocean carriers regularly describe their use of containers as "knocked-down furniture" in order to get a favorable rate. Never mind that the furniture was really carrying or fireproof accessories.

The next year, knocked-down furniture from Taiwan is expected to flood the market, driving down freight prices. Industry executive r time: "If all of the Taiwan labeled knocked-down furniture coming into the really that, we'd be a knocked-down furniture.

At a hearing in Los Angeles last week, John Chu, a Los Angeles consignment vessel operating company (NVO), told Federal mission investigators his company and its agent in Los Angeles regularly misdescribed the contents of containers shipped to Japan in 1989 and 1990.

As a result of this investigation, at times reached epidemic proportions in the trade from the United States, ocean carriers have lost thousands of dollars in revenues.

Al Pierce, managing director of the Asia-North America Rate Agreement, the conference of ocean carriers from Asia to the United States, said misdescriptions got so bad that the carriers in the last three years had to inspect programs for cheating.

Mr. Pierce, in a conversation from his office, said the carrier private inspection firm tries of origin to make tents of containers material of lading.

The FMC for the Pacific has been investigating practices in the trans-Pacific as a result of Fact Finding No. 18, as the F known, NVOs, shipper carriers have paid millions of dollars in fines.

Friday ruled out any chance of Japan making a commitment to open its rice market at upcoming international economic meetings. Mr. Kondo told a press conference after a cabinet meeting that the issue should be settled at the forum of the Uruguay Round of multilateral trade talks, being held under the General Agreement on Tariffs and Trade.

His remarks came amid growing speculation that Japan will be pressed hard by other industrial countries to make a political decision on the rice issue at the ministerial meeting of the Organization for Economic Cooperation and Development in Paris this week, or at the July 15-17 London summit meeting of seven major industrialized countries.

American Bloc Set to Sign Trade Treaty

MONTEVIDEO, Uruguay — Argentina, Brazil, Uruguay and Paraguay, which together form the fledgling Mercosur common market, will sign a free trade and cooperation treaty with the United States "possibly" on June 20, Paraguayan Foreign Minister Hector S. Espiell said Friday. "This treaty will be in a sense the rational response of Mercosur's member countries to (President Bush's) surprise for the Americas initiative, because it sets up the legal framework for mutual cooperation," Mr. Gros said.

Video Company Plans Appeal to Court Ruling

COTTSDALE, Ariz. — Go-Video, a small U.S. manufacturer of cassette recorders, said Friday it will appeal an adverse federal court ruling in an antitrust suit it filed against three Japanese consumer electronics giants. A federal jury in U.S. District Court in Phoenix decided Thursday that the companies — Sony Corp., Matsushita Electric Industrial Co. and Victor Co. of Japan — did not conspire to block Go-Video from manufacturing a dual-deck VCR, which it is selling in the United States.

US Guitar Maker Peavey Hopes For a Big Hit in Japanese Market

CONTINUED FROM PAGE 1A

Assistant secretary for trade development.

In return for Commerce's assistance in arranging interviews and providing market data, companies participating in the five-year program must participate in at least one trade show a year in Japan and make four visits to Japan annually, two of them by the chief executive.

Japanese government support for the plan has been "amazing," Mr. Lake added.

Peavey is the largest manufacturer of music equipment in the United States, according to Bob O'Donnell, editor of Electronic Musician, a monthly magazine based in Emeryville, Calif.

"It's an amazing company. Through the years they always did the working musician's equipment. You couldn't find a band anywhere that didn't have at least one piece of Peavey gear on stage," Mr. O'Donnell said.

"We use nothing but the best, and that's why Peavey has graced the stage on our tours for the past years," wrote singer Hank Williams Jr. in a letter published last year in the 25th anniversary issue of *Moni-*

Participants in the Japan Corporate Program

- ADC Communications Inc., Minneapolis
- American of Martinsville, Martinsville, Va.
- Anilam Electronics Corp., Miami
- Applied Communications Inc., Omaha
- Candela Laser Corp., Wayland, Mass.
- Compaq Laser Corp., Houston
- Contact Lumber Co., Portland, Ore.
- Dana Corp., Toledo, Ohio
- Detroit Center Tool Inc., Detroit
- Electronic Data Systems, Dallas
- General DataComm Inc., Middlebury, Conn.
- Guardian Industries, Northville, Mich.
- Hurco Cos., Indianapolis
- Masstor Systems Corp., New York
- Oracle Corp., Redwood Shores, Calif.
- Peavey Electronics Corp., Meridian, Miss.
- Sperry Marine Inc., Charlottesville, Va.
- Square D Co., Palatine, Ill.
- Stonhard International, Maple Shade, N.J.
- Timken Co., Canton, Ohio

SOURCE: U.S. Department of Commerce

tor, a magazine produced by Peavey Electronics.

He declined to give current sales figures but said his goal is to reach \$1 billion in a decade.

For all its success in other markets, Peavey, a winner of the Commerce Department's E Star award for excellence in exporting, has never struck a responsive chord in Ja-

pan. In fact, it's now working with its fourth and fifth distributors there.

Its first distributor was Yamaha Corp., the giant Japanese musical equipment manufacturer. While the relationship started off well, sales eventually fell to just \$30,000 in its fifth and final year, Mr. Peavey said in an interview.

Peavey's second distributor, a small Japanese guitar manufacturer called Dion, went bankrupt, while its third distributor, a hi-fi company named Sansui, was acquired by the British firm Polly Peck, which also faltered financially, he said.

Mr. Peavey discovered, however, that Sansui had been subcontracting much of its distribution to a Japanese drum manufacturer called Pearl.

"Our relationship with Pearl was a perfect match," he said, since Pearl's drums would not be competing with Peavey's guitars and amplifiers.

There was, however, one hitch: Japanese music stores usually don't sell sound equipment, which accounts for about half of Peavey's business.

Mr. Peavey then scrambled around some more and came up with a distributor called STK.

Traders Say Signs of Recovery, Rising Stock Market May Lift Dollar

By GORDON PLATT
Journal of Commerce Staff

NEW YORK — The first faint signs of a U.S. economic recovery and a rising stock market last week touched off a dollar rally that could lift the currency to new highs for the year, foreign exchange traders said.

"The market wants to believe in the rebound in the economy," said Earl Johnson, vice president and currency trader at Harris Trust and Savings Bank, Chicago.

The dollar climbed above 1.74 deutsche marks Friday on news that

CURRENCY FORECAST

dollar at 1.68 marks, but I seriously doubt it will break out above 1.75 marks," he said. "If it does, it could go much higher."

"I still think the recovery in the economy is a couple of months away, and when the rebound comes, it will be very modest," he added.

Marc Chandler, senior currency strategist in the New York office of

sche marks, the high for the year reached April 29.

"The strength in the dollar could begin cutting into U.S. exports, but it should be a brief period of pain," he said.

Mr. Chandler said the excesses of the 1980s, including the rise in debt, haven't been completely unwound by the recession and that there will be limited growth in the economy for the foreseeable future.

The second quarter could show

Treasury Department official, now a senior associate at the Carnegie Foundation for International Peace. Keith Crane, senior economist at

Bush Signal On Soviet Ex

By RICHARD LAWRENCE
Journal of Commerce Staff

WASHINGTON — President Bush is expected to announce today that he favors keeping open the possibility of more trade credits for the Soviet Union.

He also may indicate whether he supports extending non-discriminatory or "most-favored-nation" tariffs on Soviet goods. The first step toward this would occur if he sends the U.S.-Soviet trade agreement, signed last year, to Congress.

A specific presidential decision to provide an additional \$1.5 billion in Commodity Credit Corp. credit guarantees on U.S. agricultural exports to the Soviet Union also could happen this week.

The president appeared enthusiastic Friday over the prospect of substantive Soviet economic reforms, following his meeting with Yevgeny Primakov and other senior Soviet economic officials.

He gave no hint, however, of future U.S. aid for the Soviets.

He told reporters he was "very impressed" with Mr. Primakov's outline of proposals to move the Soviet Union toward a market-oriented economy.

"I liked what I heard," he said, but he added: "That isn't to suggest that there's not some big problems out there."

His remarks were more upbeat than Secretary of State James Baker's comments that the Soviet reform proposals do not go far enough.

Mr. Bush's announcement today will focus on a waiver of the Jack-

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paints and iron and steel products.

Also freed was the importation of many food and beverage items, including fruits, which should allow hotels and restaurants to import their own food requirements more cheaply, officials said.

US, Mexican Producers Of Pork Back Accord

DES MOINES, Iowa — Officials of the National Pork Producers Council and Conapor, the Mexican counterpart of the NPPC, said they welcomed a free trade agreement between the two countries.

John Hardin, president of the NPPC, and Rick Pasco, vice president of government affairs, said Sunday that U.S. pork producers would like to have greater access to Mexico's population of about 80 million.

A tariff of 20% of the market price for hogs entering Mexico restricts the number of hogs that can be marketed in Mexico.

Enrique Dominguez, president of Conapor, said a free trade agreement with the United States would benefit his country's producers by opening up markets for corn and soybean meal. But he did not expect Mexican producers to make serious inroads into U.S. pork markets because of the large market at home.

Apple Europe Invests In Belgian Company

BERLIN — Apple Computer Europe Monday announced its decision to invest in SoftCore Creative Technology, a Belgium-based provider of electronic document management

to Southeast Asia or China in search of relief.

The goods most likely to be allowed into Taiwan would be materials for shoes, garments and low-end electronics, the Taipei-based National Federation of Industries suggested Friday.

Taiwan's few current legal imports from China are heavily weighted in medicines and raw materials like coal, metals and fibers.

No site has been chosen or timetable laid out for an export zone. But many officials feel that if Taiwan wants semi-finished goods from

underprice local goods.

Federation surveys also found wide support for direct shipping and trade across the Taiwan Strait. The government continues to rule out this option on security grounds.

China and Taiwan have not had direct trade since 1949, but indirect trade has been steadily growing since the late 1980s. Indirect trade last year totaled US\$4 billion, with Taiwan enjoying a US\$2.5 billion surplus, according to Hong Kong customs figures. Almost all of Taiwan's imports from China are routed through Hong Kong.

Peavey Looks for Ally in the Sky

By WILLIAM ARMBRUSTER

Journal of Commerce Staff

Don't be surprised if you catch Hartley D. Peavey casting his eyes heavenward as he seeks new export markets for his company's sound systems, synthesizers and guitars.

"I believe we have a very strong ally in the sky that's going to be coming down the pike in another three to five years," said Mr. Peavey, president and chief executive of Peavey Electronics Corp., based in Meridian, Miss.

Mr. Peavey began working in 1955 at his father's music store in Meridian, a three-hour drive from Tupelo, Miss., home of Elvis Presley (who was already on his way to becoming the king of rock 'n' roll).

No, Mr. Peavey is not looking for Elvis in the sky. The ally he's seeking is called a direct broadcast satellite, which the 49-year-old entrepreneur says could increase the number of television channels in

countries like the United Kingdom, which currently has just a handful, to 200 or more.

"I believe that's going to be a boon for the U.S. entertainment business," said Mr. Peavey, who points out that the additional channels would create a strong demand for movies and music — music produced with his equipment.

"In Europe, broadcasting is controlled by the government. But in the next few years we'll have direct broadcast satellites. There will be 200, 300, 400 channels. Can you imagine what that's going to do for our business? Music is the universal language."

Others, however, are not so sure about the potential for direct broadcast satellites. Stuart Bedell, an attorney with the Federal Communications Commission in Washington, points out that Japan already has them, but that they are limited to four channels of programming.

He also points out that building,

now trying to come to grips with the trade and environment agenda through forceful "reactive diplomacy."

Although GATT established a body on environmental measures and international trade in 1971, no contracting party called for it to convene until February of this year.

Now envoys to GATT are warning forcefully of dangers to come if the issue is ignored any longer.

Rufus Yerxa, the U.S. ambassador to GATT, warned that the body would be ignored as a forum on the environment if it "does not forthrightly discuss and deal with both

launching and operating direct broadcast satellites carries high upfront costs.

Some European countries also have the satellites, noted John Eger, president of the Worldwide Media Group, Stamford, Conn., but they, too, face similar limits on the number of channels.

The key to making the satellites a success is digital compression, which means squeezing more channels into the same space, Mr. Eger said. But digital compression has not really been tested yet, he added.

Even if the new satellite technology does not pan out, Mr. Peavey believes there are plenty of other, still-untapped markets for his equipment.

"India is the big prize. It's the largest cinema market in the world," he said.

India's movies all use a lot of music, but so far he has not been able to sell any of his equipment there.

Front-Line Talks in Nigeria Deadlocked

trade are harmful environment was inaccurate

Others defended GATT on the environment, saying organization's 1979 code of barriers to trade and trade group on the export of prohibited goods and other substances were evidence of body's sensitivity to the

However, participants many issues that could escalation of disputes, an already crowded agenda

Ambassador Paul Tran European Community said: "ther could nor should be

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The following business of Commerce assume uals whose names it reconfirm scheduled day.

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