

# CREATIVE ENGINEERING

INCORPORATED

HOME OF ELECTRONIMATION™

47 WEST JEFFERSON STREET  
ORLANDO, FLORIDA 32801

305 425-1001  
425-2002

March 31, 1981

Mr. Mickey Powell  
Brock Hotel Corporation  
2209 West 29th Street  
Topeka, Kansas 66611

Dear Mickey:

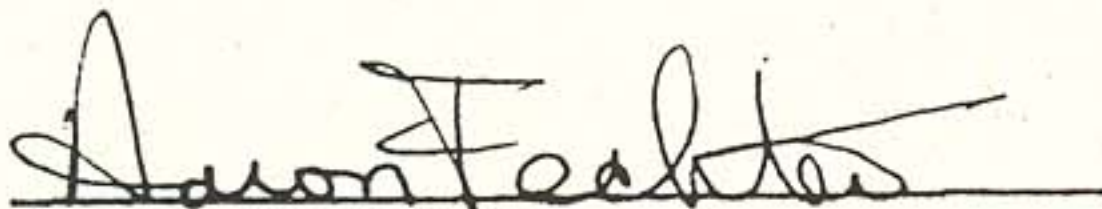
I was contacted by Dick Seitz, who has some ideas to use in animation. I thought that you might like to have his name and address for further inquiry.

Dick C. Seitz  
11623 Bank Road  
Cincinnati, Ohio 45247  
(513) 851-5133

We have changed the spelling of the names of two of the characters in the Rock-Afire Explosion. Duke LaRue has been changed to "Dook LaRoo" and Fats to "Fatz". We will probably eventually drop his last name of Geronimo.

Sincerely,

CREATIVE ENGINEERING, INC.



Aaron Fechter  
President

AF/aad





RECEIVED

INTRACOMPANY CORRESPONDENCE

APR 15 1981

SHOWBIZ PIZZA PLACE

✓ To: Mickey Powell  
 From: Harry Radford *HR*  
 Date: April 8, 1981  
 Subject: NAME CHANGES - CREATIVE ENGINEERING

Mickey, I have just received a copy of the letter of the proposed name changes from Aaron Fechter.

To do this is very impractical and very costly. As you are aware we have completely redone the art work of the characters for merchandise purposes per Aaron's request at a cost of over \$1,200.00. Plus we have developed an art poster to be used in the "Now Appearing" boxes of all stores at a cost of \$5,000.00.

I need your help in coordinating these changes in the future. If you can, I would like to hold up on name changes so as to recoup some of our costs and possibly handle the name changes at a later date.

HR:lcg

cc: R. Kennard  
J. Parrish  
B. Brock

*Aaron  
 What you think? I need  
 some help. Mickey*



# CREATIVE ENGINEERING

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April 29, 1981

47 WEST JEFFERSON STREET  
ORLANDO, FLORIDA 32801

305 425-1001  
425-2002

Mr. Harry Radford  
Brock Hotel Corporation  
2209 West 29th Street  
Topeka, Kansas 66611

Dear Harry:

I received the copy of your memo to Mickey Powell dated April 8, 1981, concerning the name changes for the characters.

The very day I decided that the spelling changes for the names would be good for the development of the characters, I called Mickey to let him know. I informed him by phone that these spelling changes need not occur immediately or even in the near future, but should be done in time for the next printing or at some other reasonable time.

As far as you are concerned, I asked simply that Mickey let me know when the changes would be scheduled and what the basis for the schedule was. I depended on him to coordinate it properly. He asked me to put this into a letter so the spelling changes could be correctly noted. I did this the following day. This seems to be the letter that you say was not properly coordinated.

I still need to be advised of the prospective schedule on implementation of the spelling changes.

Another matter of concern is the one of the prototype dolls. We absolutely want every doll returned to us that we have sent to ShowBiz. We would also like to see a sample doll from each prospective manufacturer. Since this would give us an idea of how our dolls may look, we feel we should look them over.

Sincerely,

CREATIVE ENGINEERING, INC.



Aaron Fechter  
President

cc: Bob Brock  
Mickey Powell



# 1981 CREATIVE ENGINEERING / SHOWBIZ PIZZA PLACE MEMOS

(Regarding Character Name Changes - March/April, 1981)

Date of Origin: 1981  
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Submission by VegaNova  
Version 1.0

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