

# Burger King unveils Big Mac competition

By SKIP WOLLENBERG  
The Associated Press

NEW YORK — Big Mac faces an attack from Burger King even as consumers are being bombarded by the latest beef safety scare.

The nation's second-biggest hamburger chain announced today it's adding the Big King sandwich to its regular menu across the country in direct competition with the Big Mac from industry leader McDonald's.

Burger King said the new sandwiches will go on sale over the Labor Day weekend and will be priced at 99 cents for at least two weeks.

Jim Watkins, a top marketing executive for Miami-based Burger King, said the introduction would be backed with at least \$30 million in national advertising spending that will also begin this weekend.

The company pushed ahead with the long-standing plans for the introduction despite the well-publicized recall of a record 25 million pounds of ground beef from the Columbus Hudson Foods Inc. plant.

Burger King, the plant's biggest customer, pulled all of the hamburger meat supplied by the Arkansas-based company from its stores and said it would no longer buy beef from Hudson. That move left about one-quarter of Burger Kings either out or short of hamburger meat for a day or two last week. There is no indication any tainted meat wound up in Burger King products.

The new Big King sandwiches contain two beef patties, cheese and a special sauce, just as the Big Mac does.

But the Big King will have 75 percent more beef — 5.6 ounces vs. 3.2 ounces — and won't have the extra slice of bread that separates the patties in the Big Mac.

"We are going after their flagship sandwich with something better, that is broiled and not fried and that people can have your way," franchisee Thomas Willcox said Wednesday in advance of the company's announcement.

The sandwiches have been tested twice nationally in the past two years as a promotional item under the name Double Supreme.

Watkins said the test results were so strong that the chain decided to make the sandwiches a permanent addition to its menu.

It would be the first major new product launched at Burger King since the 1990 introduction of the broiled chicken sandwich called the BK Broiler.

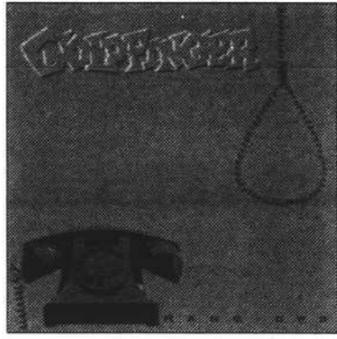
Burger King plans to back the new offering with advertising that will feature college football coaches like Joe Paterno of Penn State and Eddie Robinson of Grambling.

The product introduction comes as Burger King has been gaining market share and McDonald's has been losing share in the \$39 billion hamburger-chain market.

McDonald's overall U.S. sales were more than twice as large as Burger King's last year, according to the research firm Technomic Inc., which tracks sales in the fast-food industry.

But Technomic said McDonald's share of the market fell to 41.9 percent in 1996 from 42.3 percent in 1995 while Burger King added a percentage point to 19.2 percent.

# Goldfinger aims to please new audience



Goldfinger  
"Hang-Ups"  
Mojo Records  
Grade: A-

After playing 382 shows in 1996, yes, that's in 365 days, Goldfinger is not just throwing out an album to keep its fans happy.

It's looking to blow them away. "We wanted to be broader, more

mature and take our play to the next level," drummer Darrin Pfeiffer said of "Hang-Ups." Goldfinger's 14-song sophomore effort, due in stores Sept. 9. Each of these goals was definitely accomplished with this record, as Goldfinger displays versatility few would expect.

The album is poppier and more ska than "Goldfinger," released early last year. While there were ska-oriented tracks on their self-titled release, Goldfinger used a lot more horns throughout this album, giving them a fuller ska sound.

Additional horns weren't the only things added to the new album, however. Instruments such as a clarinet, harmonica, mandolin, theremin and an organ were used on different songs throughout the record and most noticeably on the first single, "This Lonely Place."

While Pfeiffer pointed out these instruments spiced up the songs, the trademark hard-driven guitar, in the

vein of last album's "Only A Day" and "Mind's Eye," is still here. Vocalist and guitarist John Feldmann and guitarist Charlie Paulson are exhibited on tracks like "Disorder," "Questions" and "Authority," and prove to be as melodic as they can be fast.

John Feldmann did an excellent job writing the songs using the different styles and has become a more mature lyricist. "Hang-Ups" still features a lot of the humor of tunes such as "The City With Two Faces," "Mable" and "S.M.P.," or "Skiers Must Perish," but this album goes a lot deeper.

I highly recommend this album, as it appeals to the ska/punk fans Goldfinger previously had and should grab a few more for the bandwagon. So get on or get out of the way, or Goldfinger will tell you what to do with yourself and your cat.

—Patrick Miner

# Band's shows prove Live is apt name

By MIKE WARREN  
Music Critic

Four high school students from York, Penn., formed a rock 'n' roll band named Public Affection in the late '80s. They began playing small clubs and after many live performances, they had received so many compliments on the power of their shows that they changed the name of the band to Live.

After the release of their second album, "Throwing Copper," which contained the hits "Lightning Crashes" and "Selling the Drama," the band received even wider acclaim. Live is on tour supporting its third major release,

titled "Secret Samadhi." Wednesday night at the Sandstone Amphitheater in Bonner Springs, Kan., Live took the stage to show it deserves the name.

Live took the stage in total darkness with the screeching guitar of Chad Taylor signaling its entrance. The band broke into the newly released song, "Rattlesnake," and played for almost two hours. Live kept the energy level up by playing "Lakini's Juice," the first release from their new album. Lead singer Edward Kowalczyk and the band played 13 songs before taking a quick break and finishing the night as hard as they opened it by playing four more rockers.

Kowalczyk brought the crowd into the show many times through interaction and by getting the audience to repeat lyrics. The band remained on the edge of the stage the entire night. No matter how much fans tried, they could never top the energy the band put into its performance. Each song followed the next with an equal amount of emotion.

The show ended with the band playing its patented closer, "White, Discussion." Everyone remained standing without prompting, until Live said good night by throwing set lists and drumsticks into the crowd. Once again, the band showed another crowd how it had earned its name.

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1989 Ford Probe LX, auto a/c, great radio; new muffler and battery; loaded \$3,000. 463-1746.

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86' VW Golf GTI, None better. Sunroof, red, lowered, stress bar, too much to list. \$2,900 o.b.o. 421-3909.

Good-looking, spacious '79 T-bird, silver, large trunk area, vinyl/leather type upholstery, \$2500. 488-8455.

Hey! 94 HONDA ELITE 50CC SCOOTER. Excellent condition, like new, low mileage, great gas mileage. Must sell immediately. \$1000. OBO. Call 477-0032.

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1 roommate needed, 18th and R St., \$190/month. All utilities paid. Call 429-1481 or 474-5208/leave message.

Roommate to share large modern 5 bedroom house. 540 Windsor. 475-5305

2 roommates needed to share 5 bedroom house. \$200 plus 1/5 utilities & deposit. Kory 477-6306.

Female roommate for 3 bedroom/2 bath house. W/D, \$225 + 1/3 utilities. 474-1157.

Female Roommate wanted for Spacious, 3 bedroom apartment. Call for details, 438-0796.

Female to share 5 bedroom ranch style house with garage \$179/month + utilities. 477-4862.

### 400 Roommates

M/F non smoking roommate wanted to live in brand new house. Garage parking. Ten minutes from campus. \$200 + utilities. call 470-2851.

M/F nonsmoker to share two bedroom loft in Fountaining Apartments. \$205/month plus 1/3 utilities. Call Jason or Jennifer at 438-5801.

N/S, close to campus, lots of room. \$212/month. 580-8866.

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2980 Dudley, brand new 4 bedroom, 2 bath, double garage, central air, \$950. 430-6328.

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