

1001 PLAYS

The ultimate video game and pinball palaces

OCT 16 12 29 PM '78

CAMBRIDGE, MASS.

October 16, 1978

City Council,

I am submitting the following information for this evening's hearing.

Thank you,

Gene Gonto
General Manager.

STEPHEN C. SCHNEIDER
ATTORNEY AT LAW
763 MASSACHUSETTS AVENUE
CAMBRIDGE, MASSACHUSETTS 02139
(617) 661-6420

September 27, 1978

1001 Plays
1001 Massachusetts Avenue
Cambridge, Massachusetts 02139

Gentlemen:

As a pinball aficionado since my early college days, I would like to express my appreciation in the manner in which you manage your operation. Your arcade is always clean and neat, the machines are kept in good repair and your staff is always helpful and cooperative.

I have had the pleasure to play machines in many countries of the world, from Copenhagen to Las Vegas, and my experience shows that the only comparable type of high standards of operation is to be found at the arcades on St. Catherine's Street in Montreal, where the arcades abut the most fashionable stores on the main business street without any discernable problem.

It is a pleasure to see an enterprise such as yours established in the City of Cambridge without any of the stereotypical images connected to the industry in many American cities. My best wishes to you for a successful and continued business in your endeavor.

Truly yours,



Stephen C. Schneider

Oct. 4, 1978

1001 Plays
Mass Ave
Cambridge Ma

To Whom it May Concern;

1001 Plays has created no problems
in particular for me, being next door.
In fact, the drawing power of the
place has increased my walk-in trade
considerably.

Truly,

JEFF JOINER

LIFECYCLE, Inc.



Tel.: 617-783-4993
617-899-2922

ETCETERA

SERVICES

27 Lake Shore Court, Brighton, Massachusetts 02135

To Whom it May Concern, 10/5/78

I have been a neighbor of 1001 Plays in

Cambridge for one year.

They have proven to be a credit to the neighborhood, and my associations with their Managers have always been satisfactory.

I have never heard of any negative incidents taking place in and around their store, and I feel that the place is run very professionally.

I would strongly recommend the operation and the way it is run.

Sincerely

Ira Rishap

Uncle Bunnys Incredible Edibles
962 Mass Ave

Cambridge, Mass.

661-8889

Etcetera Services

ETCETERA

MARULLO, BALDWIN, FRIEDEN, GATEWOOD & LINDNER

STEVEN J. MARULLO
WILLIAM T. BALDWIN
JAMES A. FRIEDEN
HERBERT L. GATEWOOD
MARK LINDNER

JOAN R. NEEDLEMAN
DAVID MAHLOWITZ
WILLIAM T. STEVENS
CORNELIUS J. SULLIVAN
MARK F. SULLIVAN
GERALD A. FELD
OF COUNSEL
ROBERT JAMES MATHER

ATTORNEYS AT LAW
SECOND FLOOR
141 TREMONT STREET
BOSTON, MASS. 02111
(617) 482-6363

October 6, 1978

1001 Plays
1005 Mass Ave.
Cambridge, MA

Dear Arthur:

I represent The Food Shak, Inc., which has informed me of your recent request for a response regarding the effects of 1001 Plays on the immediate business community and neighborhood.

I am pleased to state that The Food Shak has not been adversely effected by the operation of a pinball "arcade" across the street. In fact, we feel that 1001 Plays is an excellently run operation. It is not a hangout and we often see couples of all ages entering and leaving. In addition, whenever we need assistance they are quick to respond.

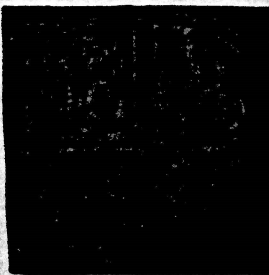
If you have any other questions, please don't hesitate to contact me.

Very truly yours,


David Mahlowitz

DM/im

10/6/78



**GEMINI
SPIRITS
INC.**

987 MASSACHUSETTS AVENUE IN CAMBRIDGE, MASS⁰¹⁸ (617) 547-5950

To whom it may concern;

This is to state that I am the owner
of the above store & feel that the 1001 flags
at 1007 Mass. Ave. Camb. has not
been a problem in our area. It seems to
be well managed.

Sincerely

Michael A. Ben
Greed.



October 5, 1978

TO WHOM IT MAY CONCERN:

Although we were initially opposed to having a pinball operation in the area because of negative connotations usually associated with such operations, our doubts have proved completely unfounded and little more than preconceived prejudices of the industry as a whole.

"1001 Plays" is anything but a 'typical' pinball parlor. The recreational facility is clean and controlled; the management efficient; and the clientele (made-up primarily of families, college students and young adults) mature and responsible.

We feel that "1001" has been a positive addition both to the Orson Welles Cinema Complex in particular, and the Putnam Square area of Cambridge in general. We are confident that the image of cleanliness, quality and sheer enjoyment will remain a part of the area's leisure time topography as long as 1001 does.

Very truly yours,

CATE ENTERPRISES, INC.

Philip W. Meadow
Vice President

PWM:k



October 4, 1978

To Whom It May Concern,

1001 PLAYS has been the best possible "neighbor." Their clean, efficient, well managed and controlled business operation has been a very positive development for the area around the Orson Welles and Putnam Square, Cambridge.

We have had no problems as a result of their operation. And they have been enormously cooperative in maintaining the quality, cleanliness, and quiet of the area.

While initially we were skeptical of the kind of people a place such as that would attract based on erroneous preconceived notions of what pinball parlors used to be like, we have found that their clientele has been responsible, mature, friendly, and that it includes primarily families, college-students, and adults over the age of 25.

We are delighted that 1001 PLAYS is here. They have made an enormous contribution to the range of entertainment and leisure time activities available to both the Cambridge visitor and resident.

Sincerely yours,

JD Pollack,
Vice-President Roxy Studios Advertising
for the Orson Welles Cinemas

THE UNDERSIGNED HAVE FREQUENTED
1001 PLAYS, INC. AT CAMBRIDGE, MASSACHUSETTS
AND FIND IT A CREDIT TO THE COMMUNITY

J Christopher Perry, M.D.
Name

38 Cushing Ave
Street

Belmont, Ma
City State

30 484-3664 wk. Cambridge Hospital
Age phone

357-2020 ext 561.

J C Berglas, Ph.D.
Name

90 McLean Hospital
Street

Belmont, MA 02178
City State

28 855-2407
Age Phone

Name

Street

City State

Age

Comments

* I've been coming here for over a year and have never encountered any problems with gambling, alcohol or drug use or any rowdiness. The place is run well, kept neat and generally a great place to play pinball. It's better than any other game room I've seen.

* For the past 13 months, no one source of entertainment has provided me with ^{as much} ~~unqualified~~ joy than the establishment I work for McLean's Alcohol & Drug Abuse Research Center and well stated without reservation that the ~~ad~~ environment discourages drug abuse. JB

THE UNDERSIGNED HAVE FREQUENTED
1001 PLAYS, INC. AT CAMBRIDGE, MASSACHUSETTS
AND FIND IT A CREDIT TO THE COMMUNITY

DR. GEORGE MASNICK
Name

15 DAVIS AVE.
Street

BROOKLINE
City State

36
Age

Beth Hennessey
Name

85 Upland Rd
Street

Cambridge MA
City State

23
Age

Name

Street

City State

Age

Comments

I take my son (age 9) here frequently and we both enjoy the games very much. The management is very courteous and the place is kept free of trouble and smoke. People do not "hang out" here unless they are playing the games.

2
As a teacher, I spend a great deal of time with kids. With all the factors influencing their lives, I doubt seriously whether pinball would have any damaging effects. (Besides they might even learn a little physics)

3

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10/16/78

Referred to
Ordinance Committee
(copy sent 10/17/78 dl)