

Entrepreneur Describes Device To Maximize Marijuana Effects

By DAVID S. LAWRENCE

Business School students learned how to increase the potency of their pot yesterday as Laurence O. McKinney '66 described the marketing of his "Maximizer," a marijuana enhancer, to an appreciative audience of 100 at the New Enterprises Club event.

News Feature

In a speech entitled "Strategic Planning in the Twilight Zone," McKinney, a 1969 B-School graduate, explained the development and marketing of marijuana paraphernalia in "the highly fragmented industry with many competitors and distinct product differentiation between the nearest rival--alcohol."

The Maximizer is a device which heats marijuana in a special container using a patented process, developed by McKinney, to maximize the amount of THC, the active ingredient in marijuana, to 95 per cent of its potency.

Harvey Levine--the inventor of the toaster oven, hair dryer, coffee maker and curling iron--designed the device, modeling it after his Fuji Rice Cooker.

Sales of the Maximizer, which McKinney introduced to the market in time for the past Christmas season in such magazines as Playboy, Swank and High Times, have increased at the rate of more than 20 per cent per month.

The product comes with another container which converts the Maximizer into a vegetable steamer when not needed for its original purpose.

McKinney also described the characteristics of the marijuana market.

Ethnic groups and social deviants were the leading users of marijuana until the Freedom Riders and civil rights workers began using it in the late 60s and brought it to college campuses, he said. Now, the primary users of marijuana are blue collar workers, though students are not
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Crimson/Amanda F. Weil

LAURENCE O. MCKINNEY '66

Pot

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unrepresented among the 35 million who have tried it, he added.

The market for marijuana and paraphernalia presently includes sales of more than \$23 billion per year, and marijuana provides the greatest agricultural revenues in Colombia, California and Hawaii, McKinney said. He added that it accounts for two-and-a-half times the combined sales of pineapples and sugar cane in the Aloha state.

McKinney said the processors--who must meet government standards--will reap the largest benefits if marijuana is legalized.

Because of the patents he holds, McKinney's firm, The Watersign Corporation, has all the rights to the Maximizer process and its product, so McKinney believes he has a distinct advantage in the prospective legal marijuana market.

HARVARD CRIMSON
APRIL 15, 1980



CAMBRIDGE CITY COUNCIL

CITY HALL, CAMBRIDGE, MASSACHUSETTS 02139

(617) 498-9094

May 22, 1980

The Honorable, The City Council:

You have received a communication from Laurence O. McKinney, McKinney & Co., in which he doubts the wisdom of the Council's request of the City Solicitor to draw up anti-marijuana paraphernalia legislation.
(Communication #4)

Without commenting on the wisdom or lack thereof of Mr. McKinney's letter, I should like to point out to you something which is pertinent yet was omitted from his letter. Mr. McKinney has a vested interest in this paraphernalia as you will note by reading the attached article which I have cut out from the Harvard Crimson dated April 15, 1980.

Very truly yours,

A handwritten signature in dark ink, appearing to read "Richard McKinnon", is written over the "Very truly yours," text.

Richard McKinnon
Administrative Assistant to the
City Council

RM/smc

Attachment

S-268

Comm. from Richard McKinnon, Adm. Asst. to
the City Council, re: communication from
Laurence O. McKinley re: marijuana related
paraphernalia.

In City Council,

June 2, 1980

REFERRED TO THE CITY SOLICITOR 6/2/80