

Starbucks steams customer

SAN FRANCISCO (AP) — Jeremy Dorosin says Starbucks owes him an espresso machine and the world an apology.

Unhappy about the coffeehouse chain's handling of his complaints about two defective espresso makers, the San Francisco Bay area dive-shop owner has spent \$10,000 on *Wall Street Journal* ads demanding that Starbucks apologize to customers everywhere.

Unless the company comes through, Dorosin said, his slow roast of the booming Seattle-based company will culminate in a two-page *Journal* ad spread packed with other Starbucks customers' complaints of snooty servers and weak coffee.

"Unfortunately ... most people don't have the financial means to do it," Dorosin said Wednesday, adding that all he wants is "human decency."

Starbucks denies some of the basic allegations in the dispute over the two espresso machines, but said it has offered cash refunds, replacement machines, gifts and personal apologies to Dorosin.

"We did everything we could to rectify the situation that was reasonable," said spokeswoman Cheri Libby, who called Dorosin's demands "a little bit unreasonable."

"We're disappointed we were unable to please him," Libby said.

The trouble began brewing at a Berkeley Starbucks in April, when Dorosin splurged on a \$299 espresso maker for himself and a \$169 machine as a wedding gift for a friend.

The clerk failed to follow the usual practice

of offering half-pound bags of coffee with large purchases and when Dorosin made an issue of it, the clerk refused to compromise even with a free cappuccino, Dorosin said.

Dorosin said he was even more steamed when he got a call from the friend saying the wedding gift was rusty and missing parts, and when his own model stopped pumping water.

He contacted the coffeehouse manager, and then corporate headquarters.

The company said the bride's machine was new, but may have rusted after test brews at the factory. Starbucks denies any parts were missing.

"I said, 'Look ... all I want is a replacement of the machines and a letter of apology to the bride that you sold her a used machine with rusting parts,'" Dorosin said. "Just give her the nicest machine that you have and we'll call it even."

The nicest machine sells for \$2,495, according to Starbucks, which rejected that proposal.

"In a nutshell it comes down to he wanted the \$2,500 machine for a \$200 machine," Libby said. "We weren't able to do that."

And, she said, "We can't apologize to him for selling used goods because we did not sell used goods."

Starbucks did offer to replace both machines with \$269 models.

Dorosin says the company meant for him to swallow the \$30 price difference between the replacement and his higher-priced machine, though the company said it offered to make up the difference in cash.

"I just snapped," he said.

Computers will share Oregon medical records

SALEM (AP) — The formation of a statewide computer network to share medical records electronically could improve health care at the risk of losing some privacy.

The Oregon Medical Electronic Network, called OMEN, will connect doctors with insurance companies and government officials, beginning in the fall.

At the national level, Equifax and AT&T have announced a joint venture to create a network that links doctors, hospitals, laboratories, pharmacies and nursing homes from coast to coast.

The system's developers hope the network will allow doctors to make discoveries about health patterns in a community.

For example, a database covering Marin County, Calif., helped researchers learn that menopausal women who took estrogen by itself faced an increased risk of breast cancer. Because of the study, doctors know to add balancing drugs.

The system also will allow emergency room doctors instant access to a patient's computerized medical record, increasing the speed and accuracy of diag-

nosis and improving treatment.

Oregon Health Sciences University has collected information on its Lifetime Clinic Record for the past year, amassing 7 million medical observations. The information will eventually allow researchers to test whether treatments allowed patients to live longer or better.

"Our academic department is pretty excited about this," said Jim Elert, the university hospital's spokesman.

But Jacqueline Zehner, the director of 380,000 medical records for Kaiser Permanente Northwest, is worried about the potential for abuse of databases.

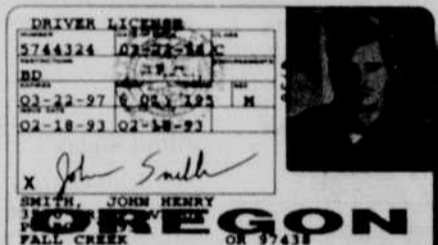
"It's loss of control of very private information given in confidence," she said.

Insurance companies already have used databases to avoid costly cases, even using computers to separate the healthy from the sick.

National insurance firms created the Medical Information Bureau to identify and exclude patients who would cost them money. Today, 750 to 800 insurers rely on data from the bureau.

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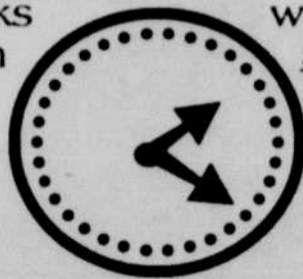
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