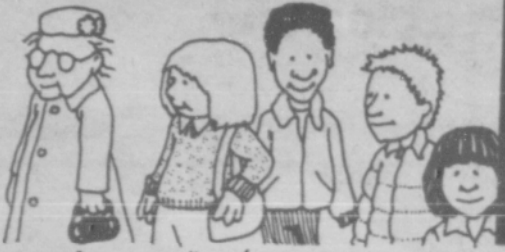


Fred Meyer



kids are customers too!

cus-tom-er/kəs-tə-mər/ n. a. one that purchases a commodity or service b. one that is a patron (as of a restaurant) or that uses the service (as of a store.)

Begin a great day with breakfast at

Eve's



KIDS COUPON SPECIAL: One egg, cooked just the way you like it, one strip of bacon, and your choice of toast and hash browns, OR three dollar size pancakes.

99¢ With Coupon
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Coupon good through Aug. 15, 1985
Valid for KIDS 12 AND UNDER only.

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And have fun. Color your menu.



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Money,

Raiders. White Knights. Poison Pills. No, these are not the makings of the latest adventure movie from Hollywood. They're terms that describe business takeovers.

The gobbling-up of one company by another happens all the time for many reasons. Company A wants to open a new store but doesn't want the hassle of setting one up. Company B wants a new line of products but doesn't want to take the time to invent one. Company C just wants to avoid having competition that sells similar products.

The answer for each of these companies is to take over and control another company. Often this saves time or helps the company to gain other advantages over their competitors. A corporate takeover battle can occur if the company being purchased doesn't want to be bought or feels that the price isn't high enough. This is where those Raiders and White Knights come in.

Raiders are people who want to buy your company and do terrible things to it just to benefit their company. Who are the White Knights? They want to

By James L. Forney

buy your company and do things just about the same as you would. The Poison Pill causes the purchased company to be worth less if it is sold. This is done by writing special contracts that go into effect when a

Money

certain number of shares are bought or sold.

Are corporate takeovers good or bad? There's no easy answer to that one. Some people think more competition benefits consumers. Maybe so, but if there were no corporate Raiders, White Knights, and Poison Pills, the world of business would be boring.

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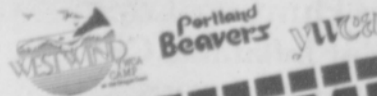
Young American
AMERICA'S NEWS MAGAZINE FOR KIDS



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