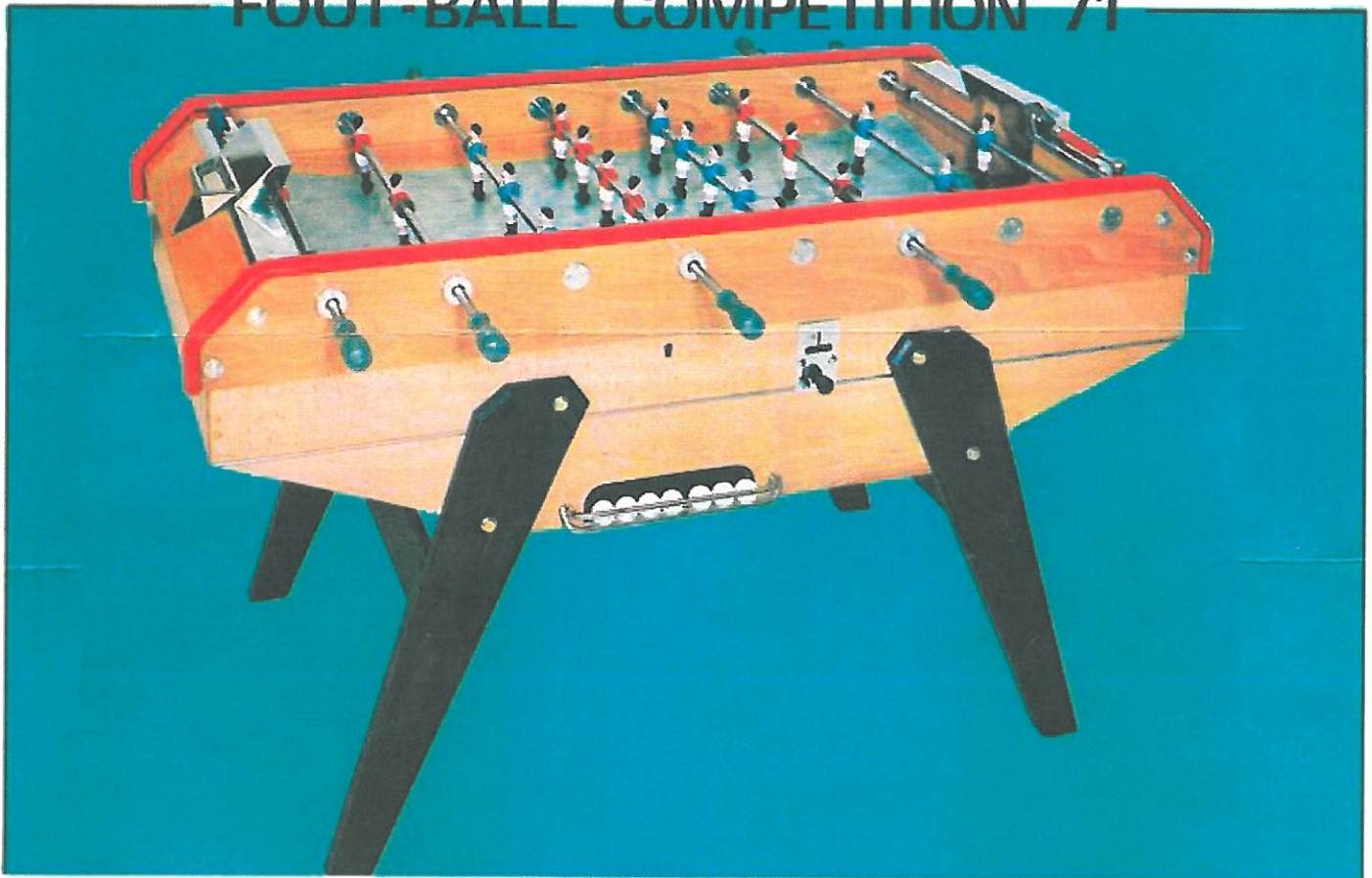


WINNERS CIRCLE HISTORY

IT ALL STARTED WITH THIS:

FOOT-BALL COMPETITION 71



**THE FOUNDERS - ROG, RON, & JERRY DUFORD
FIRST IMPORTED THIS COIN OPERATED TABLE
SOCCER GAME FROM FRANCE IN MARCH OF 1971**

**RON
HAT**

**JERRY
RUDY**

**ROGER
DUFFY**



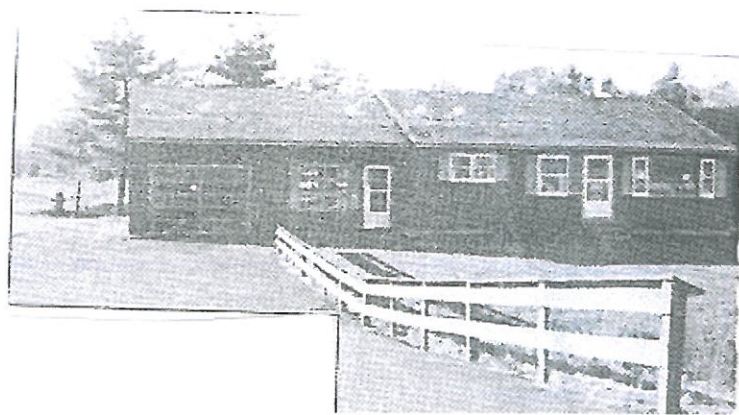
**ARNIE
"WOO WOO"
GINSBERG**

While holding full time positions as engineers – Rog, Ron, & Jerry began a part time business placing soccer games in college dorms, game rooms, and bars.

As the number of locations grew, there was demand for other amusement games including pinball, air hockey, and the newly released “pong” video. They soon realized they needed an “anchor” location where they would have full control of equipment – and not be subject to the whims of outside locations.

The original homestead, built by their dad in 1955 was owned by brother Jerry – as he had purchased it from the brothers’ widowed mother in 1972. As the house sat on busy Route 110, the brothers agreed it would make a great anchor location for their amusement games. In the spring of 1973 a plan was hatched to expand and remodel the garage and breezeway and turn it into a game room. Ten weeks later the project was completed, and the game room was open to the public.

ORIGINAL HOUSE BEFORE THE WINNERS CIRCLE



EXPANDED AND
TRANSFORMED
BREEZE WAY AND
GARAGE

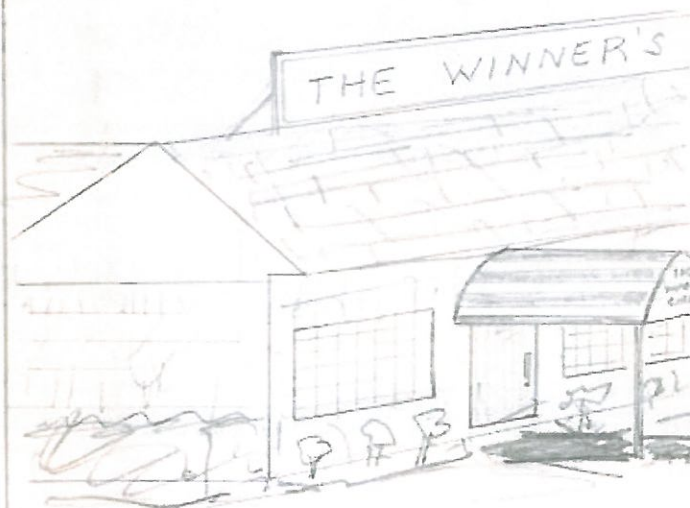
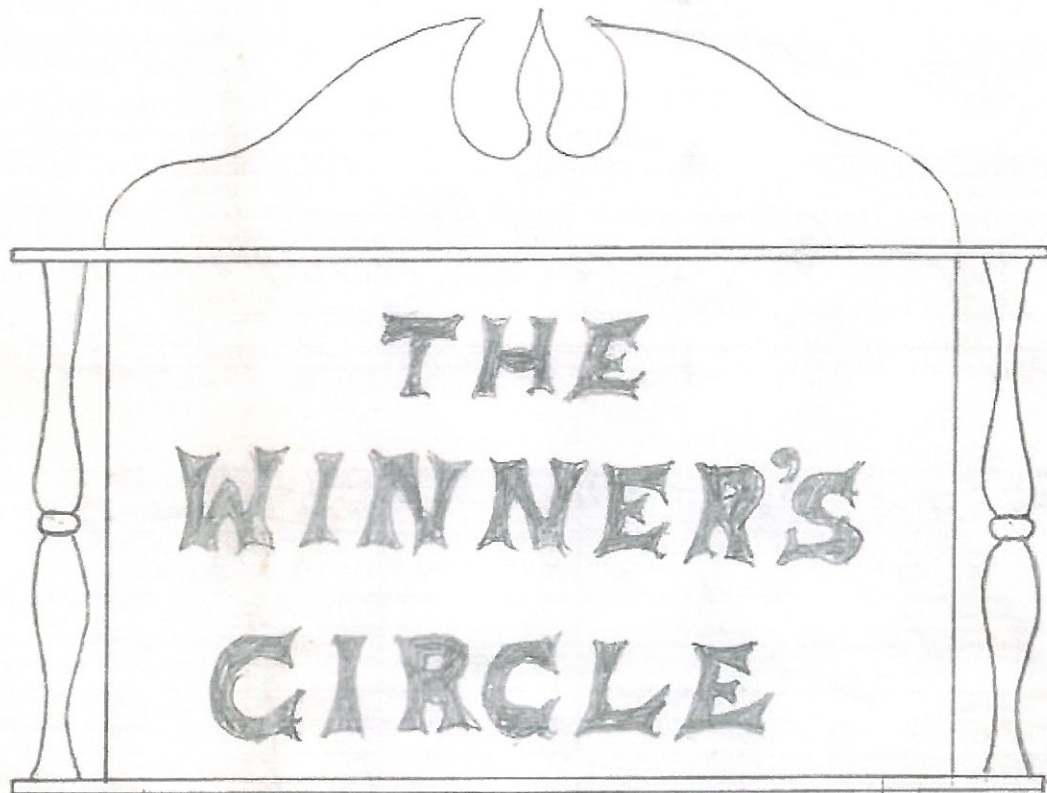


Jerry, Mom, Stepdad, Jeff, Rog, & Ron

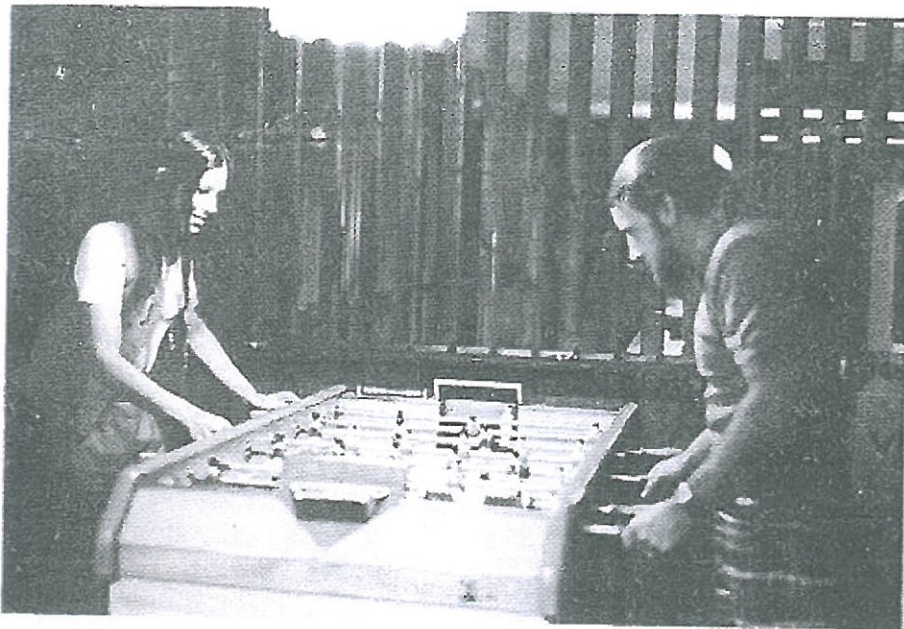


INSIDE SHOT
OF PINBALL
ALLY

DUFORD ASSOCIATES
PRESENTS



Jerry's wife Rudy came up with the name Winner's Circle. The original road sign shown later burned to the ground.



FOOSBALL, A GAME that can be played by two, four, six or eight people at one time, is rapidly gaining popularity with the clientele at the Winners Circle, Salisbury. Duffy and Roger Duford, who own the establishment with two brothers, enjoy playing foosball at much as their customers do.

(Darlene Sordillo)

The only one of its kind

Football big attraction at the 'Winners Circle'

By **DARLENE SORDILLO**
SALISBURY — The only one of its kind in New England — that's the Winners Circle, a new game room on Rte. 110.

Run by three local brothers, Roger, Ronnie and Jerry Duford, the Winners Circle is located between the Crossroads Plaza and the Hiway Drive-In. During its recent two-week opening, the Winners Circle has been well subscribed by both the local and the tourist population.

What makes this game room so popular? "Good games, good beer, good people, and a good atmosphere make a combination that is hard to beat," explained Roger Duford.

The pub-type atmosphere of the Winners Circle makes the establishment a pleasant place for most people. Roger said many adults feel foolish going into the penny arcades at the Beach to play skill games, although they really enjoy this

that takes a considerable amount of practicing to master. The novelty of foosball has made it the favorite game in the Winners Circle.

Best machines

Other popular games in the game room include air hockey, electronic ping-pong, pool, bumper pool and shuffle bowl. The Winners Circle features a large variety of pinball machines. "We have the latest and the best machines," said Roger Duford.

It was only 12 weeks from the conception of the idea for the Winners Circle until the game room was set up and operating.

Although the establishment opened during the summer, it will be a year-round operation.

The hours at the Winners Circle are presently: Monday to Thursday, 6:30 p.m.-12 midnight; Friday, 1 p.m.-1 a.m.

Just plain fun

When asked why there is such a fascination with skill games and pinball machines, Roger Duford said, "Some people enjoy this because they try to outwit the machines. But to me, it's just plain fun. I've played all of these games hundreds of times, and the pleasure never wears off."

**THE GAME ROOM
CATERED TO ADULTS
AND CHILDREN ALIKE**

Brother Jerry, while reading "Science News" came across an article about Kloss Video. A start up company in Cambridge, Mass. that had successfully produced and manufactured a projection T.V. with a six foot screen. The Dufords bought one of the first off of the assembly line.

**HOCKEY FANS!
TV ADDICTS!**

WATCH YOUR FAVORITE SPORTS EVENTS & PROGRAMS ON A
CRYSTAL CLEAR 4 FOOT HIGH BY 6 FOOT WIDE T.V. SCREEN
(NEARLY LIFE SIZE)

ON THE AMAZING **"VIDEO-BEAM TV"**

AT THE **"WINNER'S CIRCLE"**

(YOU HAVE TO SEE IT TO BELIEVE IT!)
NEXT TO CROSSROADS PLAZA IN SALISBURY

ALSO, POOL BUMPER POOL, PINBALL, FOOTBALL, DARTS, T V
PING PONG & OTHERS

OPEN: MON-FRI 6:30 PM - 1 AM
SAT & SUN 1:00 PM - 1 AM

BRING YOUR OWN BEVERAGE
SET-UPS AVAILABLE
NO ONE UNDER 18 ADMITTED AFTER 8:30 PM

The T.V. was located in the renovated basement below the main house. A viewing gallery was set up to watch Bruins, Celtics, Red Sox, and Patriots games. It was a great fan draw – But with no liquor license – not very profitable. The Brothers tried to secure a liquor license – but to no avail.

Winner's Circle license is mullied

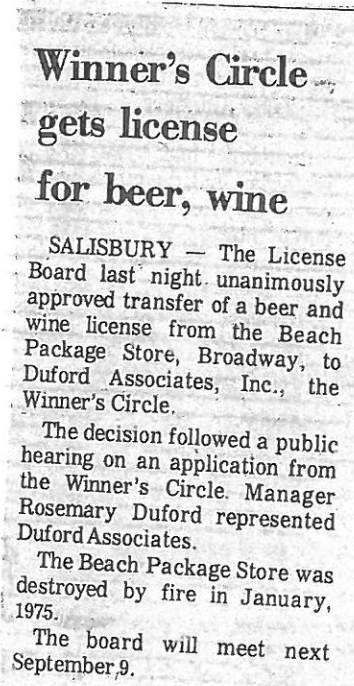
SALISBURY — The License Commission took under advisement, Tuesday night an application from Duford Associates, Inc., d / b / a The Winner's Circle, 371 Elm Street, requesting a year-round all alcoholic license.

The application named Mrs. Rosemary T. Duford as manager. Duford Associates, Inc., was represented by Attorney John Healey of Amesbury.

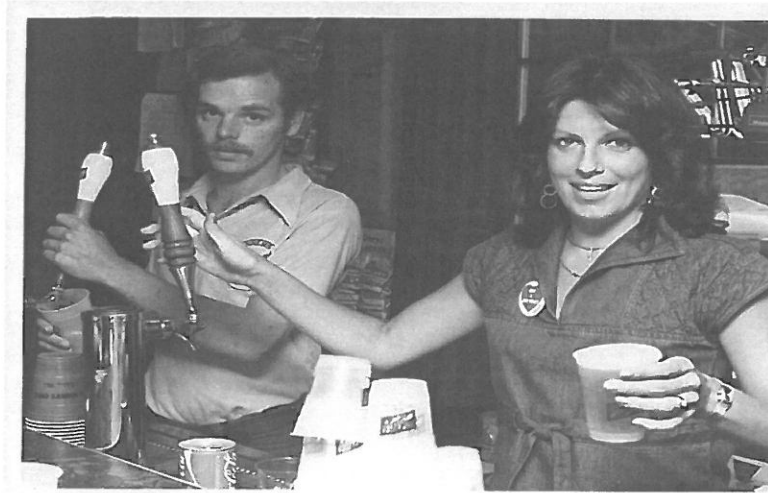
So in the meantime patrons were allowed to BYOB.

Perseverance prevailed as the brothers learned that a recently burned out package store at Salisbury Beach held a beer and wine license – and was interested in selling it. The owner agreed to sell it to the brothers for \$1,500.

All the brothers had to do now was to petition the Salisbury Liquor Commission to approve the license transfer. On August 1975 it came to pass.



A draft beer cabinet was installed where the present lower bar is located in the pool room. Schlitz beer was the first beer dispensed for \$.50 cents for a 12 oz. draft.



Shortly thereafter – Jerry vacated the main house. Walls were torn down, renovations completed, and the business expanded. A small pizza oven was added – so along with steamed dogs and popcorn, the first food was introduced.

Games
Giant TV
Food
Beer & Wine

Clean, Pleasant Surroundings
for you and Your Friends

Foosball - Pocket Billiards - Darts
Pinball - Shuffle Alley
Air Hockey - Bumper Pool

SANDWICHES

PIZZA

THE WINNERS CIRCLE

WINNERS CIRCLE

Located 1/4 mile from Route 95
Route 110 - Exit next to Hyway Drive-In Theatre
Salisbury, Mass.

The Bruins Connection

In 1977 Rog was on a business trip to Chicago when he spotted Johnny Bucyk on the same airplane. This was shortly after the Bruins had won the Stanley Cup. Rog (the P.R. man that he is) went over and struck up a conversation. That conversation continued throughout the trip and beyond. He and Johnny became fast friends. The entire team including Don Cheney attended Rick Middleton's bachelor party which was held at The Winner's Circle. Where else. Whenever the team played in Montreal Rog and Duff had a standing invitation from Johnny – and they seldom refused.



Rog John Bucyk Greg Shepard

Back in the 70's the Patriots football games were often not sold out which resulted in a "blackout" game for the local viewing area. It just so happened that with a large t.v. antenna tower located on the roof of The Winner's Circle we were able (barely) to receive the game from a Portland Maine t.v. station. This required Roger on the roof with a walkie talkie communicating with Jerry down by the Big Screen T.V. As the game faded out – Roger would hand turn the antenna mast to bring the picture back in. There was standing room only as fans from Salisbury to the South of Boston would come to see the Patriots play.

Business was booming – more space was needed. Peter Binette, a local customer and carpenter, took on the challenge of tearing the roof off in the middle of winter and completed construction of the now "main T.V. room".



Peter Binette

**interior of main
room after
completion**



The expansion of the food business was the next priority:

As a result of the game vending route, the brothers developed a business relationship with the “Beef Corral” at the Newburyport traffic circle. Paul Belkos and Greg Lynch, the owners agreed to develop a satellite location at The Winner’s Circle. The arrangement was amicable, but not profitable. As a result the brothers had to make a hard choice – take over the food operation themselves, or go back to just pizza, sandwiches, and hot dogs. Roger wanted nothing to do with a takeover. Jerry volunteered to take full responsibility. Another addition ensued and a new kitchen was completed. The new food operation began.

In the meantime an all alcoholic beverage license was applied for and granted.

Business Was Booming !!!

interim food operation



"Beef Corral"

Look hard and you can
see the huge antenna

Winners Circle seeks all alcoholic license

SALISBURY — Mr. and Mrs. Roger Duford, and a brother, Ronald Duford, of the Winner's Circle, Elm Street, attended the License Commission meeting Tuesday night to ask to be considered for a year-round all alcoholic license when one becomes available.

Duford said he wants to make his place a better establishment. He stated they are working on new concepts for the place which is popular for recreational and sports activities.

They stated they want the Circle to continue to be a clean and unique facility. They have video beam television besides the recreational activities. It isn't just a place for young people, because adults patronize it too, it was stated.

They said they are starting now to get people in the middle age group and older. These people, especially the women, don't always like to drink beer; they like the light drinks and they (the Dufords) want to serve these people.

It also was pointed out that they try to be considerate of their neighbors on noise and hours they keep open. The establishment has been enlarged several times and further enlargements are planned, they said.

The commissioners said they were pleased with the presentation and the Dufords were commended on their establishment and presentation.

Jerry, again, the consummate engineer – had been secretly designing the ultimate addition to the building. He presented his conceptual drawings to Rog and Ron at a Xmas gathering in 1985. It was a go. Permits were obtained and construction began with another Peter, this time Peter Danusis. This resulted pretty much as the building looks today. The atrium and video game room were added along with the “Skybox”. Note: the “Skybox” was initially leased to Clipper Trophies. Then later it became the “Skybox” Function Room.



Completed Atrium



"skybox" under construction



"skybox" completed



VIDEO GAMEROOM



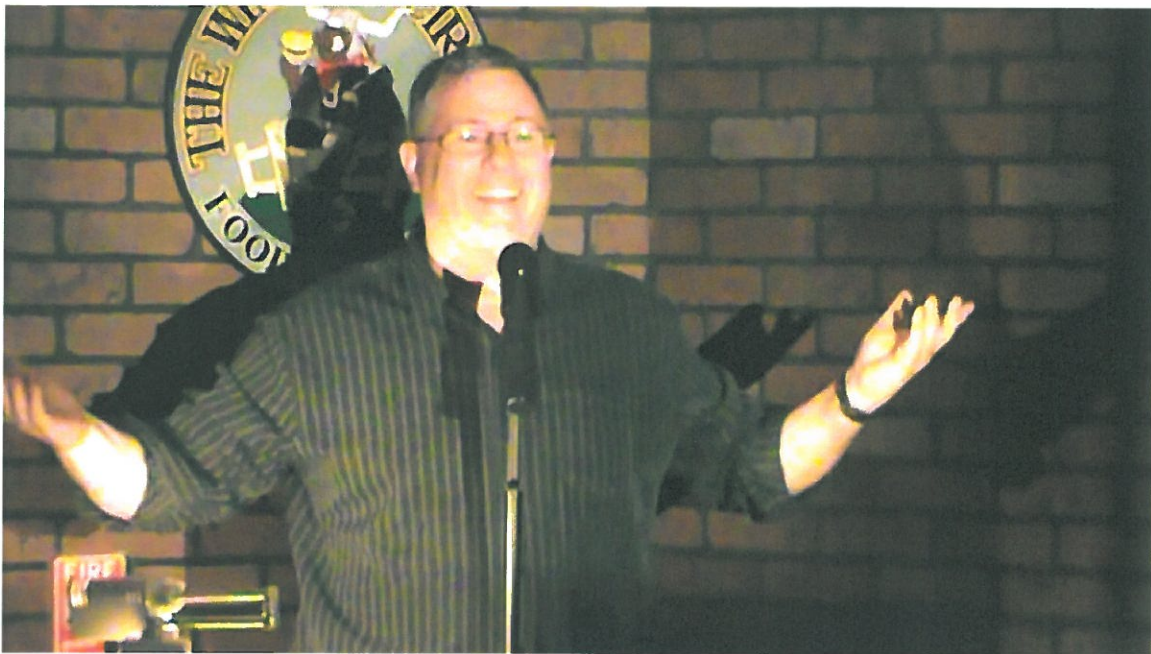
COMPLETED ADDITION



Mass Lottery Connection

In 1991 the Mass. Lottery introduced Pull Tabs to be sold in bars and restaurants. Our first Pull Tab game – Rich and Famous was a big hit and was the beginning of a long and mutually profitable relationship with the Mass. Lottery. Scratch tickets were introduced a short time after Pull Tabs. In 1993 our lottery agent, (Dave Canistraro), approached Ron with a proposal. The Lottery was about to introduce a trial launching of Keno at all racetracks in Mass., but a snag ensued with placement at Suffolk Downs. As a result he asked if we were willing to install Keno at The Winner's Circle. We would be the only restaurant in Mass. with Keno during the experimental period. People came from all over to check it out.

Since then , the bathrooms were relocated and the Skybox expanded and renovated with new bathrooms. Comedy was then added to Tuesday nights with over 600 different comics performing to date over 5 years.



That's pretty much it for the first 40 years, until the next idea.

Wait a minute. As an aside, we have to mention

The Winner's Circle Running Club

In July 1973, Jerry ran his first Yankee Homecoming Road Race. He placed 98th out of a field of 98 runners and couldn't walk without pain for a week. Rog and Ron soon joined the running ranks. Soon thereafter, a small group of runners would gather up at The Winner's Circle at noontime for a quick lunchtime training run. A shower was added in the basement and every Saturday a group got together for a "long" run. Each Saturday the group grew larger and larger.



In 1978 The Winner's Circle put on their first road race. It took place in Salisbury Square and coincided with Salisbury's "Old Fashioned Days". The formal club was organized shortly thereafter, and grew exponentially. It finally grew to the point where it was too much to handle for the brothers in addition to operating the business. The informal Winner's Circle Running Club was incorporated and turned over to a new group of officers and it became its own entity. Additional showers were added in the basement for men and women and the club maintains its meetings, supplies, storage, and races still all emanate from The Winner's Circle. It's still an informal partnership.



The club now boasts 450 members. Since its inception the club has totaled charitable donations in the hundreds of thousands. In 2012 alone charitable donations exceeded \$22,000.