

Use of Franchise As Merchandising Device Increases

NEW YORK (UPI) — Franchising as a merchandising device has undergone a rapid growth in recent years, and covers a broad range of products in business today.

It is a mature enough institution to have prepared, through at least one industry group, a code of ethics, and to have drawn the attention of financing groups because of its widespread popularity.

Like any form of business activity, it has advantages and disadvantages both to the operation granting the franchise and to the person holding it.

Brochure Issued

The National Better Business Bureau, with headquarters in New York, recently issued a brochure discussing aids to anyone seeking information about franchise opportunities. The suggestions it made, however, were fundamental enough that they could be applied to anyone making investment in a business, in a security, or undertaking any business venture.

Few persons indeed could find anything to quarrel with in the instruction to "investigate before you invest." The same rule is constantly reiterated by most reliable investment counselors in any field.

"Don't sign papers or put up money," the brochure continues, until the entire offering has been discussed with an attorney, a banker and the family. It advises that everything involved in an agreement be put into writing, and that when the right opportunity comes along, the advantage should be seized upon.

But the same set of rules points out that there are questions which the person granting a franchise will want to ask about the person taking it over. Here again, the answers might well apply as a test to anyone planning to go into business for himself in any field.

Guidance Meeting Set at University

EUGENE — Guidance directors, counselors, state department personnel and elementary school personnel from four western states will convene at the University of Oregon Oct. 15-16 for the Elementary School Guidance conference.

The approximately 50 participants from Oregon, Washington, Wyoming and Montana will exchange ideas and present reports concerning elementary guidance, for use in the National Elementary Guidance Study. Conference consultant will be Dr. Anna Meeks, director of guidance for the Baltimore, Md., County schools. She is chairman of the national guidance study being conducted by the American School Counselors Association.

Dr. Meeks also will present a public talk at 7:30 p.m. Tuesday, Oct. 15, in the Erb Memorial Student Union. She will discuss "A Progress Report of the National Study of Elementary School Guidance."

LOOK TO FUTURE FLORENCE, S.D. (UPI) — The Florence High school had hopes today of better luck in basketball. Bryant, S.D., High school defeated Florence 97-0 in football this week.



CLARKE HONORED—A former Medford resident, Phillip E. Clarke (left) was recently the recipient of a superior performance award of \$200, presented by Richard H. LeDosquet, bureau of land management fire control officer for the Fairbanks district in Alaska. Clarke is the district's assistant smoke jumper foreman. Making the presentation, LeDosquet commended Clarke for "His high sense of logic and judgment, in large measure responsible for the outstanding safety record of the unit and the effectiveness of the suppression action." The jumping unit has had an outstanding safety record for four years with 1,442 jumps and only six minor injuries. Clarke and his wife formerly lived in Medford and at Cave Junction, where his mother, Mrs. Sally Clarke, still resides. His wife's mother, Mrs. Jane Tackley, lives in Medford and is an employee of the Jackson county clerk's office. His father, Philip Clarke, is presently in Tok, Alaska. Clarke, also, received a letter of commendation from the Governor of Alaska.

Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor, and two writers. Each article is a summary of an actual case history. The Council reports on problems that have been dealt with by responsible agencies and counselors. (Copyright 1963—General Features Corp.)

Josh F. — If she doesn't settle down as a wife, I'll divorce her.

Mona F. — At 21, I'm not going to sit by the fire in a rocking chair.

Josh F. — I drive a bakery truck, work hard, and look forward to quiet evenings at home. Night after night my wife nagged me to take her out, to visit or go dancing or to a movie. At first I gave in once or twice a week. Then she quieted down until our baby was a few months old. Now she's more restless than ever and has taken to slipping out evenings by herself. She's an unfit mother.

Mona F. — That's his constant threat when I plead for a little social life — to take my baby from me. But I'm not doing anything wrong. He may want to curl up in an easy chair at 23, like an old grandfather, but I'm not ready to let life pass me by. My parents frowned on fun and I thought Josh would make it up to me, but he won't even let me teach him to dance.

THE Lighter Side...
BY DICK WEST

Twirler's Baton Is Curio in 3963 A.D.

WASHINGTON (UPI)—I was watching a football game on television the other day and during the half-time show I dropped off to sleep.

I dreamed that I had been transported to the year 3963 A.D. and that I was in a classroom where the students were studying archaeology. It went like this:

Professor: At today's seminar we shall examine the civilization that existed on the North American continent in the middle of the 20th century. I have with me one of the artifacts of that period. Can anyone tell me what it is?

First Student: It appears to be a metal rod about three feet long and 3/4 of an inch in diameter with a large knob on one end and a small knob on the other.

Professor: Very good. Now can anyone guess what it was used for?

Second Student: Was it used to chase bears out of chimneys?

Third Student: Was it part of the 10-foot pole that people wouldn't touch something with?

Fourth Student: Was it an elephant's toothpick?

Professor: No, students, none of you is on the right track.

First Student: We give up, professor. What did they use it for?

Professor: They twirled it. Students: Whanaaa?

Professor: This object was called a "baton." People held it between their fingers and twirled it.

Second Student: Was that all they did with it?

Professor: No. Sometimes they would throw it into the air and try to catch it before it hit the ground.

Third Student: You must be pulling our legs.

Professor: Not for a minute. Twirling was a part of the educational system. They even had tournaments to establish a twirling champion.

First Student: How could anyone possibly tell whether one person was twirling better than another person?

Professor: The acid test was whether they could twirl under their legs.

Students: Under their legs?!

Professor: I know it sounds incredible, but so help me it's the truth.

Second Student: How long did this particular civilization last?

Unfortunately, or maybe fortunately, I woke up before the professor had time to answer.



SCIENTIST—Dr. John W. Brant, bioengineer and life scientist, was appointed as visiting scientist to staff of Oregon Regional Primate center. (UPI)

URGES NO ACTION WASHINGTON (UPI)—Members of the Senate Judiciary Committee have urged Secretary of State Dean Rusk to take no action against Passport Director Frances Knight until a subcommittee investigates passport matters.

School News

Edited by Elaine Davenport. Staff: Tom Kerr, Penny Sage, Mike Vaughan, Craig Savage, Dave Smith, Anna Richardson, Kay Sneed, Kay Lusk and Joan Sexton.

The American Field Service program was explained by Jim Rowan, AFS exchange student, last week when he told his recent trip to Germany. James Rowan, Jim's father, explained to the students the value of the program.

When Torch Honor held a dance Saturday night, October 5, the organization made \$50 toward its \$100 scholarship fund. Approximately 300 students danced the watussee to the rhythm of the Chancellors.

Eric W. Allen, Jr., managing editor of the Medford Mail Tribune, was guest speaker last week in the team teaching American Problems classes. Allen talked about editorial influence of newspapers. This topic corresponded to part of the planned curriculum of the course.

Last week it was announced that the well known folk-singing group, Peter, Paul, and Mary would appear at the pep assembly Friday as part of their West Coast tour. This brought a wide variety of interest from the students as well as from the faculty.

Many folk-singing fans, both in the form of students from other schools, and parents, contacted the school to see if they could attend. Some students also planned to have their record albums autographed by the group.

Something had to be done about the somewhat comical misunderstanding, so an announcement was put into effect on Friday that the folk-singing trio, formally disclosed as Peter (Brian Porter), Paul (Fred Hauert), and Mary (David Collins), our enthusiastic rally squad, would not appear as originally planned "because they were shy of large groups" such as our student body.

Peter, Paul, and Mary (at least their student counterparts) did appear at the assembly, complete with the necessary costumes for impersonating the group. The comedy-act more than made up for the sordid hoax to arouse interest in the pep assembly.

A 7 a.m. first year typing class has been added to the class schedule of David Hile, Room 222. The early class gives students who cannot fit typing into their schedule a chance to take the course. Eleven students have joined the class to date, but as Hile has pointed out, there still is room for any interested students who would like to join the class.

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Kathy Foley, senior, has been elected October girl of the month by Girl's League. The fact that Kathy is student body secretary and involved in many other activities qualified her for this honor which is given each month to an outstanding senior girl.

A new club has been added to Medford High this year, the Usher club whose adviser is Ralph Hale. Its function is exactly what the name implies:

SALEM (UPI)—It will cost the state \$1,000 for each employee fired as a result of cut-backs if the tax measure is defeated at Tuesday's special election. Finance and Administration Director Freeman Holmer predicted today.

Holmer said if the tax measure is rejected, the budget would have to be cut immediately. A 14 per cent cut would mean slicing nearly 2,000 employees from the state payroll at a cost of \$2 million.

The biggest cost in layoffs would be in unemployment compensation. Discharged workers would be eligible to get \$44 a week for 20 weeks, a total of \$880.

In addition, there are other costs in getting rid of a state worker. Employees must be given two weeks notice and paid the vacation pay which each has accrued.

Also, there would be a loss of revenue to the state as a result of any layoffs, Holmer said. No state income tax is paid on unemployment compensation, so the tax the state had been getting from the employee is lost.

CAR WAS READY PASSAIC, N.Y. (UPI)—"Is my car ready?" a man asked a mechanic at a garage Thursday as he pointed to a 1962 car. "All ready," was the quick reply. The man got in and drove away. The car's owner arrived later. Police were looking for the car and driver.

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OPEN FRIDAY NITES

Los Angeles Times

JUNE 13, 1963

State Senate Probe Clears Birch Society

Organization Is Not Subversive, Committee Says

By GENE BLAKE

The John Birch Society is not subversive, the State Senate Fact-Finding Subcommittee on Un-American Activities decided Wednesday after a two-year investigation.

No evidence was found that the society is secret, Fascist, anti-Communist, fundamentalist organization.

Meetings Attended

The subcommittee said it sent representatives to Birch Society chapter meetings and obtained names of members without difficulty. Statements or affidavits were received from many members and officers, whose names are listed in the report.

"We have found the average member to have been concerned about the advances of the world Communist movement and the advances of Communist subversion in this country," the subcommittee said.

"The John Birch Society has provided the only organization with a militant program of study and action through which the frustrations of these people are released."

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