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## the business beat

### Realty Firm Reports Top Sales Month

### Ford Lends Lab To 'Clean' Race

The three-year-old Hickox-Barnett Real Estate Co., of 2808 Plymouth Rd., Livonia, has reported its best sales month ever.

Brokers Jack Hickox and Mrs. Mary Barnett reported that June sales totaled \$402,800, well above sales of any previous month.

The brokers said they were elated with their firm's June performance in view of the generally adverse business conditions at present.

The brokers also announced that John E. Veltman, of 23501 Five Mile, Redford Township, has been employed by the firm to manage the company's newly formed business real estate section.

Ford Motor Co. will lend its new mobile emission test laboratory to the 1970 Clean Air Car Race Committee for emission testing of entries before the race begins.

The 3,800-mile intercollegiate transcontinental Clean Air Car Race, organized primarily by students at Massachusetts Institute of Technology in Cambridge, Mass., and the California Institute of Technology in Pasadena, is intended to encourage students to experiment with forms of automobile propulsion that produce minimum amounts of air pollution.

As a condition of entry, vehicles must demonstrate that they meet federal vehicle emission requirements proposed for 1975.

Qualifying trials include emission tests beginning in Cambridge Aug. 17. The cars will leave Cambridge Aug. 24 and are scheduled to finish at Pasadena Aug. 31.

### Club Names Predmesky Secretary

John Predmesky, 36259 Pickford, Livonia, has been elected secretary of the North Detroit Management Club.

The club is sponsored by the Highland Park YMCA.

Predmesky is production supervisor of engineering at EX-Cell-O Corp., Highland Park.

### Burroughs Pays 283rd Dividend

Burroughs Corp. has declared a quarterly dividend of 15 cents a share on common stock, payable Oct. 20, 1970, to stockholders of record on Sept. 25, 1970.

This 283rd dividend continues a record of regular cash dividends uninterrupted for 73 years.

JAMES RUMPAS

ROBERT KIMBROUGH

### Accountants Elect 2 Livonians

Two Livonia men have been elected to positions on the Oakland County chapter of National Association of Accountants.

James P. Rumpas, of 36453 Reynolds, has been named director of meetings. He is a supervisor for Peat, Marwick, Mitchell & Co., Detroit. CPA candidate Rumpas has a BA degree from Michigan State University and an MBA degree from the University of California.

Robert J. Kimbrough, of 20255 Hickory Lane, has been selected director of member relations. He is a cost accounting supervisor at Ford Motor Co. in Livonia, and has a BBA degree from University of Michigan.

## Some Vets Get Home Loans Yet

## Franchisees Have Little Independence

John J. Trussell says that two million World War II veterans, who were still eligible, failed to utilize this home loan benefit. He noted, however, that nearly eight million GI and direct loans, valued at about \$20 billion, were made under the program shortly after World War II.

More than 5 1/2 million of these loans went to World War II veterans, and the remainder to Korean and post-Korean veterans.

VP SILANT

The current franchising boom is probably the most exciting phenomenon to come along in many decades, but does it really mean going into business for oneself?

Two faculty members at Eastern Michigan University discuss this question and provide some answers in the current issue of "Business Ideas and Facts," a publication of the College of Business, Larry H. Frutkin, assistant professor of accounting and finance, writes on "Are Franchisees Destroying Franchising?"

Lawrence A. Klatt, associate professor of management, replies in "Franchising: The Other Side."

Trussell says there are some 400,000 franchise outlets across the country and that most of the franchisees "desire to determine their own destiny and to be their own boss."

SEVERAL million other veterans of World War II failed to use their loan guarantees prior to the deadline, but that statement had expired prior to the cutoff date.

Johnson said the "veterans had proved to be good credit risks." Nearly four million of these loans were made, and 90 percent defaulting on the obligation.

Robert M. FitzGerald, director of the VA Regional Office in Detroit, urged eligible veterans interested in obtaining guaranteed loans in Michigan to contact his office at 801 W. Baltimore at Third, Detroit.

But he argues, "they never really achieved the independence for which they strive. The reason is that their franchisee insists on maintaining very rigid control over the functioning of the business, thus reducing the entrepreneur's decision-making available to the franchisee."

Trussell dictating what products shall be sold, typical franchise restrictions include required operating hours, sales quotas and franchisee approval of alterations or improvements to the premises. "The franchisee must also agree to abide by company policies. Writes Trussell: "These manuals generally go into extreme detail in describing the proper policy for every conceivable problem which could arise."

He feels that some of the restrictions may violate federal antitrust laws.

"Franchisees should give more consideration to the basic motivation underlying the success of franchising or face the possibility of seeing its popularity decline," Trussell concludes. "Governmental regulatory bodies should more stringently enforce the right of an individual to run his own business as he sees fit, subject only to the minimum controls necessary to protect the trademark of the franchiser."

Klatt argues the need for strict controls over franchisees and, in fact, asserts that "the individual's chance for success is far greater under the franchise system."

HE CITES reports to show that more than 54 per cent of all retail enterprises are out of business by the end of their fourth year of operation.

"On the other hand," he writes, "overall failure rates for the entire franchise industry are less than 10 per cent. Among the larger, more established franchise firms, the failure rate is below 1 per cent."

He concludes from this that "one reason for this success is, the uniform image maintained by the franchiser and (2) that to maintain this image, the franchiser must go beyond the mere protection of his trademark. That is, strong controls become an inherent part of the system."

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# IN THE POCKET

By W.W. EDGAR

To the average American bowler who is accustomed to the rumbling and tumbling of tenpins it might be difficult to realize that the grand old game of bowling still has a hallowed bit of ground where competition is almost a sacred right.

It is the area at the top of The Hoop, the city recreation center and promenade in Plymouth, England, where Sir Francis Drake, then the Lord of the British Admiralty, refused to interrupt his game when informed that the Spanish Armada was coming.

The laboratory will be operated by experienced Ford emission test personnel, and all vehicle tests will be monitored by representatives of the National Air Pollution Control Administration.

The mobile lab, completed in January, recently returned to the Ford Research and Engineering Center in Dearborn, the Kennedy Space Center in Florida where it was used to evaluate used-car emission control systems in a cooperative program with the U.S. General Services Administration.

### THE PROPRIETOR

found that he had his leagues filled, "but nothing like you have in the States."

Some idea of the difference in bowling in our country and over there is seen in the importance given to scoring.

During our stay in Plymouth one of the tenpin bowlers rolled a game above 300 and it merited headlines in the Plymouth newspaper.

And, in a tournament over the weekend, the hero was a bowler who rolled a 532 series—a record for the event.

To one who has devoted much time to the American tenpin version it was quite an experience to watch how the game is played in other parts of the world.

But, nothing could equal the thrill of standing on the green at the Plymouth Hoop—on the same ground where Sir Francis Drake stood when he made his famous remark when told of the coming of the Spanish Armada. Let's finish our bowls then we'll have time to bowt the Spanish Hoop.

That's just what he did.

That famous chapter in bowling was recorded away back in 1578 and it is marked today, not only with the well conditioned bowling green, but a magnificent statue of the famous sea warrior.

Several weeks ago the delegation from Plymouth, Michigan, which crossed the ocean to help celebrate the 350th anniversary of the sailing of the Mayflower, had occasion to visit the famous green—and it was quite an experience.

The "green," where the bowlers engage in lawn bowling, is well guarded with a picturesque fence and railing—just to keep the general public from trampling over the grass.

There, each afternoon, the bowlers engage in their favorite sport. And it is something to behold.

As one stands there, on the hallowed ground, he can look out over Plymouth Sound, and almost imagine that he sees the Spanish Armada on the way, and what it must have been like that day when Sir Francis made the remark that has lived through the ages.

By George Maskin

### observing sports

Retired or not ... and most of them won't be ... the Detroit Lions square off Saturday night against the Kansas City Chiefs at Tiger Stadium.

The Chiefs will have a decided advantage. They've not only had two weeks of training under their belts, but they've also played one game.

They have their forces intact, the Lions don't, what with a few squabbling over contracts.

But one Lion you know will be ready in No. 55 ... Wayne Walker, the linebacker from Livonia.

It was something to behold Walker the other afternoon as he and some 70 others went through their training grind—after a two-week late start—in the quiet and peaceful surroundings at Cranbrook.

Walker, as the senior citizen in years spent on the Lions, obviously believes in setting a great example for the younger guys around him.

He was one of the first down on the practice field. The call to order wasn't until 3 p.m. But Walker was there 30 minutes early ... set to go.

As the players went from one phase of work to another, the guy who always was out in front of the pack was Walker.

Once he came away from a leg-strengthening maneuver walking slowly. Suddenly, he looked back over his shoulder and noticed the other members of the defensive unit dragging along...so Walker took off on a gallop, running the length of the field to the other end where the coaches were waiting to set up another formation.

Wayne Walker, the Detroit Lions' most valuable defensive player in 1968, has booted his way into the No. 2 spot among the all-time Lions pointmakers. He has 343 of his credit because for several years he was the man who handled the extra points and field goals.

But Errol Mann came along last season to kick the points and field goals...and Walker went through the entire season without making a point—a first for him in the National Football League.

With the kicking brilliant, than ever as a linebacker, last season.

"He shows no signs of slowing down," writes Lyall Smith, the Lions' publicist in the team's press book.

Jerry Green, the Detroit News reporter assigned to the Lions, refers to Walker as "a gun-ho guy...always giving more than 100 percent."

THIS IS JUST NOT ordinary lawn bowling on the Drake green. This is considered a privilege. The bowlers make their appearance in uniform, out of the solid colors of some American teams, but in sedate combinations to add to the picturesque setting.

There is no shouting or yelling as the bowlers take their turn at trying to get close to the "jack." But every move is important. It is not until the last ball is rolled and the "points" added that the fans let go.

Even then, it is on sedate side. Bowling in any of its forms, has nothing to compare with the scene at the Drake green...the hallowed ground where bowling was considered too important to stop even though the enemy ships were about to enter the harbor.

While bowling is the second oldest sport known to man, being antedated only by archery, it has many versions in many countries.

IN AMERICA, where "bowling tenpins" originated, the game is the greatest participant sport of them all.

Sure, there is lawn bowling here and there in some of the major cities, but, in the main, in the United States, the top game is the popular version.

Across the border, in Canada, most attention centers on a game called "fivepins."

On the recent tour of the continent of Europe, after the visit to the Drake green, another version was seen in France where they play with a metal ball, little larger than a baseball.

In this section of the world the game is called "bowl" and is a combination of lawn bowling and croquet. It is played on a sand "alley" on the edge of the parkways and becomes quite fascinating.

The game starts with rolling a ball at the jack. And it then becomes the duty of the rivals to try to knock an opponent's ball away from the scoring ring.

In this maneuver the steel ball is lobbed and there is a great yell with contact is made and a rival's ball is sent spinning out of scoring territory.

In the heart of Paris a championship event was witnessed on a sand green just across the street from the Louvre—the famous Paris art museum.

No teams in a baseball world series were more dedicated to the game than these teams and it was quite a sight to watch the ebbs and flows of the game and listen to the French cheers.

In a visit to five countries only one bowling establishment, such as we have in America was seen.

It was a 12-lane establishment in Plymouth, England and the tenpin game is just starting to take hold.

### Good Fishing On Oakland Area Lakes

Good catches of bluegill bass and trout on inland lakes in the Oakland County area were reported for the past week by state conservation officials.

Spokesman said bluegill were being best on crickets, but the fish were on the small side.

Pontiac and Lakeville were said to be the best lakes for bluegill.

Pontiac Lake yielded numerous large bass. They were caught on black plastic artificial worms.

Trotit, fishing was reported good on Maceday Lake. Still fishing with corn for bass produced the best catches of trout.

WALKER MIGHT RESORT to an easier way to fill his pocketbook.

He's become a topnotch sportscaster, handling many shows on Channel 2. He's also in the restaurant business...and has some other ventures going.

But, he makes no bones that football is his first love and the indications are that he should be around the Lions' scene for a few more years.

While others may be arguing over a contract, Walker already is set for the next three seasons with the new pact he recently signed.

He really shouldn't have too much to worry about when his football days are over, considering the new pension plan the pros have adopted. With the time he'll have spent in the NFL, by the time he plays his last game, Walker's yearly pension will run into the five figures.

Walker is an integral part of the vaunted Lions' defense which has kept the team kicking in recent years while has sought to put together an offense.

Walker and his defensive buddies appear set again. Add to the fact Schmidt thinks he has the offense that wins games...optimism is running high around Cranbrook these days.

The coach, of course, realizes that because of the delay in getting camp started, things could turn out rough against Kansas City Saturday night.

Walker feels the same way.

"But, tell my neighbors in Livonia not to judge on this first game," Walker declared as he climbed the hill after a two-hour workout.

He had slowed down on the homework trek...but that was the time to take it easy; and, in Wayne Walker's book, the only time.