

Tips For Consumers

# Be Your Own Boss

Many people dream of someday "being their own boss." The quickest way, they think, is to own a franchise. But, says the Better Business Bureau, franchising is not easy. Despite some glowing promises of fast wealth by some franchise operations, this is not a business for everyone. Fradulent promoters may move into the franchise field to take advantage of innocent dreamers who are eager to make money on their own business venture. Remember, if you are one of these dreamers, some of the most important steps to franchise success occur long before the contracts are signed. So, investigate the franchise offer itself. Franchising is basically a method of product or service distribution. To get a more rapid or effective distribution, a company may agree to share its power and the possibility or profit for independent businesses. In some franchises, only a

trademark of method of operation is shared. In others, a product or line of products is offered. **Know Your Needs** If thinking of buying a franchise, a wise investor will do a little self-analysis. What is most compatible with your lifestyle, self-image and general ambitions? What about the physical and financial resources required to own and operate business? It helps to talk with others who have already become franchisees. Some operations may seem glamorous from a distance, but are dull and uninteresting in everyday management. Others that appear routine may, in fact, be most rewarding. There are more than 1,000 firms which have chosen franchising as their principal means of product and service distribution. In fact, says the BBB, over one-quarter of all retail sales take place through franchised opera-

The local library probably has listings of possible franchises. Or you can obtain a directory of such names, addresses and products from publishers of such lists. Once you have found a potential business, look carefully into the financial condition and history of the companies. Always check the names of franchise firms Bureau before negotiating a purchase. Also, check credit reporting agencies and local bank references. In addition to financial information, find out about the background and experience of the company management, the exact source of the firm's earnings, the kind of training provided to new owners, how location is selected, advertising requirements, and the operating policies and restrictions, if any. Have an attorney take a professional look at the company's requirements

as described in the contract. Understand clearly what each provision means, and what indirect implications there may be. The legal fees incurred by such an analysis of a franchise contract may be the best investment you make. Most people buy franchises for one reason -- to make money. Make sure that the company you select can generate your needs -- present and future. An energy-saving tip from the Better Business Bureau: If a lot of steam or water vapor clouds the air, whether from cooking, bathing or washing, turn on your kitchen or bathroom exhaust fans instead of opening a window. But only use these fans for as long as necessary. And when cooking, avoid some of the steam by covering the pots and using lower heat, especially when boiling.

# What Is Leadership ?



By Naomi C. McLean, CPS Business Writer

What are the qualities and characteristics of men and women who occupy places of leadership? Leaders, obviously enough, are people who possess, in strongly developed form, the traits of initiative and resourcefulness. They are not only "self-starters"; they are also "follow-throughers." They have developed the ability to organize and to follow through. Real leaders also know how to enlist the cooperation of their fellow workers. An atmosphere of cooperation results exist when co-workers feel that they are working with a person--not for or under him. A real leader is also himself a worker. There is an erroneous idea that the head of an enterprise is somebody who sits behind a shiny desk and pushes buttons.

Real leaders have an all-pervading and persistent enthusiasm. They attack tasks with spirit. Contrary to the old saying that leaders are born, not made, the art of leading can be taught, and it can be mastered. Listing a few characteristics that are fundamental: **\*Confidence.** If a leader does not believe in himself, no one else will. Confidence must be acquired. **\*Energy.** A leader must be willing to do everything he asks of his followers--and more. He must be able to work harder, concentrate longer, face the extra danger, carry the extra burden, go the extra mile. **\*Timing.** This of course is a combination of alertness, imagination and foresight. **\*Clarity.** A leader must be able to reason logically, weigh alternatives, make decision--and then convey his thoughts lucidly. **\*Tenacity.** Courage, it has been said, is the capacity to hang on five minutes longer. The leader not only must have this ability himself, he must also inspire it in others. **\*Boldness.** This strong and virile characteristic is akin to courage, but more dynamic. It reveals itself in a willingness to take chances, a readiness to experiment, a soaring optimism that rejects and despises the thought of failure. **\*Concern.** Experience has taught many, that people will never follow anyone unless they feel that the leader cares about them and their problems. **\*Morality.** A stern code of ethics, a strong sense of personal morality, obedience to the unenforceable--these are qualities a leader must have. Without a firm moral base a person is too unsure of himself to be an effective leader. **\*Faith.** Above and beyond all, a leader must believe and have faith. No, it isn't an easy job being a leader, but the rewards are enormous for those who will strike for a high goal--take the risks and dare the unknown.



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## Abernathy Hires Paul To Stop King Film

Civil rights attorney, Jerry Paul has been retained by Dr. Ralph David Abernathy to prevent the showing of the film Martin Luther King Jr. Dr. Abernathy is President Emeritus of the Southern Christian Leadership Conference. Paul says the film is controlled by whites and redefines Dr. King's role to make him acceptable to white America. The film was written by Abbie Mann and is to be shown by NBC television affiliates. Besides distorting the image of Dr. King, Paul says the distortion of the character of Dr. Abernathy will be the subject of a civil suit to prevent the film's showing. Abernathy has been presented a contract which Paul says is "totally unacceptable", because they are attempting to get Dr. Abernathy to "sign his life away and make it possible to present Dr. Abernathy in any light they want, whether truthful or untruthful." The film has been attacked by two other Southern Christian Leadership Conference (SCLC) board members, Dr. C.T. Vivian and Rev. Hosea Williams who read the script and viewed film clips along with Dr. Abernathy. They both claim that the movie

represents a distortion of the civil rights movement and its leaders as well as Dr. King. They are calling for immediate action to prevent the showing of the film by NBC affiliates. Rev. Hosea Williams and Dr. Vivian have been particularly critical of the film's depiction of Dr. King as being "manipulated" by a white SCLC fundraiser from New York. Williams has said, "For them to have a Ralph David Abernathy just around to tell a few jokes, and just a jolly fellow around is a great injustice done to Black history." He noted that, "Martin Luther King Jr. depended upon no individual living as much as he depended upon Ralph David Abernathy, who gave him a kind of strength that I have never been able to explain." The negative portrayal of Dr. King and other Black leaders in the film prompted Williams to remark "Black people will have betrayed Dr. King and gambled over his legacy the same as the Roman soldiers did with Jesus' garments if we sit idly by and allow this movie to be shown around the world without raising a voice of dissent." C.T. Vivian contends that the deviousness among Black leaders

depicted in the film and the portrayal of Dr. King as being dictated to by a white New Yorker give the impression that Black people were never together. Vivian says that in the film, "Black leadership is always divided, belittled each other, only concerned about themselves." He also observed, "It would seem as though other people are to take credit for all the social strides taken during the 1960's." He referred specifically to a scene where King is belittling Malcolm X, with SCLC to prevent the something he says never happened since the two men, "Highly respected each other. In fact they realized that they had America in a scissors action, and that one complimented each other." Commenting on the film which angered these and other historical distortions presented in film. Mr. Mann has since the film, Jerry Paul states that, "living Black leaders...are portrayed as playing no significant role in the story at all. It is an attempt to distort Black history and to make sure that Blacks only have dead leaders to look at." Paul has pointed out that the film is a "money-making scheme" which lacks "respect... and more, a responsibility to history, the Black community and humanity." He further stated,

"They are making money off a figure who is central of Black history by redefining that figure," making Dr. King "palatable to a white audience who doesn't like him in the first place and hoping to pick up on the Black audience just by the name." Paul explained that this tactic would assure them of a high rating for the proposed serial, "thereby selling advertisers." Paul adds that he will be working with Dr. Abernathy or SCLC to prevent the screening of the film because, "It does distort character and it defames Dr. Abernathy and it contains untrue events." It was the refusal of Dr. Abernathy to verify the authenticity of a scene in the film which angered the writer-producer of the distortions presented in film. Mr. Mann has since that time refused to meet with Dr. Abernathy or SCLC representatives to hear their objections to the film. In separate interviews with C.T. Vivian and Hosea Williams last week, both expressed concern for the effect that a film which contains such serious distortions would have on Third World relations and on the youth if it is presented in its current form. For this reason, they deem it a moral responsibility to prevent the release of the movie.

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