

READER

February 8, 1973

SAN DIEGO'S FREE WEEKLY

**THE
CUCKOO
RETURNS
AND
OTHER
NOTES**

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in
White**

**Blacks
in
White**

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SAN DIEGO'S



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SAN DIEGO**

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Albert
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siblings
are
ready
to go...**

classifieds

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PYRAMID of SOAP



ONE

—John Milton—

Back in the early 1960's the John Birch Society flourished in Southern California. It was real grass roots: neighborhood ladies dropped protest cards in stores that carried Communist-made goods, suburban families invited other suburban families over for dinner and shared copies of Robert Welch's *Bluebook*, bumper stickers glared from the rears of cars on Los Angeles freeways—"Impeach Earl Warren", "U.S. out of U.N." In 1965 a political scientist in the L.A. Times explained the John Birch phenomenon in terms of alienation. The Birchers used their simplistic neighborhood techniques because they felt a strong distrust of big government and its traditional political process.

In a very similar way, again, strong in Southern California, flying in the face of traditional corporate marketing are two grass roots businesses—Amway and Bestline. Both companies de-

pend heavily on the recruitment of new salesmen. Too heavily, say some, and change the companies with a pyramid structure, with riches accruing to the people who recruited people who recruited the people and so on. After being solicited six times in the past several months by six different people, "Say, John, I'd like to tell you about a Business Opportunity." I finally decided to have a look.

The Amway meeting took place in the Orwellian "swingle," Oakwood Apartments in Pacific Beach. There were about forty of us crammed into a room above Oakwood's recreation room where a couple of singles were taking fencing lessons and another couple of singles were playing shuffleboard. Most of the people at the meeting were wearing nice clothes and were very attentive. Dressed in a nice beige suit, young, moustached Doctor Stuart Mann, a chest physician at the Veterans Hospital in La Jolla, introduced the main speaker, Dr. Tom Ferazi, also an M.D. but just flown in from John Hopkins in Maryland. A doctor selling soap, you ask? he asked. Well, he and his wife had gotten involved with the company because they wanted to have their "dream home" and an "opportunity to ski and to travel" while they were still young. And he imagined that's why a lot of us were there, too. Multiple sources of income. The doctor was a perfect salesman. First of all, he was a doctor, an M.D., and he was selling soap. His vocabulary was very respectable. He used words like "fortuitous", "modicum" and "multiple sources of income". And he avoided using the word *pyramid* (trying to describe the Amway technique. In fact, that seemed to be kind of a dirty word, "yes sure you recruit other people to work for you but not a penny is made unless something is sold. This isn't a get-

rich-quick scheme". And then he went on to describe how Amway worked: the one who actually sold the product got 30% immediate profit. The person who had recruited this immediate seller got a Business Management Profit of anywhere from three to seventy-five per cent. Dr. Ferazi kept emphasizing the positive side of things. "We share this business with our friends. What kind of people do you choose to share this with? People you can trust, people you can ski with."

Dr. Ferazi said his wife Mary didn't believe in Amway until she got their first check for \$2000. Last year the Ferazis got a \$10,000 end-of-year bonus. And they've gotten four paid vacations, including Disneyland and the French Riviera. The people in the crowd sighed, oohed and rubbed their hands anxiously.

After he spent some time philosophizing, "your whole life situation changes when you're financially independent," the doctor's wife stood up and walked to the front of the room to demonstrate some Amway products. She was an attractive blonde with her hair piled on top of her head. She showed how the Amway cleaner worked—much better than Tide—and how it was four cents cheaper per load. Then she brought forth the Amway analogues to Drano and Pledge. She held a lit match to the Pledge container and lit it, explaining that Buff-Puff, unlike Pledge, did not contain alcohol.

Probably the most convincing part of this house-ife-y presentation was her comparison of the Amway product marketing with that of Proctor and Gamble. Tide, she explained, contained a high percentage of fillers and fluffies, and had to be used in relatively large amounts, so that even though each package of Tide was cheaper than the Amway package, the money spent on advertising, packaging and promotion by Proctor and Gamble jacked the overall price of Proctor and Gamble far above its worth.

(continued on page 3)

events

DIRECTORY

| | | |
|--------------------------|--------------------------|----------|
| Actor's Quarter | 480 Elm | 234-9325 |
| California State Univ. | San Diego | 296-5204 |
| City College Theatre | 14th & C St. | 239-7954 |
| Community Concourse | 3rd & B Sts. | 236-6510 |
| Coronado Playhouse | Silver Strand, Coronado | 438-4886 |
| Cristal Palace Theatre | 1785 Ocean Front Walk | 488-9001 |
| Fine Arts Gallery | Ballboa Park | 232-7931 |
| Folk Arts | 3143 E. 17th Ave. | 291-1786 |
| Jewish Community Center | 4079 54th | 583-3309 |
| La Jolla Art Assn. | 7017 Grand Ave. | 459-3001 |
| La Jolla Museum | 700 Prospect St. | 454-0183 |
| Mission Playhouse | 3969 Mason, Old Town | 295-6453 |
| Old Broadway Theatre | 314 F Street | 225-6776 |
| Old Globe Theatre | Ballboa Park | 239-2255 |
| Palomar College Theatre | Palmview | 744-1150 |
| Palms Playhouse | 373 Hale Ave., Escondido | 746-5660 |
| San Diego Art Institute | Ballboa Park | 234-6946 |
| San Diego Public Library | 800 E Street | 236-5890 |
| Sports Arena | 3500 Sports Arena Blvd. | 224-4171 |
| Timken Art Gallery | Ballboa Park | 239-5548 |
| USO | La Jolla | 493-3362 |
| USO Conservatory | Avaka Park | 291-6480 |
| Valley Music Theatre | 360 Cedar Street | 239-0391 |
| | 1340 Broadway, El Cajon | 442-0473 |

MUSIC

JOHNNY CASH, CARL PERKINS, JUNE CARTER, TENNESSEE THREE, CARTER FAMILY and the STALLER BROTHERS, Sports Arena, February 2, 8:00 P.M.

CONCERT-DANCE, Buckeye Glory, D.C. Blues, February 1, 8:30 P.M. to 1:30 A.M., The Plaza, 4025 Pacific Highway, information 276-5442

THREE FANCY OPERA, New Shakespeare Company of San Francisco, Montgomery High School Auditorium, 3520 Palm Ave., Imperial Beach 4504, 3964, February 1, 8:00 P.M.

U.S. MARINE CORPS BAND, Pilgrim Hall, 225 S. Hickory St., Escondido, February 2, 8:00 P.M.

MARY MCCASLIN, JIM RINGER, FIDDLIN' RED SIMPSON and his Old Scratch Band, Folk Arts, February 2 and 3, 8:00 P.M.

CLARINET & PIANO DUO, Allen Gee, Phyllis Irwin, Building 409, Mathews Campus, U.C.S.D., February 2, 8:30 P.M.

UNIV. OF REDLANDS CONCERT CHOIR, Paradise Hills Baptist Church, 6038 Cumberland, 1479-4111, February 3, 6:30 P.M.

SAN DIEGO VIOLIN CORALE, Cal State Univ., Recital Hall, February 3, 8:00 P.M.

MASS IN G, MAJORIBETHOVEN, All-City High School Chor., First Methodist Church, 2001 Camino del Rio, February 4, 4:00 P.M.

VIOLINIST STACY PHELPS, Palomar College Theatre, February 4, 3:00 P.M.

UNIV. OF REDLANDS CONCERT CHOIR, First Presbyterian Church Oceanside, (757-3560), February 4, 7:30 P.M.

CELLIST JOHN WALZ, Jewish Community Center, February 4, 8:00 P.M.

OLD-TIME BANJO NIPPISH CONTEST, Pepper Grove, Ballboa Park, February 4, 10:00 A.M. Free

ORGANIST DAVID BRITTON, Grace Lutheran Church, 3993 Park Blvd., 295-1712, February 5, 8:00 P.M.

WOMEN'S CHORUS S.D. Public Library (Central), February 6, 7:30 P.M.

BARTONE CHARLES KING, City College Theatre, February 6, 12 noon.

NEW AGE STRING TRIO, Chamber Music, Auditorium in Humanities Library, Revolve Campus, U.C.S.D., February 6, 12 noon, Building 409, Mathews Campus, February 7, 8:30 P.M.

OPERA, Romeo & Juliet, Civic Theatre, Community Concourse, February 7, 8:00 P.M., February 11, 2:30 P.M. (Student Performance, February 5, 8:00 P.M.)

THEATRE

THE TAVERN, Old Globe Main Stage, Thursday & Sundays 8:00 P.M., Friday and Saturday 8:30 P.M. until February 4.

ONE FLEW OVER THE CUCKOO'S NEST, Cassidy Center Stage, Fridays, Wednesdays & Sundays 8:00 P.M., Fridays and Saturdays 8:30 P.M. until February 18.

DINNER BRIDGE and FACE CARDS, Cristal Palace Theatre, Fridays, Saturdays, Sundays, 8:30 P.M. through March 11.

KISS ME KATE, USO Performing Arts Center, February 1-3, 8:30 P.M.

CINDERELLA, Actors Quarter, Saturday and Sunday through February 18, 2:00 P.M.

CLARA'S OLE MAN and DAY OF ABSENCE, U.C.S.D. Theatre, February 1, 2, 3, 8:00 P.M.

A MIDSUMMER NIGHTS DREAM, New Shakespeare Company of San Francisco, U.S.D. Camino Theatre, February 2, 8:00 P.M.

SNOW WHITE, Junior Theatre, Casa del Prado, Ballboa Park, February 2, 8:00 P.M.

ARSENIC AND OLD LACE, Pace Playhouse, opens February 2, 8:30 P.M.

A THOUSAND CLOWNS, Actors Quarter, February 3, 8:30 P.M.

LECTURES AND TALKS

PME LECTURE DEMONSTRATION, "Kai Takahashi, pianist/composer, Building 409, Mathews Campus, U.C.S.D., February 1, 12 noon.

PRE-HISPANIC MEXICANS, John K. Steens, James S. Copley Auditorium, Fine Arts Gallery, Ballboa Park, February 7, 14, 21, 28, 5:00 P.M. Admission for series \$10, students \$5, individual lectures \$3.

ARTS

WITH THE MASTERS LECTURE SERIES, Annual Frank Lloyd Wrights Memorial Duck in the context of American style painting. Fine Arts Gallery, Ballboa Park, February 6, 2:30 P.M. Reservations required by February 3. Admission \$2.50 includes tea.

MUSEUMS AND GALLERIES

CHEN TING-SHIH, Chinese artist of Film Moon Group, Fine Arts Gallery, Ballboa Park, through February 18.

HIRSCHLER TAFFETRIES, Contemporary American and European tapestries, Fine Arts Gallery, Ballboa Park, through February 18.

ALFRED MITCHELL, La Jolla Art Association, through February 14.

STAN SOLLEDER, JOSEPH GARCIA, watercolor and mixed media, San Diego Art Institute, through February 29.

MARIE ELLIOTT LUGO, multi-media pieces, S.D. Library (Central), through February 28.

SPORTS

HOCKEY: Cubs vs. Tulsa, Sports Arena, February 1, 7:30 P.M.

BASKETBALL: Cal State U. vs. U.C.S.D., Sports Arena, February 3, 8:00 P.M.

HOCKEY: Gulls vs. Phoenix, Sports Arena, February 4, 7:00 P.M.

SOCCER: San Diego All-Stars vs. Baja California All-Stars, Ballboa Stadium, February 4, 2:00 P.M.

PLEASE SUBMIT ITEMS FOR THE READER EVENTS CALENDAR BY CALLING 276-3866

LETTERS

Dear Reader:

I just wanted to send you a complimentary letter. None of the writers for the Copley papers are as good as some of your writers, not even Neil Morgan in his daily gossip column of the *Tribune* . I especially like Ms. Carla Jewell. (I wished she would write some more) and Kathleen Woodward. Duncan Shepherd is very good and so are Jonathan Saville and Jeff Weinstein, but I find these three a shade too negative for the San Diego temperament. I liked Jane Weisman's story on the Pat Cemetery, but some of her writing ("Dude create trails... I'd deck ladies with cookeys, dars a guest to grab a nibble") seems a little forced. In any case, keep up the good work. San Diego has needed something like your paper for a long time. Sincerely, Abbie B. Chapman 4141 Utah San Diego, California

Dear Reader:

A group of friends and I have been trying to figure the Reader out. Some of my friends speculate that it is an attempt by the L.A. Times to feel out San Diego for another daily paper. My guess is that you are owned by Southern California First National Bank (i.e. their weekly advertisement), which is right. Sincerely, Robert Semick, San Diego

(ED - Neither.)

Dear Reader:

Why don't the theaters list the times of the shows? Or at least the addresses and phone number? I find the little reviews very useful and I know a lot of people who swear by them, but it would be a lot more convenient if I didn't have to drag out my phone book and go through the hassle of calling the theatre. How about it? Jane Laird, San Diego State

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A PYRAMID OF SOAP (continued from page 1)

And it was this idea of honest packaging and a grass-roots sales campaign by Amway, pitted against the hard-sell, Madison Avenue Procter and Gamble that was very appealing.

I first heard of Bestline from a secretary named Marilyn. She kept talking about some great "business opportunity" she had discovered. And about all the guys in the business who drove Corvettes and Mercedes. "They gotta be makin' money, drivin' cars like that!" The Bestline meeting I went to was held in the Sheraton Hotel on Shelter Island. There was a little bit of socializing before the meeting began. The same kind of glad-handing as took place at the Amway meeting, but the people here kept stressing, "don't worry, you aren't going to have to sell this stuff. I sure didn't join to sell soap. The company really needs people on the managerial level. That's our advantage over Amway; we're new, we're growing. There's plenty of room for us to become managers." On the wall hung a banner proclaiming, "You're First in Line With Bestline." On one of the center tables sat a record player, singing, "Bestline is wonderful. Bestline is wonderful. Bestline is wonderful."

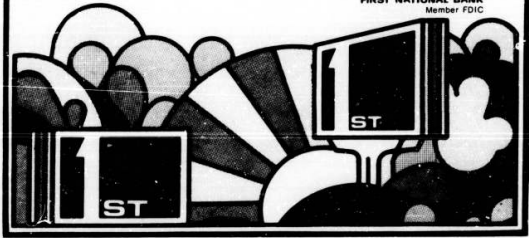
The master of ceremonies said something about "our high-quality product line" and then said we were going to see a film about Bestline. Instead of a film, it was a slide show, with the narration coming from the same record player. We found out that Bestline's cleaning discoveries were first made by a chemist, Mr. William Budrow, who, while recovering from an accident in a hospital, began to think about all the money his wife spent on household products. Then Mrs. Barbara King, the archetypal suburban housewife, came on, scold, scolding, about having modern kitchen, cup of coffee in hand, "I'm proud of this beautiful country and I'm concerned..." She was concerned about pollution. And she saw the solution in Bestline's B-70, an ecological soap, a product for the Seventies. We got a tour of Mrs. King's nice suburban house, saw her child taking a bath with Bestline soap and saw her husband wash his crankcase-oil hands with Bestline soap.

And then Bestline's founder, Mr. William E. Bailey, told us that Bestline could bring about a turning point in our lives. A picture of a sailboat was flashed on the screen. (So the decision was being skinned with Amway or sailing with Bestline?) "You may be asking yourself, 'how can I become a part of this?'" Mr. Bailey briefly described the hierarchy of Bestline: one could be a local distributor (the one who actually sells the product), a direct distributor (the local distributor's manager), or a general distributor (even higher up). And an example of each type of distributor gave his testimonial. Carol Reynolds, a direct distributor, had found Bestline while attending a girlfriend's baby shower. Mrs. Reynolds would have a party and invite ten people. Assuming she sold \$8.75 worth of products per person, she could sell \$87.50 each party and make a \$25 profit. Although it had "been such a terrific experience" it was hard for her to remember everything about

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Bestline, she did remember that the extra money enabled her to make payments on her station wagon. The examples of the district and general managers were both men: one was a Bob Miller who had been "just getting by" with his job in a department store and the other was a silver-haired John Duncan who had become convinced he couldn't be able to

make the next highest executive position in his company, and that "I wouldn't be able to take my wife on our second honeymoon." Both, of course, had been successful with Bestline.

When the slide presentation was over, the lights came on and the M.C. bounded back up in front of the room and exclaimed, "Exciting, isn't it?" At first, I

thought he was being sarcastic and I gave a little chuckle. A look around the room, however, convinced me that no one else thought he was trying to be funny. This man then introduced the main speaker, a younger, thinner man who explained how we could all become direct distributors (managers) for Bestline. He was a very personable young man. He

had come to California with the marines, married a school teacher and had gotten a job at Allstate Insurance. He and his wife began to spend more and more money, buying china, pots and pans, furniture, and each month they began to have more trouble making ends meet. Then one night he got an excited phone call from his sister, telling him about this great business opportunity.

"In telling the group about the Bestline program, the young speaker almost exclusively dwelled on the fast way to become a direct distributor. "All it takes is twenty-nine ninety-five," \$29.95! That's not too bad, I thought. And then he was clearer. "All it takes is twenty-nine hundred and ninety-five dollars to reach this middle level of direct distributor." Before the audience had much time to ponder this point, he was introducing direct distributors in the audience who had "made it" with Bestline. There was a football coach who had gotten a \$1200 bonus last year, a teacher who had gotten \$2400 as a bonus last year, and a Navy captain who had gotten a \$2400 bonus. "Did you ever get a bonus like that in the Navy?" the young man asked.

In case any of us thought that the motives behind Bestline were anything less than angelic, the young man provided us with a moralism, "If you're not improving personally, you're dying. Bestline will really change our lives. I now buy roses for my wife all the time, and we have adopted a stepson in India where there's nothing but poverty and ignorance. He's gonna graduate in Zurich and speak four or five languages, and though this may sound corny, we can say it was Bestline that did it."

A little more socializing after the speech. The Chinese wife of a Navy lieutenant said she was going to try to take Bestline to Taiwan, but of course she would have to check with Chiang Kai Shek since he was dictator. A few glad-handers approach me, "how about coming tomorrow morning for the follow-up orientation?" This may be the one chance in your life.

So this was pyramiding selling, recruiting other people to recruit other people to recruit other people to sell. It seemed as though Bestline's approach could more properly be called pyramid selling than Amway's. Bestline kept playing down the fact that eventually, someone was going to have to sell the product. So what you really got with twenty-nine ninety-five was the hope that you would be able to persuade some of your friends to give up their \$2995. (A call to the state Attorney General's office revealed that the Attorney General has a suit against Bestline in a Los Angeles court.) At least the Amway presentation stressed the importance of selling the product itself.

In spite of the obvious problems of a neighborhood, simplistic approach like Amway's and Bestline's, and some of the hedging in an approach like Bestline's, however, the idea of a grass roots marketing system is fascinating. It is especially fascinating that in rootless Southern California society, where a simplistic, frustrated political movement like the Black Society flourished, the grass roots businesses like Amway and Bestline are so strong. □

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Cal State Extension (San Diego State) has a potpourri of relevant courses for you to select. Most began the week of Feb. 19. College credit grant toward a degree or educational objectives.

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Watch an extension special on KPBS-TV, Ch. 15 at 6:30 p.m., Mon. Feb. 5

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FOR SALE: Typewriter, Remington Standard with 20 inch carriage. \$70. Please call 272-8172 after 5 p.m.

FOR SALE: 1961 MG Midget. Portable stereo. Very good condition with a new diamond needle. Allied Stereo headphones also. \$500 offer. Call John any evenings at 272-3746.

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SACRIFICE SPEAKER SALE: Two brand new Electro-Voice 14 loudspeakers. Regularly \$125 each. Now \$140 per pair. Moving, must get smaller speakers. Excellent bassy sound. These speakers will rock the walls. Please call 279-9726.

270 45 p.m. Oldies from 50's and early 60's. LaVerne Baker to Clarence (Foggy) Henry. \$100. Call Ken at 755-4713.

THREE TRIUMPH Sports Car Wire Wheels. GT 6 or Spiffie. Please call 454-2449.

STEREO: Sherwood, Garrard and Reclicline. Retail \$850. My price is \$295. Only 8 months old. Still on warranty. Call 288-9508 after 5 p.m.

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1960 CHEVY IMPALA. New battery and tires. Good transportation. \$150. Leaving town, must sell. Please call 287-0608.

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1960 CHEVY IMPALA. New battery and tires. Good transportation. \$150. Leaving town, must sell. Please call 287-0608.

Personal

FREE SHEPHERD COLLIE PUPPIES call 274-3912

DEAR LUIVE DOVE: Happy Anniversary. These two weeks you spent my husband I know it will surely I love you very much. You are my one and only love. Forever yours.

LISA: PLEASE never think that I could live without my Cherry-Tart. I need you. Please come into my arms. Mine.

FATALBERT And Siblings are ready to go. Fine puppies for all good homes. Australian and Shepherd mix. Please call 488-7046.

SUE C: It could be all semester to ask for a date, and then an elevator and your boyfriend had to come between us. Is there no girl yet? Jim at SDSU.

"WHY CAN'T I Learn to live without the one thing that I care about?" - S.

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PHANTOM Torturer. I've always been truthful, give me a break. I'm reliable. "Chin's honor!"

TO MY BELOVED Prince Valiant: With your birthday in mind, I send, as my present to you, my wish that, these next 31 years pass quickly and comfortably. All my love forever, J. C. Moon.

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MICHELLE MIMMM? MIMM. MIMM MIMM MIMM. Love, Charlie.

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