

MANSKER

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problem to reckon with this winter, a difficulty that has now been ironed out.

This is Mankser's free enterprise: "Have Andrew Carnegie and John D. Rockefeller Sr. been maligned unjustly? Yes. They weren't perfect. They beat competitors in business and the competitors cried and complained. John Rockefeller did a tremendous amount of good. Most people don't know the good these people have done, they only hear about the negatives.

"Since the Great Depression, business has been government's whipping boy. There's a certain amount of resentment among certain people for those that have more than they do. This country has had so much prosperity in the last few decades that we look for a utopia.

"We've done a great deal for equality. Everyone wants to be equal. Yes, everyone should have equal opportunity, but are people equal in physical strength or IQ? There's a variation. But everyone's due equal respect as a human being.

"The problems in this world are many, and the only way to find solutions is to reward people very well."

Mankser is hoping his ideas on how to succeed in the world of business will make him some money. He plans to market a series of 24 audio cassettes, along with workbooks and seminars for small businessmen. One plan involves selling the cassettes for \$69 by advertising in motels. The cassettes have names like "Study the Winners," "Ability to Say No," and "Deferralment (sic) of Gratification."

Mankser has also hired a small staff to set up a Center for the Study and Advancement of the Private Enterprise System. Originally, he saw it as a bastion for conservative thought in a liberal-dominated country; now, with the tables turned, he has to rethink the center's purpose.

"We want to help people become more aware of the benefits of the free-enterprise system," he said. He plans a conference center, press releases, and a pamphlet on how business can improve its image and show how "everyone benefits by the reward system."

Mankser takes a visitor on a tour of the mansion. In the central hall hang huge paintings of the homes of William Randolph Hearst, John Rockefeller and Andrew Carnegie, with each millionaire's face hovering in clouds above the house. Mankser's brother painted the pictures.

His respect for those some have called the "robber barons" runs deep. He gives a reporter a complimentary copy of a coffee-table book about Hearst and

Marion Davies, saying he bought copies of the book in bulk. And it doesn't hurt to be living in a mansion built by Alta Rockefeller, the daughter of patriarch John D., and her husband, Colonel E. Parmalee Prentice, a lawyer and agriculture expert.

He had a tool and dye maker for a father, not an oil baron. He grew up in Independence, Mo., then a small suburb of Kansas City. He was keenly aware of

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the great days of the West that had just passed: he lived a block off the Santa Fe trail, and legendary bandit Frank James was buried across from his school. Mankser was fascinated by Indian lore. He was a daydreamer. He says he was terrible in school.

In high school, Mankser became interested in body building. Three months after high school, he opened his first gym. It flopped. He went to work in an attempt to make enough money to start another gym. That one flopped, too. It became a pattern. In between failed gyms, Mankser worked as a janitor, a freight handler, a machinist and an employee in a Ford Motor factory.

Holding onto the dream was a struggle.

"Now, my father's very proud of what I've accomplished, but when I was starting out, after a short period of time my parents wanted me to get a job like everyone else.... My parents' ultimate ambition for me was that I punch a time clock like most people," Mankser says.

"I think this worked for me. I became very determined to succeed; prove them wrong."

"I started in business really too young," Mankser continues, returning to

his life story. "At age 22, I had four kids and a wife and two businesses to support."

At age 33, after 15 years of struggle, Mankser was at a low point. "I was doing everything I knew to make it go, but I just didn't know how. One of my biggest problems was that I was a loner... I refused to follow the successful people in the business. One successful person advised me to get out of the business and become an electrician."

He began to study successful health-club operations, but his car broke down and his money ran out. Stranded in Columbus, he called his brother to wire some money, but the funds went to Indianapolis by mistake. Days passed before he got the money. He had to hock his watch and spend two nights in the Greyhound bus station.

"Something inside me snapped then," he says. "I realized I hadn't been serious. I had operated my businesses like a hobby. I was going to play to win." He worked as a spot welder and thought: "If I worked for myself as hard as I'm working now, I'd have no problems."

On his own again, he stressed money management. He listened to advice. He made sure the people who worked with him were dependable. He set up easy ways for club members to sponsor friends. He stuck to high-quality equipment. With the aid of his second wife, Pam, Mankser began buying up defunct clubs at bargain prices, at a time when the California health-fitness industry was booming.

As the Pam's Figuretique chain expanded, Mankser added to his earnings by investing at the right time in the exploding California real-estate market. He didn't take long to decide what to do with his money. "I saw Hearst's San Simeon mansion and it blew my mind." After that, it was a matter of finding the right place. Mankser considers Mount Hope "the best estate in private hands left in America today."

In 1978, Mankser bought Mount Hope for \$750,000.

What's next for Mount Hope's master? Every New Year's, he makes a list of the things he will do. One is undoubtedly the new center for private enterprise.

Korean ambassador received by pontiff

VATICAN CITY (AP) — Pope John Paul II, meeting with South Korea's new ambassador to the Holy See, Kim Joa Soo, Saturday expressed his affection and hope for "a happy future in freedom" for the Korean people.

"It is my fervent hope that the collaboration of all sectors of the Korean people will, with God's help, lead to a happy future in freedom, justice, enlightenment and harmony," the pope said in a brief speech delivered in English.

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