



## FROM PINS TO PEN . . . AS I SEE IT!

By Wade Schalles

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**\$** 99.00 Membership Cards. In the world today as it was in the days of the Hittite's, an object or service is only worth what a person is willing to pay for it. Give Johnny a bike for Christmas and he'll never wash

it. Make him deliver papers in order to be able to buy it and it not only gets washed and waxed but garaged every night as well.

Wrestling is a discounted sport and it's viewed by society as such.

People will pay substantial prices to vacation at Disney because the name is synonymous with quality and service. People will pay for quality and service. Always have, always will.

Neither exists in wrestling because of