

Boyd

(Continued from Page 8)

Community Service and Public Affairs.

Both actions created controversies that brought protest from students, faculty and concerned citizens statewide.

Boyd maintains his closure of the librarianship school was economically necessary. At the time of his decision, opponents claimed the school was unique in the state and should be spared from budget cuts.

Boyd argues now, as then, that the school was the best place to absorb University budget cut-backs. Boyd says the state has no great need for librarians, and the school was detached enough from the rest of the University to cause only minimal impact if closed.

Many opponents of the school's closure disagreed with Boyd's contention that librarians were underpaid and under-employed in Oregon, including one professor with figures showing a high placement ratio of University librarianship school graduates.

Many argued that Boyd should have sliced a program duplicated elsewhere from the University budget. But he insists that the librarianship school was the easiest place to make a needed sacrifice.

Legislative underfunding of the University and declining enrollment has caused a money shortfall that led him to re-organize the CSPA school, Boyd says.

"It was not a popular decision," he says, heaving a sigh. In February 1977, Boyd announced his plan to reduce the CSPA budget almost by 50 percent over the next two years. The CSPA school is another program unique in the state, and Boyd's announcement raised more than a few hackles.

Though his reasoning for selecting the CSPA program for substantial budget cuts pleased few, Boyd says it is a program that can and should be interdisciplinary in hard times.

Bryan Downes, associate dean for the CSPA program, says the school is functioning, but under great stress. "They're really asking you to do the same for less," he says.

Downes says he tries to be optimistic and thinks the school will survive. "We're trying to respond creatively... this year. We're identifying other resources on campus (to tie-into)."

Downes says it is probably too early to judge the total effect Boyd's decision will have on the education the CSPA program provides.

Boyd says another major concern of his during the past three years is the University's image, which is somewhat related to funding. "One result of greater recognition is getting more private money," he says.

Boyd says he may not be directly responsible for improving the public relations arm of the University, but adds that he has been able to discern a change in public opinion since his arrival.

Boyd's commitment to improving the University image is re-

flected in increased attention to the community education program and the hiring of a public relations expert at the vice presidential level.

Curt Simic, vice president for public affairs, says it is unfortunate that economic considerations may have led the University to take stock of its public image.

Nevertheless, it is a step in the right direction for the University to increase its accessibility, he says.

Boyd says it was his concern about the University's image that caused him to speak out in his first three years about graduate education and research, areas he says the public misunderstands.

Considering his early attention to graduate education, he sounds like a different person when speaking of his commitment to undergraduates. In fact, it would seem as if the commitment is new-found.

Not so, he says.

"If I seemed to stress graduate education and research in the past, it is because those are areas I felt the public needed to better understand," he offers.

Boyd adds that his major goal is to cut down on student attrition. "This means improving our advising system and improving undergraduate life, in general."

Improving undergraduate "life" can be as specific as developing a new registration system and requiring faculty to keep generous office hours, according to Boyd.

"This probably means a shifting of resources from graduate to undergraduate education," he adds.

Boyd sees the major issue of the future as maintaining quality education throughout budget cuts. Earlier this year, Boyd told one group that budget problems have replaced student rebellions as the top problem facing college leaders.

Barring future student rebellions, budget problems will continue to dominate Boyd's presidential consciousness. But it remains to be seen whether he will respond to such problems humanely and effectively.

State consumer division has 'bite' in enforcing law

By STEVE DODGE
Of the Emerald

One of the few consumer agencies with teeth is the Oregon State Consumer Protection Division in Portland.

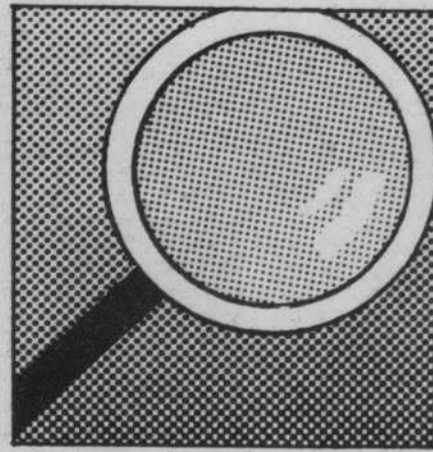
Funded \$800,000 each biennium from the state's general fund, the division's three full-time lawyers, five investigators and two enforcement assistants are charged with enforcement of the Unlawful Trade Practices Act of 1971 which makes it unlawful to "misrepresent (the product) when an individual makes a purchase of goods or services for personal, family or household purposes from a business."

The agency can bring suit against violators in any county, Chief Consul Ross Laybourn said, often with the local district attorney's help.

Laybourn said there are two steps the division will take before that action, however.

•Informal action. The complaint is passed on to the business so the two parties can try to work out the problem.

•Assurance of voluntary compliance. If the first step fails, a formal agreement between the division and the business in violation



complaints, he says, followed by mail order problems and a lesser number of problems with mobile home solicitations.

According to enforcement assistant Jocelyn Wagner, all written complaints are reviewed for violation of the Trade Practices Act and referred to one of the division's lawyers. If any illegalities are found, the division proceeds first with a letter to the business, then through the steps already outlined.

Occasionally, she says, division investigators will enter businesses and pose as potential customers in an effort to add to evidence against a suspected violator. She said all complaints are reviewed for clearness of the violation, the pattern of conduct of the business and the amount of substantiation available.

Although the division needs written complaints in order to proceed against a violator, Wagner said, the agency encourages people with consumer problems to call the state-wide toll free number, 1-800-452-7813.

The Consumer Protection Division's address is 500 Pacific Building, 520 S.W. Yamhill, Portland, 97204.

is made stating the practice will cease, and-or restitution will be made.

An example of the last action, says Laybourn, is the recent "Chevymobile" problem. In that case about 700 Oregon consumers received \$200 and an extended warranty from General Motors after the company had installed Chevy motors in a number of Oldsmobiles, Buicks and Pontiacs.

Laybourn said the \$280,000 payment was the largest consumer settlement in the state's history.

Automobiles and spin-off services "traditionally" lead the list of

Consumer law explanation due at symposium

Phillip Jackson, a member of the board of governors of the Federal Reserve Board in Washington, D.C., will discuss U.S. consumer credit protection at a symposium at 3:30 p.m. today at the Valley River Inn.

The symposium is designed to clarify for the general public, lending institutions and businesses a complex set of federal consumer credit protection laws passed in recent years.

4th Congressional District Candidates

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VS.
Jerry Lausman,
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