

Government combats deceptive Trade Schools

The Federal Trade Commission has launched a nationwide consumer education campaign to combat deceptive advertising and other unfair practices of some private vocational schools.

In a statement released in Washington, FTC Chairman Lewis A. Engman said: "American consumers are becoming increasingly attracted to the promising value of a vocational education. Along with this growing popularity there is an increasing need for prospective students to make a careful evaluation of a specific vocational course or school before they make any financial commitment. The essential criterion for that evaluation should be the value of the school's training in helping students get a good job."

The FTC is now investigating the advertising and other practices of more than 300 vocational schools to determine possible violations of the FTC Act and industry guides issued in May, 1972.

FTC Consumer Education Director A. Herbert Rensing said that abuses practiced by some of the private vocational schools have made this an issue of national concern. "Vocational school education can be valuable," he stated. "We know that it can help people get better skills and better jobs."

"Unfortunately," Rensing continued, "some private vocational schools are using false and deceptive practices to lure students into schools, where education they receive is of little or no value for getting a good job. The students may end up spending hundreds of dollars on a completely worthless education."

"It is a tragic loss of time and money — both for the student and for the government. Veterans Administration benefits for vocational school education — correspondence and resident — amounted to \$381 million in 1972. Yet in a five-year period (1966-1971) 75 percent of all veterans receiving benefits for correspondence training failed to complete the course, according to the

March 27, 1972 Government Accounting Office Report.

"In addition, the U.S. Department of Health, Education and Welfare guaranteed, under the federally-insured loan program, approximately \$260 million for vocational education in 1972. HEW indicates that since November, 1972, approximately 75 percent of all defaults paid have been for students from vocational schools. This share of default claims is alarmingly disproportionate since vocational loans represented only about 10 to 15 percent of new loan volume at the time these loans were made.

"Working through key communicators such as high school counselors, military and VA counselors and state employment agencies, the FTC will bring its message to prospective students on a personal basis. In addition, public service announcements have been provided to every major radio and TV station in the country, along with bus transit posters in 32 of the largest metropolitan areas."

Rensing said the program was aimed at getting prospective vocational school students to ask four questions of prospective employers before they sign up with any private vocational school — career or resident. The questions are:

— Would you hire graduates of the school?

Waterproof hoax warned

Oregon Attorney General Lee Johnson warned Oregonians to be on the lookout for a number of individuals operating as "Southern Basement Waterproofing Company" and "Northern Basement Waterproofing Company". The two firms, which are based in Missouri, are alleged to be considering operations in the state of Oregon. Information received by Johnson's Consumer Protection Division from a similar Division of the Attorney General's office in Missouri indicates that the firm advertises that they can waterproof basements and foundations through a pressure pumping method whereby a mixture of sodium bentonite is mixed with water and forced into the cracks of the foundation through which the water is leaking. Johnson said "According to our sources in the Missouri Attorney General's office, tests performed there have been established that the sodium bentonite will not perform as represented. The company uses a '90-day set up period' to avoid immediate complaints. It also has a money back guarantee which is apparently worthless. The set up period permits the individuals involved to move on before the failure of their product is noted."

Johnson urged all citizens who encounter representatives of the two firms or operations similar to those attributed to the two firms to contact his Consumer Protection Division in Portland immediately. The telephone number is 229-5522.

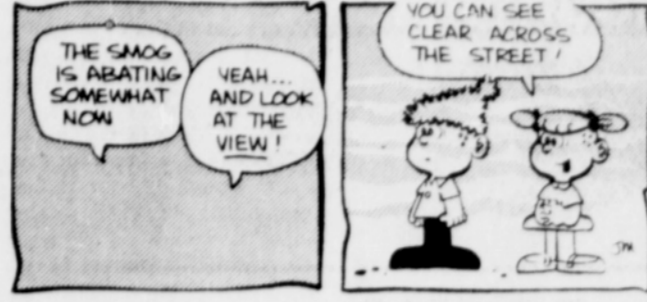
Notice

A benefit dance and concert for the United Farmworkers Union and the Farah Strike will be held at St. Andrews recreation hall, N.E. 9th and Alberta, on Saturday, August 18th at 8:00 p.m.

Two bands, Upepo and Crust, will provide the music. Beer will be served. Donation is \$1.50.

The rate of unemployment for Negro workers rose from 8.5 to 9.3 percent in July, following a decrease of similar magnitude in the previous month. In contrast the rate of unemployment for white workers edged to 4.1 percent, the U.S. Department of Labor's Bureau of Labor Statistics reported.

— How many have you hired in the last year?
 — Were they hired because of school training?
 — Did training make any difference in starting salary?
 He explained that the vocational schools offer the promise of providing training for better jobs. But some schools:
 — offer training that employers themselves prefer to provide
 — train students for jobs that are not available
 — provide training that is useless in terms of qualifying for a job
 — promise placement services they don't give.
 "The program we are launching is our way of alerting potential vocational school students to some of the problems they will face in choosing the correct school and the correct course," Rensing said. "We think it is a program that will help prospective students, and help the taxpayers."



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|--------|-------|--------|--------|-------|--------|
| F70-14 | 39.80 | 2.57 | F70-15 | 40.90 | 2.66 |
| G70-14 | 41.50 | 2.79 | G70-15 | 42.60 | 2.90 |
| H70-14 | 44.70 | 2.98 | H70-15 | 45.80 | 3.08 |

All prices plus tax and old tire.

| SIZE | PRICE | F.E.T. | SIZE | PRICE | F.E.T. |
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Starting Thursday Our back-to-school sales.

Sale 15% off misses sweaters. Regularly \$7 and \$8

Sale 6.80
Reg. \$8. Misses long sleeve embroidery trim acrylic sweater.

Sale 5.95
Reg. \$7. Misses bow trim Pointel sweater with cinch waist.

Sale 6.80
Reg. \$8. Misses saddle shoulder cardigan. Assorted colors.

Sale 6.80
Reg. \$8. Misses short sleeve wrap sweater with trims. Assorted colors.

Sale 6.80
Reg. \$8. Misses long sleeve Pointel sweater with high neck styling.

Sale prices effective through Sunday.

Sale. 15% off all girls shirts, skirts and blouses.

15% off girls shirts and blouses

Our entire line of girls size 3 to 6x and 7 to 14 shirts and blouses are now 15% off.

15% off girls skirts

Our entire line of girls skirts in sizes 3 to 6x and 7 to 14 are now on sale.

Sale prices effective through Sunday.

Our mens polyester slack sale. 15% off.

Sale \$11
Reg. \$13. Mens polyester, double knits slacks with surface interest. Cuffed, flare leg styling.

Sale 12.75
Reg. \$15. Mens double knit polyester slacks. Cuffed, flare leg styling.

Sale prices effective through Sunday.

Sale 15% off all boys sportshirts

Sale 4.20
Reg. 4.98. Boys acrylic pull-over shirt with contrasting solid color trim.

Sale 2.50
Reg. 2.98. Boys woven and print sportshirts with short sleeves. Polyester/cotton blend.

Sale 3.20
Reg. 3.79. Boys long sleeve warp knit shirts of polyester/nylon. Assorted colors.

Sale 2.90
Reg. 3.50. Boys Wallace Berry style cotton shirt with wooden buttons. Short sleeves.

Sale prices effective through Sunday.

Men's campus oxford. Antique brown and goldtone, cap toes oxford for fall. Mens sizes. **11.99**

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