

Better Business Bureau Enters Second Half-Century This Year

By **JESSE BOGUE**
UPI Financial Editor

New York—Fifty years ago, it was the national vigilance committee, and it concerned itself with false claims made for "gold mines" without gold, "oil fields" without oil, "cures" for then incurable ailments, "automobile companies" with no autos.

But for all the undeniable fact that the organization exercised vigilance to protect the consumer and the reader, the name was a little stiff-necked, a little blue-nosed.

So from it came the organization known today as the National Better Business Bureau, with headquarters here as it enters its second half-century of existence.

Allan E. Bachmann, executive vice president, joined the national organization in 1929.

Accepted by Merchants

"The bureau—and the more than 120 local better business bureaus across the country—are pretty much accepted now by merchants and advertisers and media," he said.

"It took a long time to get established. But in the beginning, we were often dealing with the rawest kind of frauds, and in a sense, we were the vigilance committees even after the name began to disappear.

"And yet, some of the advertising which was causing complaints at that long-ago time came from companies which basically were sound. But they just didn't know. They had no standards set up at all. These have taken shape over the years."

Last year for the first time, he said, the national bureau office handled more than 100,000 inquiries and complaints, and he hastened to say that 95 per cent of these were inquiries and only 5 per cent complaints. Ten years previously, it had about 30,000 communications.

Only One Bureau

"There is only one national bureau," he continued. "The local bureaus have an association of better business bureaus, which has been holding a convention here." There

are also about 900 affiliated chambers of commerce; the bureaus are supported by subscribers.

"We are not an enforcement agency," Bachmann said emphatically. "We do investigate; we may investigate on complaints, or merely on inquiries from a subscriber. We are always looking for cooperation; we do not give orders, and we certainly get a large degree of cooperation from advertisers, in better than 9 out of 10 cases."

"We encounter borderline cases, sincere differences of opinion on the validity of claims.

Bulletins are Sent

"If we get a complaint and are satisfied after careful investigation that falsity has entered into a claim made for a product or an organization, we send bulletins to national media, to local better business bureaus. If fraud and willful misinformation are present, we may present our findings to an appropriate government agency."

"But most of our effort is bent toward cooperation." The national bureau campaigns constantly to get advertisers and agencies to furnish media with proof of claims, Bachmann said.

Bachmann said the national bureau often had to battle to protect its name from infringement by others, or to keep groups from appropriating the name.

The national bureau, he said, does not endorse anything; and one group tried to take over the name, selling endorsements. That one, he said, took a postal fraud order to stop.

"One group one time set itself up as 'Better Business Bureau,' and was found to be a horseracing outfit," Bachmann recalled. "Another tried to use the name to set up a credit rating bureau."

Corvallis — Dr. Vernon H. Cheldelin, an internationally-known biochemist and director of the Oregon State University Science Research Institute since it was established in 1952, has been appointed new dean of science at OSU.

Selection of the 46-year-old scientist as leader of the university's largest school was announced by President James H. Jensen.

The School of Science has more than 1,800 students, a faculty and research staff of nearly 200 scientists, and 120 graduate assistants in 13 different departments.

Cheldelin will succeed Dean F. A. Gilfillan, who is retiring June 30 after 40 years service on the university faculty.

STAFF MULTI-LINGUAL

New York—Because of the number of foreign visitors here, one hotel, the Stanhope, requires its desk clerks and telephone operators to be multi-lingual. The manager, Frank C. Bromber, speaks five languages and uses all of them frequently.

The first mechanical clock, regulated by shifting weights, was made in Paris in the 14th century by Hendrik de Vlack.



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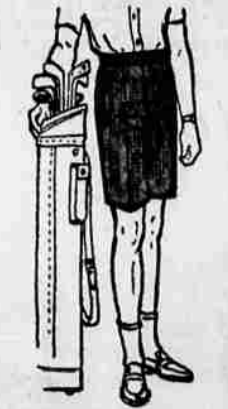
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Popular Ivy model in heavy 8.2 oz. fabric. Most wanted colors in men's sizes. **2.99**
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MEN'S WASH-WEAR WALK SHORTS
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MEN'S SHORT SLEEVE SPORT SHIRTS
Easy-care fabrics...55% cotton and 45% Cupioni® rayon —75% rayon and 25% acetate—or 100% cotton. They're all washable, crease resistant. Sizes S-M-L. **1.99**

State Newspaper Organization To Mark 75th Year

Georhart—Oregon newspapers are observing the 75th anniversary of their trade association, Oregon Newspaper Publishers Association, at their convention, to be held here, June 14-16.

The association was formed under the name of the Oregon Press Association at its first meeting held at Yaquina City, Aug. 12, 1887. In 1908 the name was changed to the Oregon State Editorial Association and in 1936 the present name of Oregon Newspaper Publishers Association was adopted.

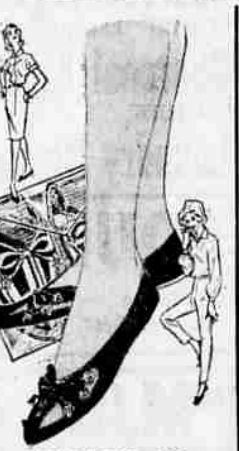
Speakers coming to the state for the Diamond Anniversary convention include Frank H. Bartholomew, chairman of the board of United Press International, New York City; Stanford Smith, general manager of the American Newspaper Publishers Association, New York City; Edmund C. Arnold, editor of the Linotype News, Brooklyn; and Edward T. Stone, president of the Associated Press Managing Editors Association and editor of the Seattle Post-Intelligencer.

Other speakers include Frank J. Muench, regional director, wage and hour division, U. S. Department of Labor, San Francisco; Charles A. Sprague, Oregon Statesman; Roy Green, State Industrial Accident Commission; Dean Charles T. Duncan, University of Oregon School of Journalism; Jack Sugg, Cole & Weber advertising agency; Attorney John J. Higgins, Portland; and William W. Marsh, Oregon representative for the Seattle World's Fair.

Also included on the program will be short talks by Morgan Coe, Daily Astorian; William Mainwaring, Salem Capital Journal; Elbert Hawkins, Beaverton Valley News; Wall McKinney, Hillsboro Argus; Charles V. Stanton, Roseburg News-Review; and William B. Sweetland, Klamath Falls Herald and News.

The Mail Tribune will be represented by Business Manager Gerald T. Latham and Managing Editor Eric W. Allen Jr.

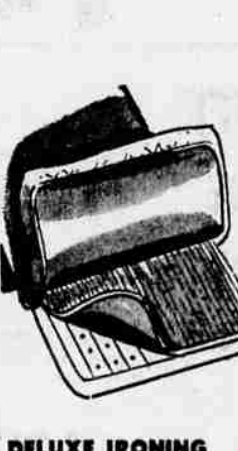
Fred Haas, publisher of the North Bend News and Coquille Valley Sentinel, is president of the organization and Carl C. Webb, Eugene, is manager.



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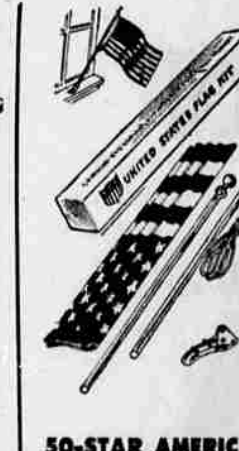
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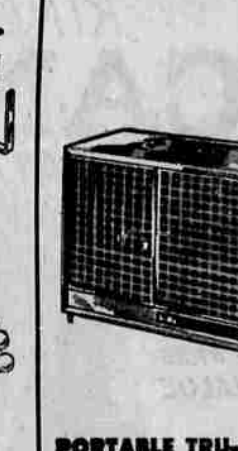
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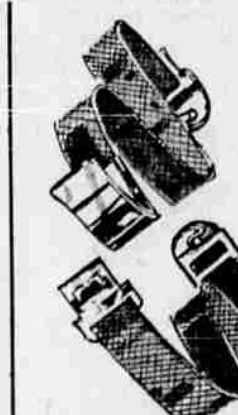
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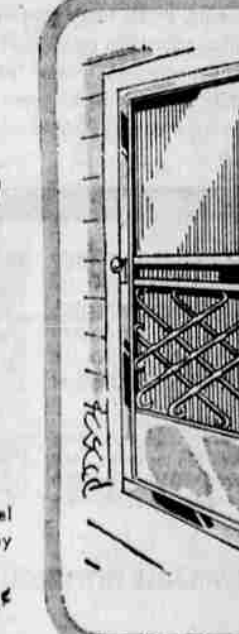
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