

Economist: beware of deceptions

By John Petrow

You went to buy the stereo system advertised for \$39, and found the store didn't have it and had no intention of selling it to you. You have just tried to buy an item that was "nailed to the floor."

This is one of many rip-off techniques that were discussed by James G. Kendrick, professor of agricultural economics, Monday in the Harper Hall lounge.

The Consumer Affairs Group (CAG) sponsored the program, which presented two films to illustrate basic techniques in taking people's money.

An item that is "nailed to the floor" can usually be distinguished by an offer that seems too good to be true and by a salesman who has no intention of selling you that item.

This is known as the "bait" and leads

to the "switch". Switching is attracting the customer under false pretenses and then trying to sell him different merchandise for a higher price.

Unethical as these practices are, they are not illegal. Repeated dealing of this sort should be reported to the local Better Business Bureau.

Kendrick warned students to beware of contracts with tricky clauses. "Many innocent parties are taken in every day because they fail to read the contract carefully and ask questions," he said.

To avoid being misled, the buyer should completely understand the contract, leave no spaces blank and check totals before he signs, he said.

Kendrick said that patronizing companies students are familiar with and investigating before investing, will usually prevent being deceived.

CAG, in Nebraska Union 117, is willing to try to solve contractual problems of students or refer them to other authorities.

For those experiences door to door sales of products they later find out are no good or they don't want, there is a three-day cooling off period in which the buyer legally has the right to revoke the contract he or she has entered.

Book clubs, magazine deals, record clubs and encyclopedia sales are contracts that should be avoided, Kendrick said. He said in all situation he knew of, there was no offer that was cheaper than purchasing the item through the respective company.

"Don't sign anything that sounds like a good deal right away," he said. "If it sounds good now, it will sound good a week later. You should always think over what you are getting into before you do it."

daily nebraskan

wednesday, march 6, 1974
lincoln, nebraska vol. 97, no. 29

'Sunrise' broadcast may start in fall; FCC application next step to license

By Mary Shackelton

Sunrise Communications plans to start broadcasting a noncommercial, nonprofit public access FM radio station sometime between September and November, according to board member Ron Kurtenbach.

In two or three weeks, Sunrise board members will submit an application to the Federal Communications Commission, Kurtenbach said.

The proposed station, which was predicted last August to be in operation this spring, was delayed by not having a "consistent number of people working" on starting the station, according to board member Tom Gedwillo.

Getting equipment and broadcasting facilities also caused delay, he said.

"Sunrise Communications is not an off shoot of the Lincoln Gazette," Gedwillo emphasized. The Gazette is a counterculture newspaper.

Both Gedwillo and Kurtenbach work for the Gazette. This leads some persons to believe the newspaper and radio station are connected, he said. "People opposed to the Gazette are often opposed to Sunrise Communications," he said.

However, Sunrise uses the Gazette as a means to publicize progress on the radio station, he said.

Gedwillo and Kurtenbach, along with board members Mason Youngman, Judy Converse, Tom Headley and Bill Lock, agree that the supposed Gazette association influenced the YMCA's decision not to allow Sunrise Communications to set up its antenna on the downtown YMCA building.

Before the YMCA board of directors voted on the matter, downtown Y officials offered to give Sunrise free office space for a transformer and roof space for an antenna, Kurtenbach said. Sunrise Communications directors were not allowed to appeal to the YMCA, he said.

YMCA board members were not available for comments.

Sunrise now plans to use the Yellow Cab Tower for its antenna and a back room of the Purple Piano building at 10th and P Sts. for office space, Kurtenbach said. Office rent will be \$25 a month, he noted.

Converse said Sunrise's directors hope the station will be able to broadcast 24 hours a day. Proposed

programs include: rock music with critical reviews, a program on the elderly by local retired persons and Nebraska Commission on Aging personnel, movie reviews, Nebraska Civil Liberties Union weekly reports, recipes, country, folk, blues, Latin American, native American and international music; union songs of the '30s; '50s jazz; and comic satire.

As a public access radio station, one-sixth of the prime time broadcasting day must be devoted to available "free speech messages," Kurtenbach said.

"We'll broadcast anyone—general opinionists, fascists, capitalists, trivial people, socialists, the YMCA," he said.

Support for the station has come from Nelson Potter of the Friends of Chamber Music, the Open Door Health Center, the Malone Center, UNL Ombudsman, James Suter, Ron Hull, assistant Educational Television manager, officials from Southeast Nebraska Technical Community College, State Sen. Steve Fowler, the Indian Center, Director of Lincoln City Libraries Charles Dalrymple and Trinity United Methodist Church minister, the Rev. David W. Paul.

Marshall Prichard, news director at KLMS-AM, wrote in a letter to Sunrise Communications:

"I've found it necessary to rethink my philosophy on the ability of commercial radio stations to adequately deliver excellent news coverage." When a station begins, it has "no audience, no commercials and lots of music. Then you begin to get an audience, start running a full log and have little music," he said.

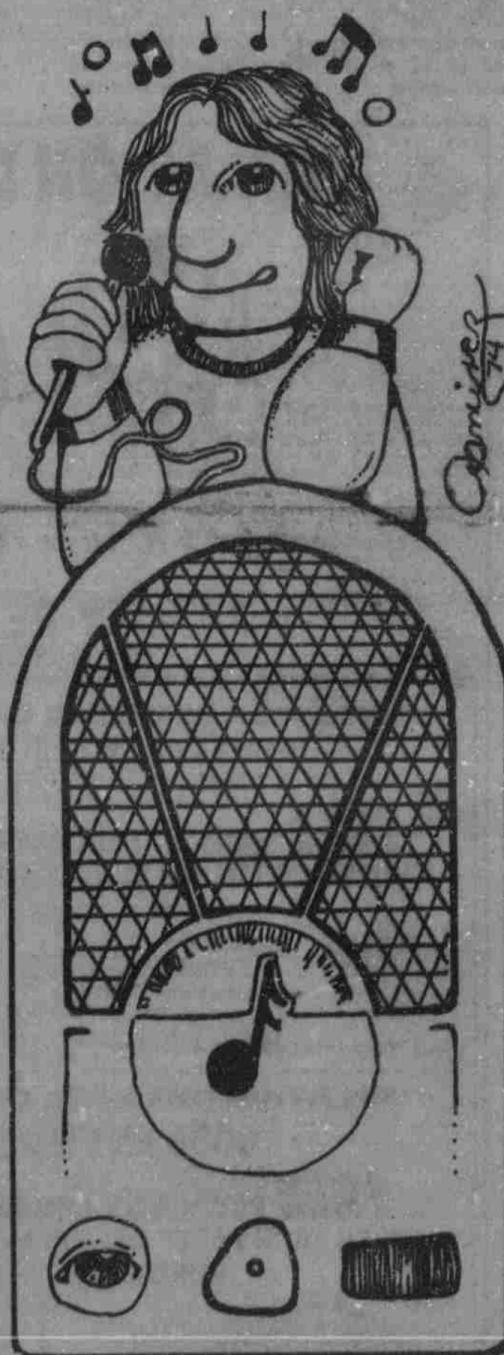
"In a noncommercial format, I believe that it would be possible to program a station that could well afford to present the in-depth reporting that I feel is in the public interest, without concern of the economic level...Sunrise Communications, if given a license to operate in the public interest, could fill that void that, I believe, now exists."

Planning for a noncommercial FM radio station in Lincoln began about a year and a half ago, Kurtenbach said.

Kurtenbach said one question that people kept asking was, "Why make it noncommercial?" He said, the philosophy tied up in the power structure says something can't work if it doesn't make money.

"Many people won't fight for a dream if it doesn't have hardware."

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Dream scientist to speak

Parapsychologist and psychiatrist Dr. Montague Ullman will speak today on "Dreams and Telepathy" at the Nebraska Union at 3:30 p.m.

Dr. Ullman has been trying to prove that telepathy can be programmed into dreams. His work explores possible relationships between extra-sensory perception (ESP) and altered states of consciousness and how to train subjects to control their brain waves.

In a telephone conversation Monday, Dr. Ullman said while what the applications of such research will be, he is convinced telepathic dreams exist and now is concentrating on the conditions under which dream telepathy occurs. The studies may prove useful in psychological therapy, he said.

The basic design of studying dream telepathy in a laboratory has consisted of one person attempting to convey a telepathic image to another person, who is sleeping in a separate, soundproof room.

The United States could "achieve a major breakthrough

in parapsychology in this decade if we bring disciplines together and had adequate funding," Dr. Ullman said.

Dr. Ullman, psychiatry department director at the Maimonides Medical Center in New York City and founder of the Center's Dream Laboratory, is doing research with a two-year grant from the National Institute of Mental Health.

He is the author of nearly 100 scientific articles and several books, and has had positions in professional societies, including the American Assoc. for the Advancement of Science, the Society of Medical Psychoanalysts, the American Society for Psychological Research and the Parapsychological Assoc.

Dr. Ullman's speech is being sponsored by the Human Potentials Committee. Suzanne Brown, Nebraska Union program advisor, said the series is concerned with inquiry into "any sort of development in the physical, mental and spiritual areas of human exploration."