

Modeling agency is costly school

By Ron Wylie

The advertisement appears in the "Help Wanted" section of the classifieds and seems to be an appeal for models, "all ages-sizes."

But, as the interested job-seeker discovers after a telephone call and a personal interview, what is actually being offered is instruction at the Bette Bonn International School of Modeling and Charm. The training has a \$445 price tag.

Interviewed by the school's proprietor, Bette Bonn Ledwith, the prospective client is told she shows an aptitude for modeling and is convinced that she only needs training before she can successfully work as a professional model.

A contract is written between the client and Bette Bonn which lists a cash price for the course, "fully paid simultaneously with enrolling," or a budget price "payable on the installment plan."

HELP WANTED

**Models - Bette Bonn
(OUR 26TH YEAR IN LINCOLN)
All ages-sizes. See our models.
"Sheraton Inn Fashion Shows",
"TV Auction" and others. Call
now. No training fee for
professionals.
TERMINAL BLDG. 432-1229**

The contract includes sections on purchase price and the method of payment, compensation for modeling services, exclusive rights as agent during the time of training and for six months thereafter and consent for publication of the client's name and picture. But the contract does not list in any way the amount or type of instruction provided by the school.

UNL student Ann Owens answered the Bette Bonn ad in the *Daily Nebraskan* two weeks ago. She said she was interviewed by Ledwith, who told her she had "modeling potential."

Owens was offered the Bette Bonn "Professional Fashion and Photo" course on the budget (installment) plan. Under this agreement, Owens was to make a \$245 down payment and, as the contract stipulates, "Ann will be allowed to work out the \$245 balance of the budget price of \$490 through assignments she will have as a student."

Owens said she was told by Ledwith that the modeling course consists of 92 sessions and could be completed in 10 to 12 weeks.

When she balked at the \$245 cash payment, Owens said, Ledwith told her she would accept half the cash amount as a down payment and allow Owens to pay the remainder in installments.

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Economist Tilford Gaines

Photo by Kevin Higley

Economist: tax cut 'stupid'

American life and economy are experiencing such a rapidly accelerated change of pace that "things never will be the same," a New York economist told a group of UNL faculty and students Monday.

Tilford Gaines, senior vice president and chief economist of Manufacturers Hanover Trust, the fourth largest bank in the nation, said this "brave new world" will be more helpful and healthy than the "inquisitive one we're moving out of."

Gaines said he does not see spiraling energy costs as the beginning of the end for the United States, and that he is not concerned with any lasting damage resulting from the recession.

The recession, he said, is "bottoming out" and there should be an upturn in the economy by June or July. The country is "punching toward zero inflation by the end of the year," he said.

"I hope we don't undo it by this stupid tax legislation," he said, referring to the \$24.8 billion tax bill President Ford signed March 29.

Permanent prices

He said this bill was a "desperately bad piece of legislation" and that he feared the national government would compete with businesses for money to finance the projected \$80 million to \$90 million deficit which "could put a terrible squeeze on credit."

Gaines said that the current high prices of oil and petroleum products are permanent and that they have important implication in developing a new world for Americans.

Energy developments have "raised for the first time, the threat that our bluff will be called" in international politics, he said.

The increased prices also will begin a general tendency for people to reverse the outer migration from cities which started after World War II.

This increase also will mean that, of necessity, the way people use energy will have to change, he said.

"Much of what I'm saying is a blessing," Gaines said.

A blessing, he said, because higher energy

prices will lead to more people driving smaller cars and living in apartments which will not be energy wasters.

Going along with this is an "unusual phenomenon," he said, referring to the fact that women are having fewer children.

Ten years ago, he said, a woman would have an average of 2.5 children, today that average is 1.9.

Fewer children

"I think young people today are not so interested in reproducing themselves," he said. "Suddenly people are discovering that they enjoy being together without having two or three 'brats' around. Think how remarkably well this shift in the fertility rate is working out with the natural economic development."

This decline in the birth rate is occurring at an opportune time, he said, because these people will be living in apartments in the city, going to the theater and going out to eat, thus conserving energy and spending less money energy than if they lived in larger houses and drove large cars to work.

While people will not be spending money on energy, they will have to spend it on other things, Gaines said.

He predicted that these things will include leisure activities and health care which will benefit the individual and conserve energy.

However, there is a bad side to this decline in the population, Gaines said.

With the decline in birth rate, by the year 2020, more people will be retiring from the work force than are entering it, he said. The result will be fewer people supporting more and more elderly so that the Social Security System would have an annual deficit of \$1 trillion.

Gaines' speech was sponsored by the University Convocations Committee in cooperation with the Department of Economics. Melville J. Ulmer, professor of economics at the University of Maryland will speak today at 3:30 p.m. in the Nebraska Union.

A tale of two models, or 'Teach me to walk'

By Ron Wylie

Gayle Warren, a UNL fashion and design student and a professional model for Hovland-Swanson, says she doubts if modeling is something a woman can learn by instruction.

"It's just something you figure out," she said.

Warren said she has seen the newspaper ads for Bette Bonn and added, "As far as I'm concerned, it's a joke."

"There's no fashion source or fashion magazine in Lincoln," she continued, "and there is no work for a model."

"If I weren't working for Hovland's and I said I was a model, I would have a hard time finding work," she said.

Warren said she was in Hovland's one day when the store's fashion coordinator spotted her and asked her if she would like to model.

"A lot of people say 'Where did you learn how?'" Warren said, "but there really wasn't a lot of learning. When I first started, Doris Chessen, a buyer for the design shop, taught me how to walk. She just told me."

Three years

Warren has worked for the store three years and

has modeled at fashion shows, at in-store presentations and for television commercials. For in-store modeling, she said, she is paid \$3 to \$3.50 an hour and for an assignment such as a fashion show at East Hills she receives \$15 an hour.

Most modeling work in Lincoln's department stores is done by sales personnel, Warren said, adding "If people come in and apply for a job as a model, I doubt if they'll get it."

"Modeling is being a physical frame for clothing," she explained. "People aren't supposed to look at me, they're supposed to look at the garment."

Sometimes the clothing will dictate the way a model acts, Warren said.

"When you're in this \$600 or \$700 outfit, you feel different. The fashion coordinator will do something with a scarf or something and it affects you, and you just reflect the outfit."

Answered advertisement

Three years ago, Melody Landis answered an advertisement in the *Daily Nebraskan's* help wanted column calling for models. Landis said that instead of being interviewed for a job she was persuaded to take a modeling course.

Initially the price of the course was \$150, Landis

said, "but I told them 'no way' and they gave me quite a discount on the course."

When the course promoters were asking \$150 for the instruction, she said, "they assured me that I would make all the money back in jobs they would get for me."

One part of the course consisted of a make-up demonstration which Landis described as "slightly less competent than a junior high Y-Teens presentation." Another section dealt with "how to sell things," she said.

"One part was the only worthwhile thing we had in the whole course and was very beneficial," Landis said. "That was the time a model from New York gave us instructions on how to walk and pose."

After the course ended, she received two job assignments, Landis reported.

"One was a fashion show at Pershing and the other was a beer commercial. Neither was exactly the kind of thing I wanted to do."

She said she has not worked as a model since that time.

"I always thought maybe I could have done something with it if I had worked harder at it," she said.