



**Maurice's**  
13th and Q Street  
MAURICES' BUILDING

**SPECIAL PURCHASE!**

**IRREGULARS\***  
COUNTRY'S MOST  
FAMOUS MAKER  
**WESTERN  
SPORTSWEAR**

...You'll Recognize  
the FAMOUS LABEL!

Regularly \$14.00 to \$18.00

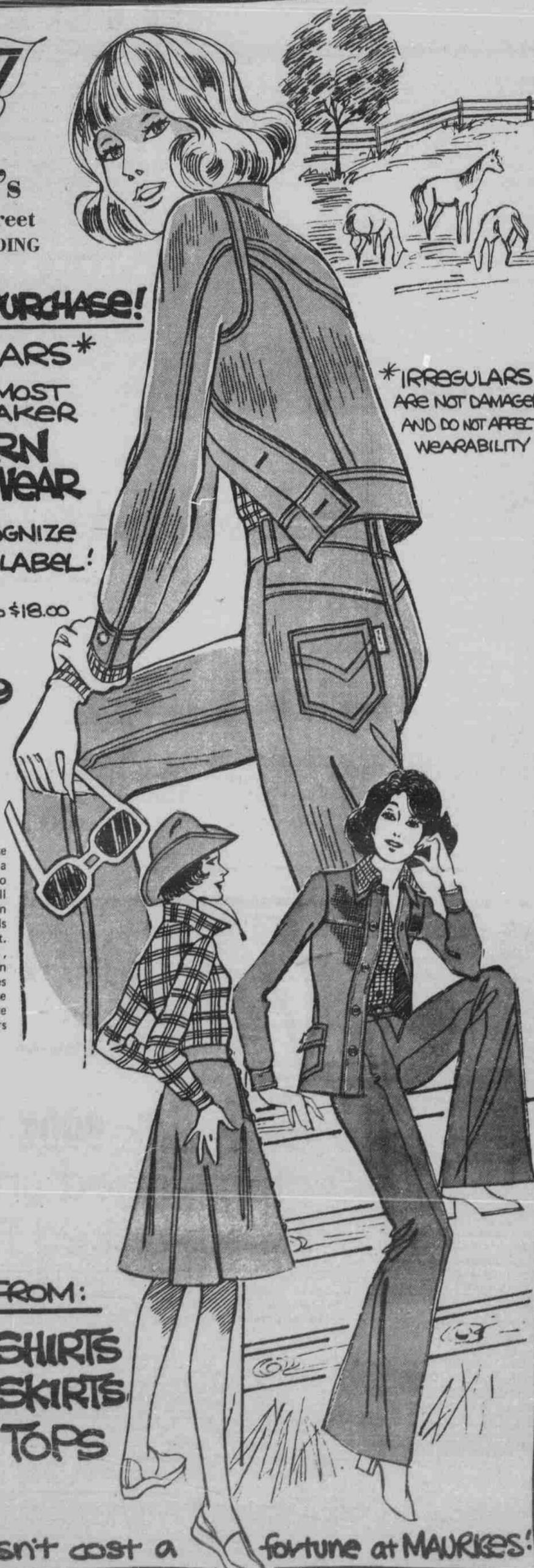
**7<sup>99</sup>**  
each

We don't usually purchase Irregulars, but this was such a spectacular buy we had to snap it up for you! You'll know this famous western line even though the labels and tabs have been cut out. Washable denims, cotton-twills, poly-gabs in bright summer shades. Sizes 5-15, 6-18. Great because they're durable 'n improve with age! Hurry in for yours at MAURICES!

**CHOOSE FROM:**

**JEANS · SHIRTS  
PANTS · SKIRTS  
JACKETS · TOPS**

Fashion doesn't cost a fortune at MAURICES!



\*IRREGULARS  
ARE NOT DAMAGED  
AND DO NOT AFFECT  
WEARABILITY

**BBB  
gives tips  
to buyers**

Part of the complexity of life is spending money, and people need as much help as possible in dealing with the things they buy, according to Mal Cleland of the Cornhusker Better Business Bureau (BBB).

Cleland said the BBB is a cost-free service provided by the business community to maintain ethical practices in the advertising and sales of products and services in the community.

People are not accustomed to using the BBB, he said, and university-aged young adults, even as they believe they are being worldly-wise, are often victimized because they don't know how to check the facts behind some product or service.

"The BBB is trying to provide peace of mind for the consumer," Cleland said, adding "BBB needs its own outreach program just to let people know what's available to them."

The BBB issues reports on area businesses, takes complaints, checks on advertising, reports on solicitations and provides general consumer information. It publishes materials on everything from shopping for food, through buying a mobile home to finding a good television repair shop.

**Consumer tips**

Consumer tips on guarantees and warranties, standards for charitable solicitations, refunds and exchanges, sales contracts, work-at-home schemes, and truth-in-lending are available through the local BBB office.

Young people are most often victimized by the fly-by-night operators offering their product for a limited time only, which means 'sign now or forget it' said Cleland.

"There's no such thing as a deal so good that it won't wait for you to check it out," he said. Simply by announcing to a high-pressure salesman that his product ought to be checked through the BBB, the consumer transfers the burden of proof to the salesman, Cleland said.

"Anyone who says 'I'm endorsed by the BBB'—that's a signal to watch out," Cleland warned, explaining that the BBB does not endorse anyone. Even BBB members indicate their membership in the organization with only a small plaque they display in their place of business, he said.

**Not concerned with profits**

Cleland said the BBB is not concerned with profit margins or services offered by businesses, but instead watches over areas concerning promotions, guarantees and the relationship of selling to advertising.

Much of the time, Cleland said, the BBB tries to bring together a complaining consumer and the merchant involved so that an understanding can be found. He added, "Consumers should not be unreasonable in their demands."

Even when consumers can sometimes be assured of a small triumph over the merchant, someone, somewhere has to pay the bill for the victory, he said, and eventually the process becomes costly and everyone ends up paying the bill.