

Weight loss plan used to introduce other products

By Kim Wilt

If you're willing to pay \$50, you can earn \$1 per pound for losing weight.

consumer byline

Shaklee Food Supplement Distributors, 700 N. 27 St., part of the national Shaklee Corporation, is offering the plan. For \$50, you get the Instant Protein drink mix, the Vita-Lea vitamin and mineral supplement, Vitamin B-Complex tablets, Vita-Cal (tablets containing calcium, Vitamin D, phosphorus, thiamine, and riboflavin), Lecithin capsules (fatty acids) and Pro-Lecin Nibblers (to snack on).

Marth Bates, Shaklee Lincoln key coordinator, said people wishing to join the Shaklee program must buy the products to participate. They set a goal based on how much weight they want to lose, and come in weekly to weigh themselves. For each pound they lose, they are paid a dollar.

Success rate

Bates said about 10 people participate in an average month—more when Shaklee advertises in newspapers. The success rate in the program is 40 percent, she said. She blames this on a lack of self-discipline of those who participate in the program.

"People aren't disciplined—they like to snack. The program suggests snacks like carrots, celery sticks and the Pro-Lecin Nibblers. Personally, I feel we should break the habit of snacking," she said.

Those participating in the program substitute a protein

drink, a rye or wheat wafer, a Vita-Lea tablet, a B-Complex tablet, 2 Lecithin capsules and a Vita-Cal tablet for breakfast.

Lunch consists of a protein drink, a wheat or rye wafer, the Vita-Lea tablet, the Lecithin capsules, and a Vita-Cal tablet.

Midmorning and midafternoon snacks are carrot sticks, celery sticks, Pro-Lecin Nibblers, walnuts or almonds, a Vita-Lea tablet, and two Lecithin capsules.

Costly program

Dinner is a normal meal. The program suggests lean meat, poultry, fish or eggs for the main dishes; green or yellow vegetables; potato or bread; fresh or dietetic fruit; a non-calorie drink; a Vita-Lea tablet and two Lecithin capsules.

Bates said the program is nutritionally satisfying.

Teresa Schaffer, UNL extension food and nutrition specialist, agrees.

"Their nutrient profile looks good," she said. "It's not going to be harmful to anyone."

However, Schaffer said that the protein, vitamins and minerals available in the Shaklee program are also available in a normal diet.

"I would like to see people get their protein from food," she said.

Schaffer said she thought the program was an expensive way to lose weight.

Bates said some of the products supplied by Shaklee will last three months. The protein mixture lasts two weeks, and costs \$11.30 to refill, she said.

Schaffer said the program does not help people retrain their eating habits. People do not have to try to become aware of good eating habits in the program, she said.

"There's a tendency with many diets to lose weight, and then go back to the old eating pattern," she said.

Schaffer said the success of many diets depends on how active the dieter is.

Bates said the program suggests mild exercise, such as walking, but does not stress it. She said many people in the program are very overweight, and could not take stressful exercise.

Shaklee Corporation does not limit itself to the sale of food supplements. Bates said many women become interested in the Shaklee line of cosmetics, and perfume.

"After they lose weight, we offer them a free facial, and show them our line of skin care products," she said.

Some customers, like Ralph Parker, executive director of the Cornhusker Council of Boy Scouts, go on to become sellers.

Parker said he went on the program 18 months ago and went from 178 to 160 pounds.

"I'm sold on their products and method," he said.

When he reached his desired weight, the Shaklee distributors asked him if he would be interested in selling Shaklee products.

"There was no pressure involved," he said.

Parker said the products he sells include toothpaste, deodorant, dishwashing detergent and a multi-purpose cleaning liquid.

Shaklee also sells bath oil, shower heads, shampoo, and other skin care and household products.

Consumers accumulate concealed car costs—speakers

By Lucy Bighia

A new car buyer can expect to spend \$47 to \$70 per week to keep the car running, according to two local auto representatives and a mechanic.

All three Women Speak guests agreed Wednesday there is more to the cost of buying a car than the initial purchase price.

The average purchase price of a 1979 car is \$6,900, with an additional average cost of \$2,400 to operate it the first year, said Dave Wolenberg, District Manager of American Motors and Jeep.

Most buyers neglect to include such things as finance charges, taxes, insurance, licensing fees, gas, maintenance and depreciation in the cost of a new car, Wolenberg said.

"Most people don't think about it," he said, "but the minute you take that new

car out of the showroom its value goes down."

Wolenberg said luxury and specialty cars, such as Cadillacs and Corvettes, depreciate the least. But smaller cars, with the exception of some imports, lose 55 percent of their value in the first year, he said.

Mileage important

Gas mileage is one of the most important things to consider, he said.

Wolenberg suggested the following formula to estimate gas expenses for one year: divide 1,200 miles (average yearly mileage) by the EPA mileage estimate for that car (found on the EPA window sticker), and multiply by the projected price of gas in the next year.

Using this formula, one year's worth of gas would cost \$900 for a Pontiac Trans Am—EPA estimated 12 miles per gallon—and \$300 for a Volkswagen Rabbit—EPA

estimated 41 mpg—he said.

This is a \$600 example of the differences that a car's mileage can make, yet few people stop to consider this, Wolenberg said.

Another important factor is the price of insurance which can run anywhere from \$87 to \$500 every six months, he said.

Insurance expenses

"You might be able to get a super deal on a Fire Bird Trans Am, but if you're 22 and have had five or six tickets, be prepared to pay quite a high premium," Wolenberg said.

Another example of hidden costs concerns the BMW, he said. A BMW needs a complete engine check after the first 1,000 miles—which runs about \$175—and another engine check every 4,000 miles after that, he said.

Other things to look for are the manufacturer recommended frequency of oil changes and tune-ups, he added.

On the whole, most consumers are severely unprepared to buy a car, Wolenberg said.

"Most people spend less time shopping for a car than they do buying clothes," he said. "They spend less time in car dealerships than they do at the dentist, or getting their hair cut, yet they're investing an average of \$6,000 to \$7,000."

Consumers unprepared

A local car salesman for Mid-City Toyota, Marilyn Wright, agreed that most consumers are not prepared to buy a car.

She suggested checking prospective cars in Consumer Reports and at least one auto magazine.

A buyer who knows what he or she is talking about can learn more, she said, because they can ask knowledgeable questions.

Wright said people should ask questions such as 'How do those radials do in the snow'; 'Does the car have front wheel drive'; 'How is that better than rear wheel drive,' and 'What type of warranty is included?'

"A lot of salespeople have the idea that females, for example, are just interested in things like color, and whether or not the car comes equipped with a make-up mirror," she said. "Color should be your last priority."

Local bargains

Wright said, while most salespeople are honest, some might try to slip something by an obviously uninformed buyer.

The best bargain is usually to buy from a local dealer, and to buy a car that's in stock, she said.

"Don't go out of town to save \$25," she advised. "You're going to find that you get your best service in town, because you're here, you bought the car from them and they know you."

Wright also suggested passing up options like tape decks or AM-FM radios. An optional AM-FM radio, for example, will cost the buyer around \$400, yet the dealer paid \$100 or less for it, she said.


A buyer can save a lot by simple buying and installing such options himself.

Above all, Wright told listeners, a buyer should stay cool when dealing for a car. When a buyer lets a salesperson know he badly wants a particular car, his bargaining power is lessened.


"Just remember that there are other cars," she said. "Be cool and get all the options. You've got a lot of time and you're spending a lot of money."

Also appearing was Kathy Allen of Amazon Amoco.

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Service to cut doctor's load

A nurse practitioner program has been started allowing students to have physical examinations done at the University Health Center.

The program will combine three months of classroom instruction at the University of North Dakota and nine months of practical application at the health center for participant, Mary Jo Holland.

Holland, who was a nurse at the health center for six years, is one of 34 students from a ten-state area who was admitted to the program.

She will graduate from the program in February of 1980, and will then be eligible to take a national examination to complete the certification process.

Dr. Garland Bare, medical director of the health center, said a nurse practitioner is a form of physician extender, who are people trained in diagnosis and screening of minor illnesses.

Bare said physician extenders can handle up to 85 percent of a general clinic patient load.

Holland will help cut down the physician's work load at the health center, Bare said, along with performing the physical examinations.

Bare said Holland will "be able to make diagnosis of simple diseases and treatment." He described the nurse practitioner as "a step higher professionally between a doctor and a nurse in the level of skills."

Holland said the program would allow her to "extend any knowledge and I'll be able to do a lot more than what I can do as a registered nurse."

Holland completed her first month of classroom instruction in February, and said she will return to North Dakota in June for classroom instruction covering acute and emergency problems. In October, she will return for instruction in chronic diseases.

Bare said students could schedule physical examinations through the appointment desk, and that there would be a \$20 charge for the service since no student fee money is used to support it.