[MS-0087.005.004.041]

KOGO
CALL FOR ACTION

BOX 628, SAN DIEGO, CA. 92112

Dear Friend:

Tuesday, June 9th, is the day.

10 a.m. is the time.

KOGO's Studio the place where CALL FOR ACTION begins.

Research has been moving swiftly. The target date for opening CALL FOR ACTION to any who need its help is set. The time to find out just how CALL FOR ACTION functions to let people serve people is now.

We'll look forward to greeting you, one of the San Diegans who expressed early interest in the tremendous potential of CALL FOR ACTION for our city. Come and get your questions answered -- and a report on progress to date.

Bring your friends! There will be a backstage tour of KOGO TV and Radio Studios after the meeting.

See you at the opening rally of KOGO CALL FOR ACTION Tuesday, June 9th, at 10 a.m.

Sincerely,

Mrs. Morton Thaler
General Chairman

Take Highway 94 to 47th Street turnoff and go north on 47th Street over the highway bridge to the first left-hand turn, Air Way where you'll see a large KOGO sign (just past the north end of the bridge). Follow Air Way past the Coca-Cola plant to the KOGO parking lot.

Gertrude Thaler	582-3333	Audrey Mulvaney	224-6122
Helen Lustig	224-5108	Mildred Small	298-3323

at least 4 volunteers went to them as a result of this article

Keller To Urge Consumer Fraud Attack

Dist. Atty. Don Keller revealed yesterday that he is proposing the creation of an agency to focus federal, state, county and city powers in the war against consumer fraud.

Consumer fraud is the cheating of anyone who buys goods and services and fails to get what he bargained for, either through false and misleading advertising or through the sale of shoddy merchandise or poor service.

Keller said he will ask the county Board of Supervisors to approve a joint powers agreement which would create a coordinating committee to deter deceptive business practices and provide means of redress for consumers damaged by such activities.

WRITES LETTER

In a letter to Caspar W. Weinberger, chairman of the Federal Trade Commission, Keller said the purpose of the committee would be the same as that of the recently established Chicago Consumer Protection Committee, including:

"The use of every federal and state law and city and county ordinance related to the prevention and punishment and penalizing of fraudulent business practices.

"Mutual exchange and pooling of information to establish priorities for efforts in education and enforcement.

"Establishment of an interagency complaint service which will provide for automatic transfer of consumer complaints to the proper agency and eliminate any need for the consumer to contact more than one office for any type of consumer fraud complaint.

CREATE FILES

"Creation of intelligence files and records which will provide ready information concerning patterns of violations and methods of operations of persons or organizations engaged in fraudulent practices."

In asking Weinberger's support of the plan, Keller recalled that he and Weinberger, former state legislator, "achieved significant success in rooting out the vicious organized traffic in liquor licenses in Southern California."