

Introduced: 4/9/70
Referred: Labor and
Management

BY THE LABOR AND
MANAGEMENT COMMITTEE

1 IN THE HOUSE

2 HOUSE JOINT RESOLUTION NO. 117

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 SIXTH LEGISLATURE - SECOND SESSION

5 Requesting United States governmental
6 action regulating the placement of
7 certain misleading advertisements in
8 periodicals.

9 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

10 WHEREAS it has come to the attention of the Alaska Legislature that
11 within the last several years there has been a rash of advertisements appear-
12 ing throughout the United States concerning job opportunities in Alaska,
13 especially in the oil and construction industries; and

14 WHEREAS, upon answering such an advertisement and sending in the requi-
15 site amount of cash, one receives a list of the oil or construction companies
16 doing business in the state, with their addresses; and

17 WHEREAS a person is led to believe that by writing to a company listed
18 he may obtain employment, when in fact the companies themselves do not even
19 do the hiring; and

20 WHEREAS the persons who actually respond to the advertisements generally
21 realize that they have been duped, but the persons who suffer most from these
22 misleading ads are those who don't respond by mail but come to Alaska to
23 take advantage of one of the "plentiful" job opportunities; and

24 WHEREAS many of these people quit jobs they have in their home states
25 and bring their families to Alaska, only to find there is no employment
26 available; and

27 WHEREAS, because these job-seekers and their families have no money with
28 which to return home, they usually end up on the unemployment or welfare
29 rolls and are forced to endure great hardships and privations; and

1 WHEREAS these advertisements are generally not fraudulent, per se, but
2 are misleadingly stated and thus should be regulated by requiring the person
3 who places the advertisement to actually have jobs to offer or in the alter-
4 native to include a statement in the body of the advertisement that no jobs
5 are available;

6 BE IT RESOLVED that the Sixth Alaska Legislature requests Congress or
7 the Post Office Department to take appropriate legislative or administrative
8 action to control misleading "job opportunity" advertising, especially those
9 relating to oil and construction work in Alaska.

10 COPIES of this Resolution shall be sent to the Honorable Winton E.
11 Blount, Postmaster General; the Honorable John W. McCormack, Speaker of the
12 House; the Honorable Richard B. Russell, President Pro Tempore of the Senate;
13 the Honorable Thaddeus J. Dulski, Chairman, House Post Office and Civil
14 Service Committee; the Honorable Gale W. McGee, Chairman, Senate Post Office
15 and Civil Service Committee; and to the Honorable Ted Stevens and the
16 Honorable Mike Gravel, U. S. Senators, and the Honorable Howard W. Pollock,
17 U. S. Representative, members of the Alaska delegation in Congress.
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