

American Council on Consumer Interests



34th Annual Conference

April 6-9, 1988

Chicago, Illinois

THE PROCEEDINGS

Vickie Hampton

Editor

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34th Annual Conference
of the
AMERICAN COUNCIL ON CONSUMER INTERESTS

April 6-9, 1988
Chicago, Illinois

Edited by

Vickie L. Hampton
The University of Texas at Austin
Austin, Texas

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FROM THE EDITOR

The 34th Annual Conference of the American Council on Consumer Interests brought together professionals from across the nation and from abroad to participate in presentations and discussions relating to the consumer. Again this year the conference had no theme; therefore, a wide variety of papers including issues in consumer research, financial planning, financial services, consumer information, consumers and the mass media, consumer law, consumer safety, and consumerism in other nations were presented. The conference was opened with an outstanding paper by Stephen Brobeck reflecting on the role of consumer researchers in public policy making.

Speakers on the annual conference program were invited to submit camera-ready manuscripts typed according to Proceedings specifications for inclusion in this publication. The cooperation of the presenters and their support staffs have been truly excellent and is greatly appreciated.

The program co-chairs, Rachel Dardis and Richard Ettenson, are to be commended for their efforts which brought together this informative and stimulating program. Appreciation is also extended to the speakers, manuscript reviewers, and the members of the local arrangements committee. Special appreciation is extended to Linde Soderquist and Charlotte Schkade for their technical assistance in the preparation of the Proceedings.

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AMERICAN COUNCIL ON CONSUMER INTERESTS
34th Annual Conference
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Chicago, Illinois

Wednesday, April 6, 1988

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A TRIBUTE TO OUR FOUNDERS AND HISTORY OF THE CONSUMER MOVEMENT

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Stewart Lee, Geneva College
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