

# **American Council on Consumer Interests**

**29th Annual Conference**

**March 16-19, 1983**

**Kansas City, Missouri**

**THE PROCEEDINGS**

**Conference Theme**

**NATIONAL ECONOMIC POLICIES:  
THE IMPACT ON CONSUMER WELFARE**

**Karen P. Goebel  
Editor**

PROCEEDINGS

29th Annual Conference  
of the  
AMERICAN COUNCIL ON CONSUMER INTERESTS

March 16-19, 1983  
Kansas City, Missouri

Conference Theme

National Economic Policies:  
The Impact on Consumer Welfare

Edited by

Karen P. Goebel  
School of Family Resources and Consumer Sciences  
University of Wisconsin-Extension  
Madison, Wisconsin

Copyright 1983 by the American Council on Consumer Interests. Distributed by ACCI, 240 Stanley Hall,  
University of Missouri, Columbia, Missouri 65211.

PROGRAM

AMERICAN COUNCIL ON CONSUMER INTERESTS  
29th Annual Conference  
March 16-19, 1983

Kansas City, Missouri

Theme  
National Economics Policies: The Impact on Consumer Welfare

WEDNESDAY, March 16, 1983

Page Number

NEW MEMBERS' ORIENTATION

"History and Overview of ACCI"

NMS\*

Presiding: Mel J. Zelenak, University of Missouri-Columbia  
Pat Bonner, University of Missouri-Columbia

Speakers: Marge Merchant, University of Massachusetts  
Ray Price, University of Minnesota  
Arch Troelstrup, Stephens College

Thursday, March 17, 1983

FIRST GENERAL SESSION

Presiding: William Fasse, University of Arizona  
President, ACCI

Welcome: Mel Zelenak, University of Missouri-Columbia  
Local Arrangements Chair  
Executive Director, ACCI

Yvonne Matthews, University of Missouri-Columbia  
President, Association for Consumer Education  
(Missouri Chapter)

Scott Williams, Ohio State University  
National Student Representative, ACCI

COLSTON E. WARNE LECTURE

Introduction:  
Richard Morse, Kansas State University

Speaker: Anwar Fazal, President, International Organization  
of Consumers Unions, Penang, Malaysia  
"The Consumer Movement is Alive and Well"

1

CONCURRENT SESSIONS

Session 1

CONSUMER'S NEW ECONOMIC POSITIONS

Presiding: Loren Geistfeld, Ohio State University

Invited Papers:

Ben Senauer, University of Minnesota  
"Major Changes Affecting Consumers and Consumption"

5

Pat Pollak, Cornell University  
"New Trends in Housing"

10

Lawrence Shepard, University of California-Davis  
"Recent Changes in Financial Markets Serving Consumers"

15

\*No Manuscript Submitted

Session 2

## CONSUMER'S CHOICE: PRICE/QUALITY TRADE-OFFS

Presiding: John Clow, Joint Council on Economic Education, New York

## Refereed Papers:

Elizabeth L. Curtiss, University of Illinois  
 Kristine L. Kline, University of Illinois  
 "Quality of Generic Brands: The Role of Price and  
 Brand Cues in Perceived Quality" 24

E. Scott Maynes, Cornell University  
 Greg J. Duncan, University of Michigan  
 Loren Geistfeld, Ohio State University  
 Robin A. Douthitt, University of Saskatchewan  
 "A Tale of Three Cities: Large, Medium and Small  
 Consumer Markets Compared" NMS

Brenda Cude, Southern Illinois University  
 Rosemary Walker, Southern Illinois University  
 "Buying the Largest Size: It's Easier But Does It Cost More?" 29

Session 3

## TIME VALUE IN CONSUMPTION DECISIONS

Presiding: Pamela Norum, Cornell University

## Refereed Papers:

Carol B. Volker, Iowa State University  
 Gordon Bivens, Iowa State University  
 "Value Added: Accounting for More than Time Use in Preparation  
 of Food in Households" 35

Claudia Peck, Oklahoma State University  
 "Measurement of the Value of Time: A Model" 39

David B. Hull, USDA, Washington, D.C.  
 Oral Capps, Jr., Virginia Polytechnic Institute and State University  
 Joseph Havlicek, Jr., University of Maryland  
 "Demand for Convenience Food in the United States" 44

Session 4

## CONSUMER INFORMATION ISSUES

Presiding: George Sproles, University of Arizona

## Refereed Papers:

Richard Morse, Kansas State University  
 "Universal Standard for Interest Rate Disclosures" 51

Joel Rudd, University of New Hampshire  
 Nancy Finch Turner, University of New Hampshire  
 "Misleading Consumers with the Graphical Nutrient Density Food Label" 58

Mary Carsky, University of Connecticut  
 Esther McCabe, University of Connecticut  
 "Food Prices and Selected Food Promotions: A Decade Comparison" 63

LUNCHEON

Presiding: Robert Herrmann, Pennsylvania State University

Speaker: Irwin Landau, Editor, Consumer Reports, Mount Vernon, New York  
 "The Ups and Downs of Consumer Information: Problems of Trying to  
 Inform Consumers" NMS

CONCURRENT SESSIONSSession 1

## NUTRITION POLICY AND FOOD CONSUMPTION

Presiding: Chris Hager, North Carolina State University

## Invited Papers:

- Kathryn Longen, USDA, ERS, Washington, D.C.  
"A Review of Federal Food Assistance Policy and Programs" 68
- Kristine Kline, University of Illinois  
"Fast Food Eating: Is it really a Square-Meal Deal?" NMS
- Pamela Haines, Carolina Population Center, University of North Carolina  
"Away From Home Food Consumption Practices and Nutrient Intakes of  
Young Adults" 72

Session 2

## CONSUMER SCIENCE SYMPOSIUM: OVERVIEW AND EXTENSION

Coordinators: Loren Geistfeld, Ohio State University  
Ron Stampfl, University of Wisconsin-Madison

Presiding: Loren Geistfeld, Ohio State University

Panel Discussion: "Impressions Eight Months Later"

- Panelists: Roberta Walsh, University of Vermont 79  
Lawrence E. Shepard, University of California-Davis NMS  
Geraldine Olson, Oregon State University NMS  
Roy Savoian, Purdue University 80

## Invited Papers:

- Mohamed Abdel-Ghany, University of Alabama 82  
Margaret Charters, Syracuse University 85  
"A Survey of Course Syllabi"
- John Burton, University of Utah  
Tom Garman, Virginia Polytechnic Institute and State University  
Ray Forgue, University of Kentucky  
"An Analysis of Consumer Science Internships" 90
- Ron Stampfl, University of Wisconsin-Madison  
"Consumer Science in Institutions of Higher Education: A  
Preliminary Report on the National Study" 94
- Karen Goebel, University of Wisconsin-Madison  
Nancy Miller, University of Wisconsin-Madison  
"Consumer Science: Is Conceptual Consensus Possible?" 103

Session 3

## NEW DIMENSIONS IN CONSUMER'S REGARD

Presiding: Jean Bowers, Ohio State University

## Refereed Papers:

- Monroe Friedman, Eastern Michigan University  
"Changing Language of Mass Consumption Society: A Preliminary Study  
of Brand Name Usage in Best-Selling American Novels in the Post-World  
War II Era" 108

Robert M. Fearn, North Carolina State University  
"The Continuing Arms Race: A Direct Route to 1984?" 110

David Andrus, University of Iowa  
John Andrus, M.D., University of Oklahoma  
"The Effect of Consumer's Social Characteristics on Psychiatric  
Diagnosis and Medication Recommendations" 116

POSTER SESSION

Organizer: Roger Swagler, University of Tennessee

Mary J. Stephenson, University of Maryland, College Park  
"Financial Counseling: Exploring and Integration With Family  
Therapy" 123

Mary-Beth Kuester, Consumer Communications Resources, Inc., Madison, WI  
"Consumer Concerns as Viewed by Consumer Journalists" 124

Karen E. Craig, Purdue University, West LaFayette, Indiana  
"Curriculum Sourcebook: Family Financial Management" 125

Mary Ellen Edmondson, University of Kentucky, Lexington  
"Energyguide Labels: Educating Consumers to Use Information" NMS

Rosalie Powell, University of Wisconsin-Extension  
Shirley Swasey, Waukesha County technical Institute, Wisconsin  
"ELDERREACH: Elderly Outreach and Consumer Education" 126

Michelle Doiron, Virginia Haldeman and Susanne Badenhop, Oregon State  
University, Corvallis  
"Consumer Efficiency: Can it be Measured?" 127

Rosella Bannister, Michigan Consumer Education Center  
"Shaping a National Consumer Education Institute" 128

Joel Rudd and Nancy Finch Turner, University of New Hampshire  
"An Experimental Study of Consumer Food Label Use" 129

ANNUAL BUSINESS MEETING

Presiding: William Fasse, University of Arizona  
President, ACCI

Student Business Meeting and Informal Dinner

Presiding: Scott Williams, Ohio State University  
National Student Representative, ACCI

FRIDAY, March 18, 1983

General Session

CONSUMER BENEFITS FROM INTERNATIONAL TRADE

Presiding: Rachel Dardis, University of Maryland

Speaker: James P. Houck, Professor of Agricultural Economics and International  
Trade Policy, University of Minnesota  
"American Consumers-Victors or Casualties in an International Trade War?" 130

Commentator: William Brew, Special Assistant for Legislative and Public Affairs, Department  
of State, Washington, D.C.  
"Current Trade Issues: A Washington Perspective" 136

GENERAL SESSION

## PANEL ON INTERNATIONAL CONSUMER POLICIES

- Presiding: Robert Ker-ton, University of Waterloo, Canada 139
- Panelists: Louise Trubeck, Executive Director, Center for Public  
Representation, Madison, Wisconsin  
"Consumer Law and Policy in the European Community" 141
- Hans Thorelli, Professor of Business Administration, Indiana University  
"Consumer Policy in Developing Countries" 147
- Rhoda Karpatkin, Vice President, International Organization of Consumer's Unions  
"IOCU: A New Force in International Consumer Policy" 154

LUNCHEON

- Presiding: E. Scott Maynes, Cornell University
- Speaker: Michael Pertschuk, Commissioner, Federal Trade Commission  
"The Politics of Consumer Regulation: The Public Restraint  
of Private Greed" 158

CONCURRENT SESSIONSSession 1

## CONSUMER EDUCATION SESSION 1

- Presiding: Hayden Green, Consumer Education Resource Network, Washington, D.C.
- Invited Papers:
- Janice Holm Lloyd, Michigan Consumer Education Center  
"Consumer and Economic Education: Recommendations for Policy Makers" 163
- Rosella Bannister, Eastern Michigan University  
Iris Elfenbein, American Council on Life Insurance  
"Financial Planning: Staff Development for In-Service Teacher Training" 166

Session 2

## VALUE OF TIME IN HOUSEHOLD PRODUCTION

- Presiding: Mohamed Abdel-Ghany, University of Alabama
- Invited Papers:
- Marge Sanik, Ohio State University  
Kay Stafford, Ohio State University  
"Household Production Functions for Food Preparation" 168
- Vicki Schram, Michigan State University,  
Mohamed Abdel-Ghany, University of Alabama  
"Volunteer Work Participation in Dual Earner Families" 173
- Keith Bryant, Cornell University  
Jennifer Gerner, Cornell University  
Ursula Henze, Bonn University  
"Estimating Household Production Functions: A Case Study" 179
- David Eastwood, University of Tennessee  
Sammie Garner, University of Tennessee  
Dulcie Peccolo, University of Tennessee  
Roger Swagler, University of Tennessee  
"Traditional and Household Production Models of Consumer Choice:  
Similarities, Differences and Applications" 184

Session 3

MACRO CONSUMER ISSUES

Presiding: Ivan Ross, University of Minnesota

Refereed Papers:

- Rachel Dardis, University of Maryland  
"Sugar Quotas, the New Protectionism and Consumer Welfare" 189
- Anne M. Christner, University of Rhode Island  
"There is No Such Thing as a Free Market" 195
- Michael L. Walden, North Carolina State University  
"Lessons Consumers Can Learn from an Erratic Economy" 201

Session 4

FOOD CONSUMPTION PATTERNS

Presiding: William Johnston, Oklahoma State University

Refereed Papers:

- Sue Alexander Greninger, University of Texas-Austin  
Jeanne H. Freeland-Graves, University of Texas-Austin  
"A Comparison of Food Expenditures Between Vegetarians and  
Nonvegetarians" 206
- Desmond Jolly, University of California-Davis  
"A Rational Explanation for Decreasing Beef Consumption" 212
- Julie M. Domas, University of Illinois  
Kristine Kline, University of Illinois  
"Social-Psychological Factors Associated with Change in  
Sugar-Related Consumption Behavior-Patterns" 218

Session 5

CONSUMER'S NEW FINANCIAL STRATEGIES

Presiding: Herbert Jelley, Oklahoma State University

Refereed Papers:

- Frederick W. Langrehr, Marquette University  
Virginia Langrehr, Brigham Young University  
"Consumer Response to Changing Financial Practices: Knowledge of and  
Information Sources Used in Selection of Three Recent Savings Products" 223
- Molly Longstreth, Utah State University  
Anne Coveney, Ohio State University  
Jean Bowers, Ohio State University  
"Consumers' Adjustments to Economics and Social Changes Reflected in the  
Sale Price of Housing" 230
- Richard A. Feinberg, Purdue University  
Amy Powell-Rummel, Purdue University  
Lisa A. Mataro, Purdue University  
"Applied Research on a Classical Conditioning Model of Credit Card  
Facilitated Spending" 236



CONCURRENT SESSIONS

Page Number

Session 1

CONSUMER EDUCATION SESSION II: PANEL ON CERTIFICATION

Presiding: William Rader, Ohio State University 240

Panelists: Carole Vickers, Marshall University  
David Graf, Northern Illinois University  
Turner Tyson, Teacher Education and Certification, State of Missouri  
Paula K. Hartsfield, Department of Elementary and Secondary Education,  
State of Missouri  
Charles Peterson, Pine Eagle High School, Half Way, Oregon

Session 2

STUDENT SESSION: CAREERS IN CONSUMER ECONOMICS

Presiding: Amy Gibbs, University of Delaware

Panelists: Rosella Bannister, Eastern Michigan University 245  
Janet Hutchinson, Vice President of Public Affairs, National NMS  
Pharmaceutical Council  
Judy Cohart, Executive Director, Coalition for Consumer Education NMS  
Alexander Grant, Associate Commissioner for Consumer Affairs, Food and  
Drug Administration NMS

ROUNDTABLE DISCUSSIONS

- A. "Multiple Response Data From Households: When to Collect It; What to do With It" 247  
Organizers: Nancy Rudd, Ohio State University  
Joel Rudd, University of New Hampshire
- B. "International Perspectives on the Impact of Consumer Research on National Policies" 248  
Organizers: Omer Baybars Tek, Dokuz Eylul Universitesi, Turkey, and Visiting Professor,  
University of Miami  
Jean Kinsey, University of Minnesota
- C. "Emerging Information Technologies: Will Consumer Economists Miss the Bit?" 249  
Organizers: Jill Rader Hayes, Ohio State University  
Ann Swartzlander, Ohio State University
- D. "Local Public Consumption" NMS  
Organizer: Suzanne Lindamood, Kansas State University
- E. "Management Skills and Consumer Education" 250  
Organizers: Virginia Clark, Pennsylvania State University  
Cecelia Thompson, Pennsylvania State University
- F. "Undergraduate and Graduate Programs for Careers in Family Financial Counseling" 251  
Organizers: Jerry Mason, Brigham Young University  
Virginia Langrehr, Brigham Young University  
Panel Members: Tom Garman, Virginia Polytechnic Institute and State University 251  
Helen Mau, San Francisco State 251  
Jerry Mason, Brigham Young University 252  
Nancy Nolf, U.S. Army Community Services 252  
Flora Williams, Purdue University 252
- G. "Research Methodologies for Consumer Policy Analysis" 253  
Organizers: W. Keith Bryant, Cornell University  
R. O. Herrmann, Pennsylvania State University
- H. "Using Micro Computers in Consumer Education" 254  
Organizer: Jerry Bird, Virginia Polytechnic Institute and State University
- I. "The Role of Consumer and Family Finance Courses in Family Studies and Human  
Services Programs" 255  
Organizer: Jean Lown, Utah State University

	<u>Page Number</u>
J. "Films and the Reduction of Economic Illiteracy" Organizer: Ray D. Bernardi, Center for Economic Education, Southern Illinois University	256
K. "Controlling Health Care Costs: Progress and Problems" Organizer: K. Edward Graham, Health Insurance Association of America, Washington, D.C. Experts in Health Care Administration and Health Insurance	NMS
L. "Evaluation of New Patient Education Activities for Prescription Drugs" Organizers: Margaret Charters, Consumer Studies Program, Syracuse University Ina Sue Brown, Cooperative Extension Agent and Syracuse University	258

SATURDAY, MARCH 19, 1983

Concurrent Sessions

Session 1

VIDEOTEX IN REVIEW

Presiding: E. Scott Maynes, Cornell University

Invited Papers:

Robert E. Widing II, Ohio State University  
W. Wayne Talarzyk, Ohio State University  
"Videotex: Where it Stands" 259

Mary Gardiner Jones, President, Consumer Interest Research  
Institute, and Partner, Tedards & Jones, Washington, D.C.  
"Videotex: The Issues" 269

E. Scott Maynes, Cornell University  
"Prestel in Use: A Consumer's View" 275

Discussants: Dee Pridgen, College of Law, University of Wyoming 280  
Angela M. Ottobre, Cornell University NMS

Session 2

INTERNATIONAL CONSUMER AFFAIRS

Presiding: Helen Jensen, University of Maryland

Refereed Papers:

Omer Baybars Tek, Dokuz Eylul Universitesi, Turkey and Visiting Professor,  
University of Miami  
"The Impact of Consumerism on a Developing Economy: The Case of Turkey" 282

Ruth H. Lytton, Virginia Polytechnic Institute & State University  
E. Thomas Garman, Virginia Polytechnic Institute & State University  
Naseem Machooka, Virginia Polytechnic Institute & State University  
"Consumer Knowledge and Attitudes of Kenya (Africa) College Students" 289

Louise Wesswick, University of Wyoming  
"A Comparison of Consumer Affairs in Scandinavia and the United States" 294

Session 3

Page Number

FAMILY COMPOSITION AND CONSUMER'S CHOICE

Presiding: Ramona Heck, Cornell University

Refereed Papers:

Cathleen D. Zick, University of Utah  
Jennifer L. Gerner, Cornell University  
"Family Composition and Stock Adjustment Patterns: Comparisons Between  
Husband-Wife and Female Headed Households" 300

Geraldine Gage, University of Minnesota  
Brenda Christianson, University of Minnesota  
"Husbands and Wives Report on Economic Helping Behavior: A Study of  
Response Agreement" 305

Sherman Hanna, Kansas State University  
"Family Spending Norms" 311

Session 4

CONSUMER POLICY POSITIONS

Presiding: Glen Mitchell, Virginia Polytechnic Institute & State University

Refereed Papers:

Edward Metzen, University of Missouri-Columbia  
"Consumers in a New Economic Climate" 317

Robert N. Mayer, University of Utah  
John Burton, University of Utah  
"Safety and Performance Policies: Winners and Losers Among Consumers" 322

Elizabeth M. Dolan, University of New Hampshire  
Joel Rudd, University of New Hampshire  
"President Kennedy's Consumer Message to Congress: A Twenty Year View" 328

Session 5

INCOME MANAGEMENT

Presiding: James L. Morrison, University of Delaware

Refereed Papers:

Robin A. Douthitt, University of Saskatchewan, Canada  
"The Pre-Retirement Pension Information of Married Women and Implications  
for Educational Efforts" 326

Donna R. Iams, University of Arizona  
William Fasse, University of Arizona  
"Tax Credits as a Financial Incentive in Home Energy" 342

Carol Sensbach, Miami University  
Carol Michael, Miami University  
Anne Bailey, Miami University  
"Ohio Employment Opportunities for Consumer Science Graduates" 347

Session 6

NEW FILMS FOR THE SECONDARY CONSUMER EDUCATION/ECONOMICS TEACHER: PART II

NMS

Presentors: John Clow, Joint Council on Economic Education, New York.  
Ray D. Bernardi, Center for Economic Education, Southern Illinois University

CLOSING GENERAL SESSION

DEBATE ON AIRLINE DEREGULATION

Presiding: Stewart Lee, Geneva College

Debaters: Frederick C. Thayer, Jr., University of Pittsburgh	352
Marvin Cohen, Attorney with Stroock, Stroock and Lavan, Washington, D.C.	359
Daniel F. May, President and CEO, Republic Airlines	NMS

Closing Remarks:

William Fasse, University of Arizona  
President, ACCI

Jean Kinsey, University of Minnesota  
President-Elect, ACCI

AUTHOR INDEX TO THE 1983 PROCEEDINGS

	<u>Page Number</u>
Abdel-Ghany, Mohamed "A Survey of Course Syllabi: Consumer Economics, Family Economics, and Personal Finance"	82
Abdel-Ghany, Mohamed -- see Schram, Vicki R.	
Andrus, David "The Effect of Consumer's Social Characteristics on Psychiatric Diagnoses and Medication Recommendations"	116
Andrus, John -- see Andrus, David	
Badenhop, Suzanne -- see Doiron, Michelle	
Bailey, Anne W. "Ohio Employment Opportunities for Consumer Science Graduates"	347
Bannister, Rosella "Financial Planning: Staff Development for Inservice Teacher Training"	166
Bannister, Rosella "Shaping a National Consumer Education Institute"	128
Bannister, Rosella "Careers in Consumer Economics -- Financial Services"	245
Bernardi, Ray D. "Films and the Reduction of Economic Illiteracy"	256
Bird, Gerald A. "Using Microcomputers in Consumer Education"	254
Bivens, Gordon E. -- see Volker, Carol B.	
Bowers, Jean S. -- see Longstreth, Molly	
Brew, William "Current Trade Issues: A Washington Perspective"	136
Brown, Ina Sue -- see Charters, Margaret	
Bryant, W. Keith "Research Methodologies for Consumer Policy Analysis: Roundtable Discussion"	253
Bryant, W. Keith "Estimating Household Production Functions: A Case Study"	179
Burton, John R. -- see Garman, E. Thomas	
Burton, John R. -- see Mayer, Robert	
Capps, Jr., Oral -- see Hull, David B.	
Carsky, Mary L. "Food Prices and Selected Food Promotions: A Decade Comparison"	63
Charters, Margaret "Roundtable: Patient Education Activities for Prescription Drugs"	258
Charters, Margaret "An Evaluation of Course Syllabi in Consumer Science"	85
Christianson, Brenda -- see Gage, M. Geraldine	
Christner, Anne M. "There's No Such Thing as a Free Market"	195

Clark, Virginia "Consumer Decision-Making"	250
Cohen, Marvin S. "The Cost Reduction Imperative of Deregulation"	359
Coveney, Anne R. -- see Longstreth, Molly	
Craig, Karen E. "Curriculum Sourcebook: Family Financial Management"	125
Cude, Brenda "Buying the Largest Size: It's Easier But Does It Cost More?"	29
Curtiss, Elizabeth L. "Quality of Generic Brands: The Role of Price and Brand Cues in Perceived Quality"	24
Dardis, Rachel "Sugar Quotas, the New Protectionism and Consumer Welfare"	189
Doiron, Michelle "Consumer Efficiency: Can It Be Objectively Measured?"	127
Dolan, Elizabeth "President Kennedy's Consumer Message to Congress: A Twenty Year View"	328
Domas, Julie M. "Social-Psychological Factors Associated with Change in Sugar-Related Consumption Behaviors"	218
Douthitt, Robin A. "The Pre-Retirement Pension Information of Married Women and Implications for Consumer Education"	336
Eastwood, David B. "Traditional and Household Production Models of Consumer Choice: Similarities and Differences"	184
Elfenbein, Iris -- see Bannister, Rosella	
Fasse, William R. -- see Iams, Donna R.	
Fazal, Anwar "The Consumer Movement is Alive and Well"	1
Fearn, Robert M. "The Continuing Arms Race: A Direct Route to 1984?"	110
Feinberg, Richard A. "Applied Research on a Classical Conditioning Model of Credit Card Facilitated Spending"	236
Forgue, Raymond E. -- see Garman, E. Thomas	
Freeland-Graves, Jeanne H. -- see Greninger, Sue Alexander	
Friedman, Monroe "The Changing Language of a Mass Consumption Society: A Preliminary Study of Brand Name Usage in Best-Selling American Novels in the Post-World War II Era"	108
Gage, M. Geraldine "Husbands and Wives Report on Economic Helping Behavior: A Study of Response Agreement"	305
Garman, E. Thomas "A New Look at Training Financial Counselors: A Self-Instructional Model"	251

	<u>Page Number</u>
Garman, E. Thomas "An Analysis of Consumer Science Internships"	90
Garman, E. Thomas -- see Lytton, Ruth H.	
Gerner, Jennifer -- see Bryant, W. Keith	
Gerner, Jennifer -- see Zick, Cathleen D.	
Goebel, Karen P. "Consumer Science: Is Conceptual Consensus Possible?"	103
Graf, David "State Certification Requirements for Consumer Education Teachers"	240
Greninger, Sue Alexander "A Comparison of Food Expenditures Between Vegetarians and Nonvegetarians"	206
Haines, Pamela S. "Away From Home Food Consumption Practice and Nutrient Intakes of Young Adults"	72
Haldeman, Virginia -- see Doiron, Michelle	
Hanna, Sherman "Family Spending Norms"	311
Harzfield, Paula -- see Tyson, Turner	
Havlicek, Jr., Joseph -- see Hull, David B.	
Hayes, Jill Rader "The Emerging Information Technologies: Will Consumer Economists Miss the Bit?"	249
Henze, Ursula -- see Bryant, W. Keith	
Herrmann, R. O. -- see Bryant, W. Keith	
Houck, James P. "American Households -- Victors or Casualties in an International Trade War?"	130
Hull, David B. "Demand for Convenience Foods in the United States"	44
Iams, Donna R. "Credits as a Financial Incentive in Home Energy Management"	342
Jolly, Desmond A. "A Rational Explanation for Declining Beef Consumption"	212
Jones, Mary Gardiner "Videotex: The Issues"	269
Karpatkin, Rhoda H. "IOCU -- A New Force in International Consumer Policy"	154
Kerton, Robert R. "International Consumer Policies"	139
Kinsey, Jean "International Perspectives on the Impact of Consumer Research on National Policies"	248
Kline, Kristin L. -- Domas, Julie M.	
Kline, Kristin L. -- see Curtiss, Elizabeth L.	
Kuester, Mary-Beth "Consumer Concerns as Viewed by Consumer Journalists"	124

	<u>Page Number</u>
Langrehr, Frederick W. "Consumer Response to Changing Financial Practices: Knowledge of and Information Sources Used in Selection of Three Recent Savings Products"	223
Langrehr, Virginia B. -- see Langrehr, Frederick W.	
Lloyd, Janice Holm "Consumer and Economic Education Recommendations for Policymakers"	163
Longen, Kathryn A. "A Review of Federal Food Assistance Policy and Programs"	68
Longstreth, Molly "Sensitivity of Housing Prices to Economic and Social Changes"	230
Lown, Jean M. "The Role of Consumer and Family Finance Courses in Family Studies and Human Services Programs"	255
Lytton, Ruth H. "Kenya College Students' Consumer Knowledge and Attitudes"	289
Machooka, Naseem -- see Lytton, Ruth H.	
Mason, Jerry "Family Financial Planning and Counseling - The Brigham Young University Model"	251
Mataro, Lisa A. -- see Feinberg, Richard A.	
Mau, Helen E. "Graduate Certificate Program in Budget and Family Credit Counseling"	251
Mayer, Robert "Safety and Performance Policies: Winners and Losers Among Consumers"	322
Maynes, E. Scott "Prestel in Use: Lessons for Americans"	275
McCabe, Esther -- see Carsky, Mary L.	
Metzen, Edward J. "Consumers in a New Economic Climate"	317
Michael, Carol M. -- see Bailey, Anne W.	
Miller, Nancy H. -- see Goebel, Karen P.	
Morse, Richard L. D. "Universal Standard for Interest Rate Disclosures"	51
Nolf, Nancy "A Consumer Program for Army Families"	252
Peck, Claudia J. "Measurement of the Value of Time: A Model"	39
Pertschuk, Michael "The Politics of Consumer Regulation: The Public Restraint of Private Greed"	158
Peterson, Charles "The Development of Consumer Education/Economics in Oregon"	243
Pollak, Patricia Baron "New Trends in Housing: Public Policy"	10
Powell, Rosalie "Elderreach: Elderly Outreach and Consumer Education"	126



	<u>Page Number</u>
Pridgen, Dee "Advertising and Marketing on Videotex: The Consumer Protection Issues"	280
Rudd, Joel "Misleading Consumers With the Graphical Nutrient Density Food Label"	58
Rudd, Joel "An Experimental Study of Consumer Food Label Use"	129
Rudd, Joel -- see Dolan, Elizabeth	
Rudd, Joel -- see Rudd, Nancy M.	
Rudd, Nancy M. "Multiple Response Data From Households: When to Collect It; What to do With It"	247
Rummel, Amy Powell -- see Feinberg, Richard A.	
Sanik, Margaret Mietus -- see Stafford, Kathryn	
Savoian, Roy "Consumer Science at the Crossroads"	80
Schram, Vicki R. "Volunteer Work Participation in Dual-Earner Families"	173
Senauer, Benjamin "Major Changes Affecting Consumers and Consumption"	5
Sensbach, Carol L. -- see Bailey, Ann W.	
Shepard, Lawrence "Recent Changes for Financial Markets Serving Consumers"	15
Stafford, Kathryn "Household Production Functions for Food Preparation"	168
Stampfl, Ronald W. "Consumer Science in Institutions of Higher Education: Some Findings From The National Study"	94
Stephenson, Mary J. "Financial Counseling: Exploring an Integration with Family Therapy"	123
Swagler, Roger M. -- see Eastwood, David B.	
Swartzlander, Anne -- see Hayes, Jill Rader	
Swasey, Shirley -- see Powell, Rosalie	
Talarzyk, W. Wayne -- see Widing II, Robert E.	
Tek, Omer Baybars "The Impact of Consumerism on a Developing Economy: The Case of Turkey"	282
Tek, Omer Baybars -- see Kinsey, Jean	
Thayer, Frederick C. "Airline Deregulation: A Policy Fiasco"	352
Thompson, Cecelia -- see Clark, Virginia	
Thorelli, Hans B. "Consumer Policy in Developing Countries"	147
Trubek, Louise G. "Consumer Law and Policy in the European Community: An American Perspective"	141

Turner, Nancy Finch -- see Rudd, Joel	
Turner, Nancy Finch -- see Rudd, Joel	
Tyson, Turner "Missouri Teacher Certification"	240
Vickers, Carole "Consumer Education Session II: Panel on Certification Perspective of a University Professor"	242
Volker, Carol B. "Value Added: Accounting for More Than Time Use in Preparation of Food in Households"	35
Walden, Michael L. "Lessons Consumers Can Learn From the Erratic Economy"	201
Walker, Rosemary -- see Cude, Brenda	
Walsh, Roberta Ward "Consumer Science Symposium: Its Application to a Developing Program"	79
Wesswick, Louise "A Comparison of Consumer Affairs in Scandinavia and the United States"	294
Widing II, Robert E. "Introduction to Videotex: Where It Stands"	259
Williams, Flora L. "Professional Competencies for the Career of Financial Counseling Based on Principles of Resource Management, Current Problems of Clients and Results of Empirical Survey Research"	252
Zick, Cathleen D. "Family Composition and Stock Adjustment Patterns: Comparisons Between Husband-Wife and Female Headed Households"	300

FROM THE EDITOR

The 29th Annual Conference of the American Council on Consumer Interests reflected the changing economic times of our nation. The conference theme -- National Economic Policies: The Impact on Consumer Welfare -- resulted in a wide range of manuscripts reflecting issues of inflation, credit, trade and consumer education. Those papers are assembled in this Proceedings issue. They will provide a continuing source of stimulation for students and professionals in consumer science.

All speakers on the annual conference program -- those presenting refereed papers, participating in poster sessions, panels and forums, invited speakers, and the Colston Warne lecturer -- were invited to submit camera-ready manuscripts, typed to Proceedings specifications for inclusion here. The cooperation of presentors and support staff has been excellent.

The program chair has provided us with an excellent program and is to be congratulated for that effort. Appreciation is extended to the speakers, manuscript reviewers, and local arrangements committee. Special appreciation is extended to Sandra Hunter, Randy Simon, and Anna Bender for their technical assistance in the preparation of the Proceedings.

Karen P. Goebel  
University of Wisconsin-Madison

1983 CONFERENCE COMMITTEES

Program Chair

Jean Kinsey, University of Minnesota

Local Arrangements Chair

Mel Zelenak, University of Missouri-Columbia

Local Arrangements Committee

(University of Missouri-Columbia)

Janet Barker  
Pat Bonner  
Carla Hendricks  
Carolyn Hudson  
Pat Lierance  
Mindy Martin  
Yvonne Matthews  
Mary Ellen Rider McRee  
Randy Mullis  
Barbara Slusher  
Marian Triplett  
Sandie Waite

Reviewers of Refereed Papers

Rosella Bannister, Eastern Michigan University  
Jean Bowers, Ohio State University  
Bob Boynton, Cornell University  
John Clow, Joint Council on Economic Education  
Virginia Dickinson, Oregon State University  
Stephen Greyser, Harvard Business School  
Sherman Hanna, Kansas State University  
Ramona Heck, Cornell University  
Robert Herrmann, Pennsylvania State University  
Helen Jensen, University of Maryland  
Bill Johnston, Oklahoma State University  
Kristine Kline, University of Illinois  
Kenneth Mayer, Cleveland State University  
Robert Mayer, University of Utah  
Glen Mitchell, Virginia Polytechnic Institute & State University  
Ivan Ross, University of Minnesota  
Joel Rudd, University of New Hampshire  
Vicki Schram, Michigan State University  
Nancy Spillman, Los Angeles Trade-Technical College  
George Sproles, University of Arizona  
Karen Stein, University of Delaware

1982-83 ACCI BOARD OF DIRECTORS

President

William Fasse, University of Arizona

President-Elect

Jean Kinsey, University of Minnesota

Treasurer

Geraldine Olson, Oregon State University

Directors

Norleen Ackerman, University of Wisconsin-Madison  
Judy Allen, Southwest Texas State University  
Gordon Bivens, Iowa State University  
Robert Flashman, University of Kentucky  
Karen Goebel, University of Wisconsin-Madison  
Carole Makela, Colorado State University  
Nancy Rudd, Ohio State University  
Carole Vickers, Marshall University

Executive Director

Mel Zelenak, University of Missouri-Columbia

EDITORS AND CONFERENCE RELATED CHAIRS

Editors

Journal of Consumer Affairs  
Monroe Friedman, Eastern Michigan University  
Annual Conference Proceedings  
Karen Goebel, University of Wisconsin-Madison  
ACCI Newsletter  
Stewart M. Lee, Geneva College

Conference Related Chairs

Membership  
Judy Allen, Southwest Texas State University  
Career Opportunities  
John Burton, University of Utah  
Exhibits-National  
Les Dlabay, Illinois State University-Normal  
Research Awards  
Nancy Rudd, Ohio State University

1983 ACCI CONFERENCE PARTICIPANTS

Abdel-Ghany, Mohamed  
University of Alabama  
P. O. Box 1488  
University, AL 35486

Ackerman, Norleen  
University of Wisconsin  
1300 Linden Drive  
Madison, WI 53706

Allen, Judy L.  
Southwest Texas State Univ.  
Dept. of Home Economics  
San Marcos, TX 78666

Alley, Myra D.  
Cooperative Extension Service  
Iowa State University  
323 W. 7th St.  
Sioux City, IA 51103

Andrus, David  
University of Iowa  
1903 Taylor Drive  
Iowa City, IA 52242

Arsenoff, Mary  
Consumer Information Center  
GSA, 18th & F N.W.  
Washington, DC 20405

Bailey, Anne  
Miami University  
167 McGuffey Hall  
Oxford, OH 45056

Bankston, Joanne  
Cooperative Extension Service  
Kentucky State University  
Box 196  
Frankford, KY 40601

Bannister, Rosella  
Michigan Consumer Ed. Center  
Eastern Michigan University  
Ypsilanti, MI 48197

Barker, Janet Knehans, student  
University of Missouri-Columbia  
704G University Village  
Columbia, MO 65201

Basel, Juli, student  
University of Nebraska  
Rt. 1 Box 72  
Ceresco, NE 68017

Berger, Peggy S.  
Colorado State University  
Dept. of Consumer Sciences & Hsg.  
Ft. Collins, CO 80523

Bernardi, Ray D.  
Center for Economic Education  
So. Ill. University  
Box 107, SIUE  
Edwardsville, IL 62026

Bird, Jerry  
Virginia Tech  
Human Resources Annex Building  
Blacksburg, VA 24061

Bivens, Gordon E.  
Iowa State University  
Dept. of Family Environment  
40 LeBaron Hall  
Ames, IA 50011

Bliss, Vivian  
7833 Grant Ln #202  
Overland Park, KS 66204

Block, Joy  
Marketeam Associates  
P. O. Box 1527  
Columbia, MO 65205

Bonner, Pat, student  
University of Missouri-Columbia  
#25 Rustic Meadows, 3404 Highway 63N  
Columbia, MO 65202

Bowers, Jean S.  
Ohio State University  
1787 Neil Ave.  
Columbus, OH 43202

Bradley, Julia Ann  
University of Illinois  
263 Bevier  
905 S. Goodwin Ave.  
Urbana, IL 61801

Brown, Ina Sue  
Cooperative Extension Agent  
4911 Emerson Rd.  
Canandaigua, NY 14424

Brown, James L.  
Center for Consumer Affairs  
University of Wisconsin  
929 N. 6th St.  
Milwaukee, WI 53203

Bryan, Sarah, student  
University of Delaware  
260 Elkton Rd., Apt. E-1  
Newark, DE 19711

Bryant, Joyce E.  
Money Management Institute of  
Household International  
2700 Sanders Rd.  
Prospect Heights, IL 60070

Bryant, W. Keith  
Cornell University  
Ithaca, NY 14853

Burns, Julie, student  
University of Delaware  
107 Dakota Ave.  
Wilmington, DE 19803

Burton, John R.  
University of Utah  
323 AEB-FCS Dept.  
Salt Lake City, UT 84109

Cameron, Cynthia, student  
Michigan State University  
Box 111  
Mulliken, MI 48861

Campion, Carolyn A.  
Nestle Coordination Center for  
Nutrition, Inc.  
1120 Connecticut Ave. NW #310  
Washington, DC 20036

Carsky, Mary L.  
University of Connecticut  
Box U-58  
Storrs, CT 06268

Cartel, Mary C., student  
Virginia Tech  
3208 Draper's Meadow West  
Blacksburg, VA 24060

Cavagnaro, Charles R.  
U.S. Office of Consumer Affairs  
Premier Building  
Washington, DC 20201

Cather, Caroline D.  
Direct Selling Education Foundation  
1730 M Street, NW Suite #610  
Washington, DC 20036

Charters, Margaret  
Syracuse University  
211 Slocum Hall  
Syracuse, NY 13210

Chenoweth, Lillian  
Texas Women's University  
P. O. Box 23975, TWU  
Denton, TX 76204

Christianson, Brenda, student  
University of Minnesota  
1488 Branston  
St. Paul, MN 55108

Christner, Anne M.  
University of Rhode Island  
220 Quinn Hall  
Kingston, RI 02881

Clark, Virginia  
Pennsylvania State University  
400 Toftrees Ave., #105  
State College, PA 16801

Clow, John E.  
Joint Council on Economic Educ.  
1212 Avenue of the Americas  
New York, NY 10036

Cohart, Judy  
Coalition for Consumer Education  
1314 14th Street, NW  
Washington, DC 20005

Combs, E. Raedene  
University of Nebraska  
Home Ec 132  
Lincoln, NE 68583

Coupe, L. Jean  
1304 Glen Cove Drive  
Richardson, TX 75080

Cramer, Sheran  
University of Nebraska-Omaha  
60th & Dodge  
Omaha, NE 68182

Crawford, Cynthia E.  
Coop Extension  
P. O. Box 490  
Carrollton, MO 64633

Cude, Brenda  
Southern Illinois University  
Division of Human Development  
Carbondale, IL 62901

Dardis, Rachel  
University of Maryland  
College Park, MD 20742

Daues, Sharon M., student  
Iowa State University  
2923 Woodland, #2  
Ames, IA 50010

Davis, Elizabeth P.  
Kansas State University  
Dept. of Family Economics  
Manhattan, KS 66506

Denzin, Christine  
Iowa State Univ. Cooperative  
Extension  
166 LeBaron Hall  
Ames, IA 50011

Dickerson, Mary Dee  
6138 Madra Ave.  
San Diego, CA 92120

Dickey, Walter M. "Chip"  
Consumer Affairs Division  
Hallmark Cards, Inc.  
P. O. Box 580  
Kansas City, MO 64141

Dismukes, Donna L., student  
University of Alabama  
P. O. Box 3258  
University, AL 34586

Dlabay, Les R.  
Illinois State University  
110 S. Parkside  
Normal, IL 61761

Dlabay, Linda  
Illinois Consumer Educ.  
Association  
110 S. Parkside  
Normal, IL 61761

Doiron, Michelle, student  
Oregon State University  
Family Resource Management  
Corvallis, OR 97331

Dolan, Elizabeth M.  
University of New Hampshire  
Dept. Family & Consumer Studies  
Pette Hall  
Durham, NH 03824

Dollar, Patrice G., student  
Iowa State University  
701 Meadow Place  
Ames, IA 50010

Doubrava, Nancy Jo, student  
Kansas State University  
124 Harvey Drive  
Manhattan, KS 66502

Douthitt, Robin A.  
University of Saskatchewan  
College of Home Economics  
120 Thorvaldson  
Saskatoon, Saskatchewan  
Canada S7N 0W0

Drennan, H.D.  
Middle Tennessee State Univ.  
P. O. Box 40  
Murfreesboro, TN 37132

Eastwood, David B.  
University of Tennessee  
1218 White Ave.  
Knoxville, TN 37916

Edmondson, Mary Ellen  
University of Kentucky  
Apt. 426 - 507 Laketower Drive  
Lexington, KY 40502

Elfenbein, Iris M.  
Education Division  
American Council of Life Insurance  
1850 K Street, N.W.  
Washington, DC 20006

Evans, Jim  
Johnson County Community  
College  
12345 College Blvd.  
Overland Park, KS 66210

Farmer, Cassy  
Cooperative Extension  
University of Missouri  
Courthouse  
Fulton, MO 65251

Fasse, William R.  
University of Arizona  
2248 E. Edison  
Tucson, AZ 85719

Fearn, Robert M.  
North Carolina State University  
Dept. of Economics & Business  
Raleigh, NC 27650

Feinberg, Richard  
Purdue University  
Dept. of Consumer Sciences &  
Retailing  
West Lafayette, IN 47907

Ferguson, Virginia  
University of Arkansas  
Home Economics Dept.  
Fayetteville, AR 72701

Flashman, Robert H.  
Cooperative Extension Service  
645 Beth Lane  
Lexington, KY 40503

Fletcher, Cindy Needles  
Iowa State University  
52A LeBaron Hall  
Ames, IA 50011

Flood, Nancy  
Missouri Extension Service  
Courthouse  
Unionville, MO 63565

Foot, Michael  
Allstate Insurance Co.  
Allstate Plaza F3  
Northbrook, IL 60195

Forgue, Raymond  
University of Kentucky  
Dept. of Family Studies  
Lexington, KY 40506

Foster, Ann C.  
Auburn University  
Dept. of Consumer Affairs  
Spidle Hall  
Auburn University, AL 36849

Friedman, Monroe  
Eastern Michigan University  
Ypsilanti, MI 48197

Fujarski, Sonya  
Federal Reserve Bank of New York  
33 Liberty St.  
New York, NY 10045

Garman, E. Thomas  
Virginia Tech  
HIDM  
Blacksburg, VA 24061

Geistfeld, Loren V.  
The Ohio State University  
1787 Neil Avenue  
Columbus, OH 43210

Gibbs, Amy J., student  
University of Delaware  
644 Lehigh Rd. Apt. K-11  
Newark, DE 19711

Gibson, Janet R.  
1636 W. Wabash  
Olathe, KS 66061

Goebel, Karen P.  
University of Wisconsin  
1300 Linden Drive  
Madison, WI 53706

Golonka, Nancy K.  
Insurance Information Institute  
110 William Street  
New York, NY 10038

Graf, David  
Northern Ill. University  
BEAS Dept.  
Dekalb, IL 60115

Graham, K. Edwin  
American Council of Life Ins.  
1850 K Street, NW  
Washington, DC 20006

Green, D. Hayden  
Oak Park & River Forest H.S.  
416 N. Batavia Ave.  
Batavia, IL 60510

Greene, Gary L.  
University of Oklahoma  
Collings Hall  
Norman, OK 73169

Greninger, Sue Alexander  
University of Texas at Austin  
115 Gearing Hall  
Austin, TX 78712

Guevara-Umana, Marta Ma, student  
Iowa State University  
6172 Buchanan  
Ames, IA 50013

Hager, Christine, student  
North Carolina State University  
1406 Crest Road  
Raleigh, NC 27606

Haines, Pamela S.  
University of North Carolina  
315 Pittsboro St.  
Chapel Hill, NC 27514

Hales, Cherie J., student  
Michigan State University  
2071 LacDu Mont  
Haslett, MI 48840

Hall, Carl  
Oklahoma State University  
College of Home Economics  
Stillwater, OK 74078

Hanna, Sherman  
Kansas State University  
Family Economics Dept.  
Manhattan, KS 66506

Hanzal-Kashi, Amy  
2838 N. 47th #3  
Lincoln, NE 68504

Harris, Phoebe T.  
Mississippi State University  
Mississippi State, MS 39762

Hartsfield, Paula Kindrick  
Dept. of Elem. & Sec. Ed.  
P. O. Box 480  
Jefferson City, MO 65102

Hatch, Jamey  
University Extension  
4049 Pennsylvania, Ste. 200  
Kansas City, MO 64111

Hatfield, Sally  
Food and Drug Administration  
5600 Fishers Lane  
Rockville, MD 20857

Hausler, Joel  
Middle Tennessee State Univ.  
Box 236 MTSU  
Murfreesboro, TN 37132

Hayes, Jill Rader, student  
Ohio State University  
924 Woodhill Dr.  
Columbus, OH 43212

Hearn, Evelyn  
Southwest Texas State Univ.  
San Marcos, TX 78666

Heck, Ramona K.Z.  
Cornell University  
120 MVR Hall  
Ithaca, NY 14853

Hefferan, Colien  
Family Econ. Research Group  
U.S. Dept. of Agriculture  
Federal Bldg., Room 442A  
Hyattsville, MD 20782

Hefley, Kim, student  
Kansas State University  
901 Thurston  
Manhattan, KS 66502

Henderson, Alberta L.  
Pharmaceutical Manuf. Assn.  
1100 Fifteenth St., N.W.  
Washington, DC 20005

Henderson, Beverly  
University of Wisconsin  
235 Home Economics Bldg.  
Madison, WI 53706

Hendricks, Carla, student  
University of Missouri-Columbia  
301 Tiger Lane, Apt. 614  
Columbia, MO 65201

Herrmann, Robert  
Penn State  
Weaver Bldg.  
University Park, PA 16802



Hill, Jim  
Vincennes University  
Box 184  
Vincennes, IN 47591

Hinkle, Tammy Field  
University of Nebraska-Lincoln  
5520 Shady Creek Ct., #24  
Lincoln, NE 68516

Hira, Tahira K.  
Iowa State University  
163 LeBaron Hall  
Ames, IA 50011

Holman, Kathy, student  
Kansas State  
1500 N. Manhattan  
Manhattan, KS 66502

Hudson, Carolyn, student  
University of Missouri-Columbia  
2401 W. Broadway #513  
Columbia, MO 65201

Hull, David B.  
National Economics Division  
ERS, USDA  
500 12th St., S.W.  
Washington, DC 20250

Hunt, H. Keith  
Brigham Young University  
G32 TNRB  
Provo, UT 84602

Huston, Marsha R., student  
Kansas State University  
Manhattan, KS 66502

Hutchison, Janet  
National Pharmaceutical Council  
1030 15th St., N.W.  
Washington, DC 20005

Iams, Donna  
University of Arizona  
School of Home Economics  
Tucson, AZ 85721

Jackson, Dixie Porter  
Purdue University  
229 Matthews Hall  
W. Lafayette, IN 47907

Jakubczak, Marylka, student  
Iowa State University  
1605 Buchanan Hall  
Ames, IA 50013

Jasper, Letta W.  
Colorado State University  
152 Aylesworth Hall  
Fort Collins, CO 80523

Jennings, Rebecca Teuber  
Cooperative Extension  
Extension Center-Courthouse  
New Madrid, MO 63869

Jensen, Helen H.  
University of Maryland  
2100 Marie Mount Hall  
College Park, MD 20742

Jeries, Naheel  
Iowa State University  
48 LeBaron  
Ames, IA 50011

Johnson, Robert W.  
Purdue University  
Krannert Graduate School of Mgmt.  
West Lafayette, IN 47907

Johnston, William L.  
Center for Consumer Services  
Oklahoma State University  
Stillwater, OK 74078

Jones, Joyce  
Cooperative Extension Service  
Kansas State University  
1515 College Avenue  
Manhattan, KS 66502

Jones, Mary Gardner  
Consumer Interest Research Institute  
1631 Suter's Lane NW  
Washington, DC 20207

Kelly, Margaret Janet  
Missouri Cooperative Extension  
900 Moreau Drive  
Lincoln University  
Jefferson City, MO 65101

Kendall, Elizabeth L.  
University of Arizona  
School of Home Economics  
Tucson, AZ 85721

Kerton, Robert R.  
University of Waterloo, Canada  
Waterloo, Ontario  
Canada N2L 3G1

Kim, Yong Hee, student  
Ohio State University  
1634 Neil Ave. Box 132  
Columbus, OH 43210

King, Wynn, student  
University of Alabama  
235 37th St. East, Apt. F-31  
Tuscaloosa, AL 35401

Kinney, Joan  
Northern Illinois University  
4308 Eaton Dr.  
Rockford, IL 61111

Kinsey, Jean  
University of Minnesota  
1994 Buford Ave.  
St. Paul, MN 55108

Kitt, Karrol  
University of Texas  
7600 Wood Hoolo Dr. #1316  
Austin, TX 78731

Kline, Kristin  
University of Illinois  
274 Bevier Hall  
905 S. Goodwin Ave.  
Urbana, IL 61801

Kocher, Leona A.  
Northern Illinois University  
Dept. of Home Economics  
DeKalb, IL 60115

Kreutz, Barbara L.  
Indiana State University  
Dept. of Home Economics  
Terre Haute, IN 47809

Kroner, Julie  
4014 S. Leslie  
Independence, MO 64055

Kuester, Mary-Beth  
Consumer Communications  
Resources, Inc.  
P. O. Box 232  
Madison, WI 53701

Landstrom, Ronald  
Kearney State College  
BDOB 202  
Kearney, NE 68849-0511

Langrehr, Frederick W.  
Marquette University  
3112 E. Kenwood  
Milwaukee, WI 53211

Langrehr, Virginia  
Brigham Young University  
P. O. Box 12 SWKT  
Provo, UT 84602

Larson, Laurene  
Eugene School District  
995 Lewis 3  
Eugene, OR 97402

Lawrence, Frances Cogle  
Louisiana State University  
School of Home Economics  
Baton Rouge, LA 70803

Lazzaro, Judy A.  
Michigan State University  
101 Morrill Hall  
E. Lansing, MI 48840

Lee, Stewart  
Editor, Newsletter  
Geneva College  
Beaver Falls, PA 15010

Leibowicz, Angela, student  
University of Illinois  
1402 Grandview, Apt. 3  
Champaign, IL 61820

Lieurance, Eunice (Pat)  
Cooperative Extension Services  
162 Stanley  
Columbia, MO 65211

Lindamood, Suzanne  
Kansas State University  
Manhattan, KS 66506

Lloyd, Janice Holm  
Michigan Consumer Education Ctr.  
Eastern Michigan University  
Ypsilanti, MI 48197

Long, Dorothy B., student  
Virginia Tech  
2700 L Foxridge Apts.  
Blacksburg, VA 24060

Longen, Kathryn Ann  
U.S. Department of Agriculture  
500 12th St., S.W.  
Washington, DC 20250

Longstruth, Molly  
Utah State University  
UMC 29  
Logan, UT 84322

Lown, Jean M.  
Utah State University  
UMC 29, USU  
Logan, UT 84322

MacDonald, Ellen C., student  
Michigan State University  
329-3 Becket  
Brighton, MI 48116

Makela, Carole J.  
Colorado State University  
Consumer Sciences & Housing  
Ft. Collins, CO 80523

Mammen, Sheila  
North Dakota State University  
College of Home Economics  
Fargo, ND 58105

Marlowe, Julia  
Virginia Polytechnic Institute  
& State University  
218 Wallace Bldg. (HIDM)  
Blacksburg, VA 24061

Martin, Mindy, student  
University of Missouri-Columbia  
1415 University Avenue  
Columbia, MO 65201

Mason, Jerald  
Brigham Young University  
1072 SWKT  
Provo, UT 84602

Masuo, Diane  
University of Hawaii at Manoa  
2515 Campus Road  
Honolulu, HI 96822

Matthews, Yvonne, student  
University of Missouri-Columbia  
1508 Sylcan Lane, #308  
Columbia, MO 65202

Mau, Helen E.  
San Francisco State Univ.  
1600 Holloway Ave.  
San Francisco, CA 94132

Maynes, E. Scott  
Cornell University  
Ithaca, NY 14853

McAlexander, Karen, student  
909 S. Fifth #650  
Champaign, IL 61820

McCabe, Esther  
University of Connecticut  
Box U-58  
Storrs, CT 06268

McCandless, Barbara J.  
2114 Potomac Drive  
Topeka, KS 66611

McEwen, Robert J.  
Boston College  
Dept. of Economics  
Chestnut Hill, MA 02167

McGowan, Daniel A.  
Hobart College  
Geneva, NY 14456

McKenra, Judy  
Cooperative Extension Services  
Colorado State University  
Ft. Collins, CO 80523

McLaughlin, Josetta S.  
Virginia Polytechnic Institute  
& State University  
308 Ardmore St.  
Blacksburg, VA 24060

McRee, Mary Ellen Rider, student  
University of Missouri-Columbia  
411 W. Broadway #4  
Columbia, MO 65201

Miller, Nancy H.  
University of Wisconsin-Madison  
1300 Linden Dr.  
Madison, WI 53706

Milne, Michele Reilly  
General Electric Co.  
AP6 - 227A  
Louisville, KY 40225

Meens, Lori D., student  
Kansas State University  
1947 College Heights 102B  
Manhattan, KS 66502

Metzen, Edward J.  
University of Missouri-Columbia  
238 Stanley Hall  
Columbia, MO 65211

Metzker, Carol K.  
Polaroid Corporation  
Customer Service Dept.  
5601 Fulton Ind. Blvd. SW  
Atlanta, GA 30378

Meyer, Gail A., student  
Michigan State University  
5801 Green Rd.  
Haslett, MI 48840

Mohr, Lillian H.  
U.S. Office of Consumer Affairs  
1009 Premier Building  
Washington, DC 20201

Monsma, Charles  
Eastern Michigan University  
Dept. of Political Science  
Ypsilanti, MI 48197

Moon, Chung-Sook, student  
Kansas State University  
#118 Moore Hall  
Manhattan, KS 66506

Morgan, James N.  
University of Michigan  
1217 Bydding Rd.  
Ann Arbor, MI 48103

Morrison, James L.  
University of Delaware  
222 Alison Hall  
Newark, DE 19711

Morse, Richard L.D.  
Kansas State University  
Dept. Family Economics  
Manhattan, KS 66506

Mueller, M. Janette, student  
Iowa State University  
4317 Lincoln Swing, Apt. 24  
Ames, IA 50010

Mugenda, Olive, student  
Iowa State University  
3153 Buchanan Hall  
Ames, IA 50013

Mullis, Randy, student  
University of Missouri-Columbia  
4E University Terrace  
Columbia, MO 65201

Munday, Rovilla, student  
University of Nebraska  
4221 Holdrege No. 8  
Lincoln, NE 68505

Murphy, Anne Lorentz  
West Liberty State College  
Box 62 Main Hall  
West Liberty, WV 26074

Nelson, Margaret E.  
University of Wisconsin  
Extension  
3326 Blackhawk Dr.  
Madison, WI 53705

Nolf, Nancy  
U.S. Dept. of Army  
Army Community Service  
Building 202, Welcome Center  
Fort Myer, VA 22312

Noller, John, student  
University of Missouri-Columbia  
1513 Rosemary  
Columbia, MO 65201

Norum, Pamela, student  
Cornell University  
108 Esty St.  
Ithaca, NY 14850

Olson, Geraldine I.  
Oregon State University  
School of Home Economics  
Corvallis, OR 97331

Osterhoudt, Tammy, student  
University of Nebraska  
4419 Holdrege  
Lincoln, NE 68503

Ottobre, Angela M.  
Cornell University  
MVR Hall  
Ithaca, NY 14853

Paynter, Maryann  
North Dakota State University  
277F College of Home Economics  
Fargo, ND 58105

Peck, Claudia J.  
Oklahoma State University  
442 HEW  
Stillwater, OK 74078

Peterson, Chuck  
Rt. 1 Box 164  
Halfway, OR 97834

Petrich, Beatrice  
University of Wisconsin-Madison  
3125 Grandview Blvd.  
Madison, WI 53713

Pollack, Patricia Baron  
Cornell University  
12GA MVR  
Ithaca, NY 14853

Porter, Frank  
Howard University  
School of Human Ecology  
450 Howard Place  
Washington, DC 20059

Pridgen, Dee  
University of Wyoming  
College of Law  
Laramie, WY 82701

Priefert, Carol, student  
4546 Mercier  
Kansas City, MO

Prochaska-Cue, Kathy  
University of Nebraska  
116 Home Ec Bldg.  
Lincoln, NE 68583-0701

Puetz, Kris  
Cooperative Extension Service  
432 S. Tennessee Pl. #25  
Mason City, IA 50401

Puglisi, Anita M., student  
University of Delaware  
700 Dallam Rd.  
Neward, DE 19711

Rader, William D.  
Ohio University  
133 McCracken Hall  
Athens, OH 45701

Rasmussen, Albie  
Kansas State University  
Manhattan, KS 66502

Revelle, Charlotte  
Northeast Missouri State University  
Violette Hall 179  
Kirksville, MO 63501

Richardson, Grace E.  
Chesebrough-Pond's Inc.  
33 Benedict Place  
Greenwich, CT 06830

Ross, Ivan  
University of Minnesota  
271 19th Ave. So.  
Minneapolis, MN 55455

Rudd, Joel  
University of New Hampshire  
Pette Hall  
Durham, NH 03824

Rudd, Nancy M.  
The Ohio State University  
1787 Neil Ave.  
Columbus, OH 43210

Russell, Kathy, student  
Kansas State University  
425 Putnam  
Manhattan, KS 66506

Sanders, Renee S., student  
University of Missouri-Columbia  
151B Gardner-Hyde Hall  
Columbia, MO 65201

Sawada, Noel H., student  
Michigan State University  
Dept. of Family & Child Ecology  
E. Lansing, MI 48824

Savoian, Roy  
Purdue University  
Dept. CSR-Matthews Hall  
West Lafayette, IN 47907

Scannell, Elizabeth (Betty)  
North Dakota Cooperative Extension  
Box 5016  
Fargo, ND 58105

Schoenfeld, David  
J. C. Penney Company, Inc.  
1301 Avenue of the Americas  
New York, NY 10019

Schram, Vicki R.  
Michigan State University  
Dept. of Family & Child Ecology  
East Lansing, MI 48824

Schuchardt, Jane, student  
Iowa State University  
103 Morrill Hall  
Ames, IA 50010

Schutz, Howard G.  
University of California-Davis  
Consumer Sciences  
Davis, CA 95616

Selnick, Donna  
Cal. State Univ., Sacramento  
6000 "J" St.  
Sacramento, CA 95819

Senauer, Ben  
University of Minnesota  
2292 Folwell Ave.  
St. Paul, MN 55108

Sensbach, Carol  
Miami University  
265 McGuffey Hall  
Oxford, OH 45056

Sharpe, Deanna Lee, student  
Iowa State University  
137F University Village  
Ames, IA 50010

Shepard, Lawrence  
Univ. of California, Davis  
66 College Park  
Davis, CA 95616

Shirakura, Toshiko, student  
Kansas State University  
#5 1104 Vattier  
Manhattan, KS 66502

Shumard, Mary Jane  
Cooperative Extension Service  
University of Georgia  
Hoke Smith Annex  
Athens, GA 30602

Shuter, Emily K.  
Oklahoma State University  
Dept. HDCR  
Stillwater, OK 74074

Silber, Norman I.  
Columbia University  
949 West End  
New York, NY

Slusher, Barbara J.  
University of Missouri-Columbia  
238 Stanley Hall  
Columbia, MO 65211

Sproles, George B.  
University of Arizona  
School of Home Economics  
Tucson, AZ 85721

Stampfl, Ronald W.  
University of Wisconsin-Madison  
1300 Linden Drive  
Madison, WI 53706

Stein, Karen  
University of Delaware  
College of Human Resources  
Newark, DE 19711

Stephenson, Mary J.  
University of Maryland  
Cooperative Extension Service  
Symons Hall Room 1206  
College Park, MD 20742

Sugden, Marilyn K.  
Cooperative Extension Service  
UN-North Platte Station  
Rt. 4, Box 46A  
North Platte, NE 69101

Swagler, Roger M.  
University of Tennessee  
1218 White Ave.  
Knoxville, TN 37916

Swartzlauder, Anne, student  
Ohio State University  
1558 Stanford Rd.  
Columbus, OH 43212

Swasey, Shirley  
Waukesha County Technical Institute  
Pewaukee, WI 53072

Tek, Omer Baybars  
University of Miami-  
Dokuz Eylul University, Turkey  
Miami, FL 33124

Tengel, Pat  
University of Maryland  
Extension Home Economics  
1210 Symons Hall  
College Park, MD 20742

Terry, Patsy  
Financial Management and  
Consumer Education  
Army Community Services  
Bldg. 104  
Fort Hood, TX 76544

Teshima, Tomoko, student  
Kansas State University  
#422 West Hall  
Manhattan, KS 66506

Thomas, Natalie  
University of Alaska  
Cooperative Extension Service  
215 Eilson Bldg.  
Fairbanks, AK 99701

Thompson, Cecelia  
Pennsylvania State University  
400 Toftrees Ave., #105  
State College, PA 16801

Thorelli, Hans B.  
Indiana University  
Dept. of Marketing, School of Business  
Bloomington, IN 47405

Troelstrup, Arch W.  
Stephens College  
522 W. Plantation Blvd.  
Lake Mary, FL 32746

Turner, Josephine  
Alabama Cooperative Ext. Service  
Auburn University  
Auburn University, AL 36849

Turner, Nancy Finch, student  
University of New Hampshire  
Dept. of Family & Consumer Studies  
Durham, ND 03824

Ulrichson, Ardys M., student  
Iowa State University  
1524 Meadowlane Ave.  
Ames, IA 50010

Vicker, Richard  
Indiana University  
203 Wylie Hall  
Bloomington, IN 47405

Vickers, Carole A.  
Marshall University  
Dept. of Home Economics  
Huntington, WV 25701

Vickroy, Connie Hoerman  
Federal Home Loan Bank of  
San Francisco  
P. O. Box 7948  
San Francisco, CA 94120

Voege, Janis M.  
Central Michigan University  
209 Wightman Hall  
Mount Pleasant, MI 48859

Volker, Carol B., student  
Iowa State University  
215-9th St.  
Ames, IA 50010

Wadley, Carma  
Deseret News  
P. O. Box 1257  
Salt Lake City, UT 84110

Waite, Sandra, student  
University of Missouri-Columbia  
2401 W. Broadway #610  
Columbia, MO 65201

Walden, Michael L.  
North Carolina State University  
18 Patterson Hall  
Raleigh, NC 27650

Walker, Florence  
University of Nebraska-Lincoln  
127 Home Econ Bldg.  
Lincoln, NE 68503

Walsh, Roberta W.  
University of Vermont  
209 Terrill Hall  
Burlington, VT 05405-0148

Warland, Rex H.  
Penn State University  
204 Weaver Bldg.  
University Park, PA 16801

Weagley, Robert  
Cornell University  
MVR Hall  
Ithaca, NY 14853

Weber, Sylvia L.  
Gregg Division/McGraw-Hill Book Co.  
1221 Ave. of the Americas  
New York, NY 10020

Weis, Molly  
Arizona State University  
196 Home Economics Bldg.  
Tempe, AZ 85282

Wesswick, Louise  
University of Wyoming  
Univ. Station Box 3354  
Laramie, WY 82071

Whan, Peggy  
North Dakota State University  
1230 N. 7th St.  
Fargo, ND 58102

Widdows, Richard, student  
University of Missouri-Columbia  
117 Fourth Avenue  
Columbia, MO 65201

Wilhelm, Mari  
University of Arizona  
School of Home Economics  
Tucson, AZ 85721

Williams, Flora  
Purdue University  
West Lafayette, IN 47907

Williams, Glora M.  
University of Minnesota  
364 McNeal Hall, 1985 Buford Ave.  
St. Paul, MN 55108

Williams, Marley  
Virginia Polytechnic University  
& CEIAV  
201 Monticello Lane  
Blacksburg, VA 24060

Williams, Scott, student  
Ohio State University  
2408 Deming Ave.  
Columbus, OH 43202

Williamson, Irene K.  
Avon Products, Inc.  
9 West 57th St.  
New York, NY 10019

Wilson, Janet M.  
Cooperative Extension Service  
University of Nebraska  
3340 H St.  
Lincoln, NE 68510

Wolf, Janet C.  
Cooperative Extension Service  
1841 Forest  
Carthage, MO 64836

Woolfolk, Judy K.  
Faultless Starch/Bon Ami Co.  
1025 W. 8th St.  
Kansas City, MO 64101

Zelenak, Mel  
University of Missouri-Columbia  
238 Stanley Hall  
Columbia, MO 65211

Zick, Cathleen  
University of Utah  
Dept. of Family & Consumer Studies  
Salt Lake City, UT 84112

Leppi, Sandra C., student  
Iowa State University  
30C Schilleter Village  
Ames, IA 50010