

PROCEEDINGS

of the

21st Annual Conference

American Council on Consumer Interests

theme: Consumers in an Era of Shortages and Inflation

April 2-5, 1975

Kansas City, Missouri

American Council on Consumer Interests
238 Stanley Hall
University of Missouri
Columbia, Missouri 65201

AMERICAN COUNCIL ON CONSUMER INTERESTS

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THE PROCEEDINGS

Convention Theme:

Consumers in an Era of Shortages and Inflation

PROGRAM

AMERICAN COUNCIL ON CONSUMER INTERESTS

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Convention Theme:

Consumers in an Era of Shortages and Inflation

Wednesday, April 2, 1975

evening

Concurrent Workshops

"Career Opportunities and Job Hunting in Consumer Affairs"

A Panel of Experts presented by the ACCI Career Opportunities Committee, Dr. John Burton, Manchester (Conn.) Community College, Chairman.

Research Forum -- An Open Exchange of Ideas, Hypotheses, Questions, and Problems, Moderator: Dr. Joseph Uhl, Purdue University, Editor, The Journal of Consumer Affairs.

Thursday, April 3, 1975

morning

Opening Session

Presiding: Ms. Marjorie Merchant, Professor, Cooperative Extension Service, University of Massachusetts, Vice President, ACCI

Welcome: Hon. Charles Wheeler, M.D., J.D., Mayor of Kansas City, Missouri

Welcome: Dr. E. Thomas Garman, Associate Professor, Dept. of Business Education, Northern Illinois University, President, ACCI

Welcome: Ms. Nancy Flood, Area Family Economics Specialist, University of Missouri-Extension, ACCI Local Arrangements Chairman.

Speaker: "Hedonism, Asceticism, and the American Dream"
Dr. Harold F. Breimyer, Professor, Dept. of Agricultural Economics,
University of Missouri-Columbia
Presiding: Ms. Nancy Chandler, Family Economics Specialist,
Cooperative Extension Service, University of Georgia
Speaker: "Can Millions of Americans Change Their Life Styles?
What Policymakers Should Consider About Social Structure"
Dr. Marcus Felson, Assistant Professor, Dept. of Sociology,
University of Illinois, Urbana-Champaign

afternoon

Luncheon

Presiding: Ms. Faith Prior, Extension Specialist/Assistant
Professor, Home Economics, University of Vermont
Speaker: Louis Engman, Chairman, Federal Trade Commission.
Announcement of ACCI Research Award Winners
Presiding: Dr. Bob Herrmann, Professor, School of Family
Resources and Consumer Sciences, University of Wisconsin,
Research Awards Committee
Speakers: ACCI Research Award Recipients

Concurrent Sessions

Workshop on Consumer Education Resource Materials
Presiding: Dr. Herbert M. Jolley, Professor of Business Education
Oklahoma State University
Speaker: Dr. Stewart Lee, Chairman, Dept. of Economics and
Business Administration, Geneva College, Beaver Falls,
Pennsylvania, Editor, ACCI Newsletter

Contributed Papers

Presiding: Ms. Virginia Langrehr, Research Assistant, Dept. of
Home Management -- Family Economics, Purdue University
Speaker: "Career Opportunities for Consumer Affairs Professionals"
Dr. John R. Burton, Associate Professor of Business, Manchester
Community College, Manchester, Connecticut
Speaker: "Factors Which Relate to Non-Group Life Insurance
Holdings of Families: A Pilot Study" Dr. Loren V. Geistfeld,
Assistant Professor, Dept. of Home Management -- Family Economics
Purdue University
Speaker: "A Framework for Analyzing the Effect of Interest Rates
on Purchases of Consumer Durables" Dr. Sherman Hanna, Assis-
tant Professor, Dept. of Family and Child Development, Auburn
University

Friday, April 4, 1975

morning

Concurrent Sessions

Contributed Papers: Consumer Shopping Behavior
Presiding: Dr. J. Barry Mason, Professor of Marketing, The
University of Alabama

Speaker: "Lifestyle and Psychographic Analysis of Catalog Shoppers"
Ms. Christie Paksoy, Instructor, Area of Behavioral Studies,
The University of Alabama

Speaker: "Intra-Mall Shopping Behavior"
Anne Sweaney, Doctoral Candidate, The University of Alabama

Contributed Papers

Presiding: Ms. Carole Makela, Head, Dept. of Consumer Sciences
and Housing, Colorado State University

Speaker: "The Ecological Product Buying Motive -- A Challenge
for Consumer Education" Dr. Roy A. Herberger, Jr., Associate
Dean, School of Business Administration, University of Southern
California

Speaker: "Assessment of Consumer Research for a Valuation of a
Quality-of-Life Policy" Dr. Simone Clemhout, Associate Professor,
Dept. of Consumer Economics and Public Policy, Cornell University

Presiding: Dr. Richard L.D. Morse, Professor, Dept. of Family
Economics, Kansas State University

Speaker: "Inflation and Recession: Double Trouble for the Ameri-
can Consumer" Dr. Sheldon W. Stahl, Senior Economist and Vice
President, Federal Reserve Bank of Kansas City

Speaker: "The Federal Reserve and the Consumer" Mr. Frederick
Solomon, Assistant to the Board and Director, Office of Savers
and Consumer Affairs, Federal Reserve Board, Washington, D.C.

afternoon

Luncheon

Presiding: Dr. Thomas M. Brooks, Professor, Dept. of Family
Economics and Management, Southern Illinois University

Speaker: "Transportation Policies -- New Strengths for the
Existing Structure: Benjamin O. Davis, Jr., Assistant Secretary
of Transportation, Environment, Safety and Consumer Affairs

Presiding: Dr. Sylvia Lane, Professor, Dept. of Agricultural
Economics, University of California, Davis

Speaker: "Food and Fibers (With and Without Synthetics From
Petroleum" Mr. Bill C. Price, Staff Director, Chemical Group,
Phillips Petroleum Company, Bartlesville, Oklahoma

Speaker: "The Energy Crisis" Mr. Robert K. Zimmerman, Chairman
of the Board and President, Kansas City Power and Light

Speaker: "The Consumer Movement in the Energy Crisis" Dr. Lee
Richardson, Professor, Dept. of Marketing, Louisiana State
University

ACCI Business Meeting

evening

ACCI Banquet

Toastmaster: Dr. E. Thomas Garman, President, ACCI

Colston E. Warne Lecture -- "The Consumer's Real Need"
Sidney Margolius, Author and Syndicated Columnist

Saturday, April 5, 1975

morning

Consumer Action Programs

Moderator: Mr. Keith D. Smith, Executive Producer, WOSU Radio
Ombudsman Service, Columbus, Ohio

Panelist: Mr. Lance W. Burr, Assistant Attorney General, Chief,
Consumer Protection, Topeka, Kansas

Panelist: Mr. Roger D. Colton, Iowa State University ISPIRG
Chairperson

Panelist: Ms. Barbara J. McCandless, Assistant to the Secretary,
Dept. of Commerce and Consumer Affairs, Pierre, South Dakota

Panelist: Ms. Cathy Butts, Consumer Relations Board, Kansas
State University, Manhattan, Kansas

Panelist: Ms. Kathleen Browne Ittig, Consumer Affairs Clearing
House of Western New York, Buffalo, N.Y.

Panelist: Ms. Paula Heichel, Neighborhood Legal Service Program,
Washington, D.C.

Panelist: Dr. Ruth D. Harris, Division of Vocational-Technical
Education, Virginia Polytechnic Institute and State University

Panelist: Mr. Frederick E. Waddell, American Association of
Retired Persons

Presiding: Dr. Robert O. Hermann, Professor of Agricultural
Economics, Pennsylvania State University

Contributed Papers

Speaker: "Dissatisfied Consumers: Who Gets Upset and What
Do They Do About It?" Dr. Rex H. Warland, Associate Professor
of Rural Sociology, The Pennsylvania State University

Speaker: "New Directions for Consumer Action to Combat the Price
Spiral" Dr. Glen Beeson, Director, Center for Economic Educa-
tion, Duquesne University

Editor of the Journal of Consumer Affairs

Joseph Uhl, Purdue University, Lafayette, Indiana

Editor of ACCI Newsletter

Stewart M. Lee, Geneva College, Beaver Falls, Pennsylvania

Editor of Consumer Education Forum

E. Carl Hall, University of Texas, Austin, Texas

Editor of 1975 Conference Proceedings

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Ruth Deacon, Iowa State University, Ames, Iowa

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1975 CONFERENCE COMMITTEE

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June Alvord, Federal Trade Commission, Kansas City, Missouri

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Sidney Eckert, Delta State University, Cleveland, Mississippi

Exhibits - Local

Betty Keel, Missouri Central Credit Union, Kansas City, Missouri

Meals

Gloria Kraft, University of Missouri-Extension, Clayton, Missouri

Equipment

Denver Cook, Kansas City Consumers Association, Kansas City, Missouri

Hospitality

Rob Feder, Kansas City Office of Consumer Affairs, Kansas City, Missouri

Program Evaluation

Jim Evans, Johnson County Community College, Overland Park, Kansas

Career Opportunities

John R. Burton, Manchester Community College, Manchester, Connecticut

INTRODUCTIONS

From the President

Welcome to the annual conference of the American Council on Consumer Interests. Today we celebrate the twenty-first birthday of this organization. Clearly, ACCI has become of age. With this conference ACCI marks continued leadership in the consumer movement. The Board of Directors and the Program Chairperson welcome you to what we hope to be an excellent conference.

-- Tom Garman
Northern Illinois University

From the Program Chairperson

Planning for the Twenty-First Annual Conference was based on the most pressing problems consumers face today, namely how to cope with inflation and how to best deal with shortages of resources both of which might become even more acute in the future. Hopefully, the conference was a fruitful one for all who attended.

It is not possible to recognize everybody who assisted in making the program possible. However, the special help given by Jean Bowers, Robert Herrmann, Lee Richardson and Joe Uhl must be acknowledged.

-- Helen Goetz
University of Alabama

From the Editor

"Consumers in an Era of Shortages and Inflation" was an excellent program as evidenced by the record attendance. The Proceedings also sets records this year for early publication and length. Conference proceedings are prepared for participants and others interested in the issues. They will provide the basis for further thought and discussion for the many who participated and also help extend the ideas to others who did not participate. The Proceedings have grown from 89 pages in 1972 to 221 pages this year. This extensive coverage of the theme should be a valuable resource as much of the timely information is not readily available from other sources and not assembled into one source.

It is a pleasure to be able to complete The Proceedings during the summer so they will be available for use during the coming academic year. Thanks to all the speakers for their help in facilitating publication, especially those who provided copies of their papers early. Although each year we have decreased the time between conference and publication, this is by far our best record. This should make The Proceedings even more useful, considering the timeliness of the theme.

Conference papers to be printed in the Journal of Consumer Affairs are limited to abstracts in The Proceedings to avoid duplication. This means papers submitted for possible publication in the Journal of Consumer Affairs must be reviewed. This can be a lengthy process, but a prompt review this year helped make our earlier publication possible.

-- Karen Hull
Iowa State University

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