

Advancing the Consumer Interest 1991 Vol. 3 No. 2 ACI Communications EDITOR'S COMMENTARY CORRESPONDENCE Is the Crack Closing? Feature Articles Observing Reasonable Consumers Norman I. Silber Karen P. Varcoe Financial Education Joan Wright Can Change Behavior* Mary Gardiner Jones New Information Technologies 20 Helen Ewing Nelson and Consumer Choice Low Income Families: 27 Jane Schuchardt Julia Marlowe Keys to Successful Outreach* Louise Parker Claudette Smith Departments CONSUMER EDUCATION Lawrence W. Schonbrun Holding Down Legal Costs CONSUMER PROTECTION Sandra L. Willett Summit on Service Excellence 36 Who Sets the Level Playing Field Mary M. Heslin in the 1990's **BOOK REVIEW** 38 Reviewer: Monroe Friedman, A "Brand" New Charles H. Patti Language: Commercial Influences in Literature and Culture

Advancing the Consumer Interest (ISSN 1044-7385) is an official publication of the American Council on Consumer Interests. Published semi-annually. 🗆 Subscription Office: American Council on Consumer Interests, 240 Stanley Hall, University of Missouri, Columbia, MO 65211 🗆 Membership Fees: \$50 a year for individuals, \$80 for institutional memberships, \$20 for full-time students (including subscriptions to Advancing the Consumer Interest, The Journal of Consumer Affairs, and the ACCI Newsletter). \square Permission to make copies of articles in this journal for other than personal use should be directed to the Executive Director, American Council on Consumer Interests, 240 Stanley Hall, University of Missouri, Columbia, Missouri 65211 (314) 882-3817 © 1991 by the American Council on Consumer Interests

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