

Vol. 4 No. 2		Advancing the Consumer Interest	
			ACI Communications
4	EDITOR'S COMMENTARY		
5	READER'S COMMENTARY	E. Thomas Garman	Consumer Economics Professors Should Actually Profess Something
			Feature Articles
6		Ronald K. L. Collins	Cars & Censorship: How Advertising Pressure Can Corrupt a Free Press
13		Rosemary J. Avery George W. Haynes	Coupons: Are the Savings an Illusion?
19		Cathleen D. Zick Richard Widdows	Turning the Ebbing Tide of Consumer Studies Enrollments
24		Deborah M. Chalfie	A Consumer Protection Model for Regulating Lawyers
• • •			Departments
33	33 CONSUMER ORGANIZATIONS		Center for the Study of Commercialism
34	CONSUMER EDUCATION	R.E. Vosburgh	Improving Consumer Education: A Joint Concern
36	CONSUMER ACTIVIST	Richard L. D. Morse	Truth in Savings Act: Accomplished, Yet Unfinished
38	BOOK REVIEWS	Reviewer: Nancy M. Porter	A. Singer & K.Parmet  Take It Back!  The Art of Returning <u>Almost</u> Anything
39		<i>Reviewer:</i> Robert J. Kroll	H. Rank How to Analyze Ads: The Pitch

Advancing the Consumer Interest (ISSN 1044-7385) is an official publication of the American Council on Consumer Interests. Published semi-annually.  $\square$  Subscription/Membership Offices: American Council on Consumer Interests, 240 Stanley Hall, University of Missouri, Columbia, MO 65211  $\square$  A subscription to Advancing the Consumer Interest is included with individual, associate, student and institution/subscriber memberships in ACCI. Single copies of ACI back issues: \$5 for members and \$10 for non-members. Other ACCI publications include The Journal of Consumer Affairs, ACCI Newsletter, and Annual Conference Proceedings. For further information on ACCI membership categories, service, and fees write, call, or fax ACCI at address below.  $\square$  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, fax (314) 884-4807.  $\square$  1992 by the American Council on Consumer Interests