

American Council on Consumer Interests

25th Annual Conference

April 25-28, 1979

San Antonio, Texas

THE PROCEEDINGS

Conference Theme:

ETHICS AND THE CONSUMER INTEREST

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25th Annual Conference

of the

AMERICAN COUNCIL ON CONSUMER INTERESTS

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ETHICS AND THE CONSUMER INTEREST

Edited by

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PROGRAM

AMERICAN COUNCIL ON CONSUMER INTERESTS
25th Annual Conference
April 25-28, 1979
San Antonio, Texas

Convention Theme:
ETHICS AND THE CONSUMER INTEREST

Wednesday, April 25, 1979

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FROM THE EDITOR

The Proceedings of the 25th Annual Conference of the American Council on Consumer Interests, "Ethics and the Consumer Interest," are prepared for those attending the conference and other interested professionals. The purpose of this publication is to stimulate thought and discussion regarding the various issues presented.

The Proceedings include edited copies of papers, transcribed tape recordings or summaries of all conference presentations at the 25th Annual Conference. Because of the great increase this year in the number of papers presented at the conference, the type size of this publication has been reduced.

It has been a pleasure for me to be associated with the Conference this year. Appreciation is extended to the conference speakers for their cooperation. Further, special appreciation is extended to those who assisted in the recording of the presentations: Alma Owen; editing: Alice Lippert; and typing, Sandra Ramer, Karen Kraemer, and Marjorie Jefferies.

-- Norleen M. Ackerman
Assistant Professor, Consumer Science
University of Wisconsin-Madison

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