

## PREFACE

Consumer Representation ... Whose voices speak out for the consumer? ... "I represent the consumer. My XYZ Corporation meets the demands of consumers or it could not make a profit; it's operations reflect the interests of consumers" ... "My constituents elected me to represent their interests." ... "We organized a cooperative to provide for ourselves at no profit the services and goods otherwise unobtainable in the market at reasonable prices." ... "My labor union says that it is not sufficient to raise wages if the increased income is dissipated in the purchase of shoddy merchandise and careless money management."...

The sixth annual conference, Council on Consumer Information, brought together speakers concerned with their roles as consumer representatives. Each addressed the problems of consumer representation from a different viewpoint: state government, consumer cooperatives, state and federal regulatory and enforcement agencies, the press, city, state and national consumer organizations, labor, historically prominent women's groups, etc. The keynote speech by Governor Orville L. Freeman set the conference off to high level which was maintained throughout the conference.

Assembled in these Proceedings for the benefit of those who were unable to attend the conference are papers from all the participants who supplied a copy of their remarks. In general no effort was made to assemble the remarks of discussants or panel participants.

May this exposure to the various aspects of consumer representation result in improved opportunities for consumers to reflect their wants, needs and complaints, whether through cooperatives, or credit unions, through official consumer representation in government, through protection of consumers from misrepresentation and fraud, through labor, home economics, organized leadership of educated women, or effective local consumer interest groups. It is evident that there is a renaissance in consumer interests. May it find suitable and effective expression.

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