

PREFACE

Each annual conference of the Council on Consumer Information generates enthusiastic response from participants. Our Proceedings cannot reflect the unusual degree of interest in the papers presented nor the quality and scope of floor discussion of these consumer problems. Only Conference participants can describe the benefits derived from unscheduled exchanges of ideas and information carried on between sessions, including impromptu seminars lasting far into the night.

This year Richard L. D. Morse, our President, caught practically all of the speeches and discussions on tape. Any member interested in borrowing the tapes may arrange to do so by writing Ramon Heimerl, our Executive Secretary, paying only the cost of postage and a dollar service fee. If there is demand for them, the tapes with discussion sections and speeches can also be reproduced and purchased.

The Conference was particularly exciting because of news stories of possible appointment of a Consumer Counsel to the President (later proved to be exaggerated), the very significant telegram from President John F. Kennedy, telegrams from Senators Neuberger, Douglas, and Kefauver, and the announcement by Senator Philip A. Hart of impending hearings on deceptive practices related to consumer goods by the Anti Trust Subcommittee of the Senate. This announcement was made by the Senator at the banquet on Friday night and was followed by extensive discussion with him about the problems involved.

Rising interest in consumer problems and actions at the state and federal levels were reported in the opening session. The sessions on consumer credit and family financial counselling provided many concrete examples of consumers' problems and what specific steps are being taken to cope with them.

The speakers at the last session, on quality of consumer goods and standards, included home economists, a research engineer, a psychologist turned survey specialist, and an economist. The only problem with discussion at that session, as for the others, was that the Conference schedule necessitated an early termination.

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