

# American Council on Consumer Interests



35th Annual Conference  
March 29 - April 1, 1989  
Baltimore, Maryland

**The Proceedings**

Mary Carsky, Editor

PROCEEDINGS

35th Annual Conference  
of the  
AMERICAN COUNCIL ON CONSUMER INTERESTS

March 29 - April 1, 1989  
Baltimore, Maryland

Edited by

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AMERICAN COUNCIL ON CONSUMER INTERESTS  
35th Annual Conference  
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Thursday, March 30, 1989

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President, ACCI 1987-88

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U.S. Bureau of Labor Statistics  
Local Arrangements Chair

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- John Molyneaux, M. Djuhari Wirakartakusumah an Amad Syaukat- Universtiy NMS  
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- Martha Hill - University of Michigan and Michael Ponza - Mathematica NMS  
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FROM THE EDITOR

The 35th Annual Conference of the American Council on Consumer Interests brought together professionals from across the United States and other nations of the world to participate in presentations and discussions on the consumer. The variety of papers reflected an international flavor as well as social and economic changes in society. Topics addressed at the conference included consumer affairs, consumer education, consumer information, personal finance, mass media effects on consumers. In addition, specific attention was given to problems of elderly consumers and international consumer issues along with a resurgence of interest in meeting the needs of low income groups.

All speakers on the annual conference program were invited to submit camera-ready manuscripts typed according to Proceedings specifications for inclusion in this publication. The cooperation of the presenters and their support staffs have been truly excellent and are to be commended for their efforts to meet the early deadline imposed upon them so that all may receive the publication before the summer.

The program chairman, Roger Swagler, is to be commended for his efforts which brought together this informative and stimulating program. Appreciation is also extended to the speakers, manuscript reviewers, and members of the local arrangements committee. Special appreciation is extended to Kris Glenn, Tracy Pottinger, and Sue Vigilione for their technical assistance in the preparation of the Proceedings.

Mary L. Carsky  
Eastern Connecticut State University

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