

**The original documents are located in Box 10, folder “Consumer Protection Agency - Newspaper Editorials (4)” of the John Marsh Files at the Gerald R. Ford Presidential Library.**

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July 22, 1975

Dear Al:

Just a short note to thank you for your thoughtfulness in sending me a copy of the packet of the newspapers editorials concerning a Consumer Protection Agency.

I found it to be most interesting, and greatly appreciate your taking the time to bring it to my attention.

With kindest personal regards, I am

Sincerely,

John O. Marsh, Jr.  
Counsellor to the President

Mr. A. D. Bourland  
General Motors Corporation  
1660 L Street, Northwest  
Washington, D. C. 20036

dl



JUL 18 1975

*ack.*

GENERAL MOTORS CORPORATION

1660 L STREET, N. W.  
WASHINGTON, D.C. 20036

July 16, 1975

The Honorable John O. Marsh, Jr.  
Counsellor to the President  
The White House  
Washington, D. C.

Dear Jack:

The attached packet contains not all but at least a major portion of the newspapers editorials throughout the country which have opposed the establishment of a Consumer Protection Agency.

I firmly believe that the President will be backed by the people in his attempts to cutback the horrendous effect that federal regulations are having on the economy and the free enterprise system.

I trust you can use the attached to show the President his efforts to defeat legislation that would create yet another layer of bureaucracy and federal regulation has coast to coast support.

Sincerely,



A. D. Bourland

Attachment



NEWSPAPERS  
WHICH HAVE CARRIED EDITORIALS  
OPPOSING  
INDEPENDENT CONSUMER PROTECTION AGENCY  
(as of June 23, 1975)

ALABAMA:

Birmingham News, April 15, 1975  
"The Poor Consumers?"

Huntsville News, April 16, 1975  
"Little Support"

Foley Onlooker, May 12, 1975  
"Again Its Ugly Head Appears"

Birmingham News, May 16, 1975  
"Ford Should Veto ACA"

ARIZONA:

The Phoenix Gazette, May 20, 1975  
"Regulation Atop Overregulation"

Phoenix Republic, May 29, 1975  
"'Protecting' consumers"

ARKANSAS:

Little Rock Arkansas Democrat, July 18, 1974  
"Consumers don't need it"

CALIFORNIA:

Pomona California Progress-Bulletin, April 8, 1975  
"Consumers do it on their own"

Visalia Times-Delta, April 9, 1975  
"Fighting Another Bureau"

Pixley California Enterprise, April 23, 1975  
"Help We Can Do Without"

Hanford Sentinel, May 12, 1975  
"Consumer Complaints"

The Sacramento Union, May 16, 1975  
"Consumer Advocacy - Congress Proposes a Needless Agency"



CALIFORNIA (Continued):

Ukiah Journal, May 27, 1975  
"Unneeded bureaucracy"

San Francisco Examiner, June 11, 1975  
"Ford's stand on consumer agency"

The Sacramento Bee, June 16, 1975  
"An Unfortunate Exemption"

COLORADO:

Fruita Colorado Times, April 10, 1975  
"Public Is 75% Opposed To New Consumer Agency"

Rangely, Colorado Times, April 21, 1975  
"Is This Something We Need?"

Golden Colorado Outlook, May 23, 1975  
"Help We Can Do Without! Is This Something We Need?"

CONNECTICUT:

Westport News, May 2, 1975  
"Closing their ears?"

Waterbury American, May 6, 1975  
"Needless Consumer Agency"

Stamford Advocate, May 13, 1975  
"Caveat consumer?"

Hartford Times, May 24, 1975  
"Consumer Advocacy Agency should be studied more"

DISTRICT OF COLUMBIA:

Washington Star-News, April 29, 1975  
"Regulate the Regulators"

Washington Star-News, May 18, 1975  
"Consumer Bureaucracy"

FLORIDA:

Fort Pierce News Tribune, April 25, 1975  
"Consumer Bill Is Opposed"

Jacksonville Florida News-Union, April 25, 1975  
"Super Consumer Protection"

The Miami Herald, April 30, 1975  
"Ford Is Right On Consumer Agency"

Jacksonville Florida Times-Union, May 31, 1975  
"Regulations ad Nauseum"

GEORGIA:

Wrightsville Georgia Headlight, April 10, 1975  
"Public Is 75% Opposed To New Consumer Agency"

Americus Times-Recorder, April 16, 1975  
"Those Polls"

Wrens Jefferson Reporter, April 24, 1975  
"Is This Something We Need?"

Savannah News, May 3, 1975  
"No Need for Agency"

Augusta Herald, May 14, 1975  
"Pro-Business Poll"

Valdosta Times, May 15, 1975  
"Not Another Watchdog"

Griffin News, June 2, 1975  
"Not needed"

HAWAII:

Honolulu Pacific Business News, Mary 17, 1975  
"Poll shows most consumers oppose a new Federal consumer agency"

IDAHO:

Burley South Idaho Press, April 22, 1975  
"Consumers reject protection agency"

Nampa, Idaho Free Press, May 9, 1975  
"Today's Editorial - Another bureau layer?"

Boise, Idaho Farmer-Stockman, May 15, 1975  
"Consumer Protection"

ILLINOIS:

Savanna Times Journal, March 25, 1975  
"Study Carefully..."

Watseka Illinois Times-Republic, April 16, 1975  
"Who knows best: The People or Ralph Nader?"

Saybrook Illinois Gazette and Arrowsmith News, April 24, 1975  
"Is This Something We Need?"

Springfield Morning Journal-Register, April 25, 1975  
"Making agencies work"

Lincoln Courier, April 20, 1975  
"Editorially Speaking...Not In Need Of Any More"

Chicago Tribune, May 3, 1975  
"We're 'protected' enough, thanks"



ILLINOIS (Continued):

Chicago Tribune, June 3, 1975  
"Protect Us from Congress"

Chicago Daily News, June 23, 1975  
"The wrong consumer bill"

INDIANA:

The Terre Haute Star, April 18, 1975  
"Little Support By Public For New Consumer Agency"

Logansport Pharos-Tribune & Press, April 20, 1975  
"Cost of Consumer Protection"

Lebanon Reporter, April 23, 1975  
"Consumers Prefer To Do It Themselves"

Winchester Indiana News Gazette, April 23, 1975  
"No Not Another One!"

The Indianapolis News, May 17, 1975  
"Whether We Want It Or Not"

Elkhart Truth, May 20, 1975  
"Consumer Bill Issue"

Evansville Press, May 20, 1975  
"Some watchdog"

Indianapolis Star, May 25, 1975  
"Monsters At Large"

Fort Wayne News-Sentinel, June 2, 1975  
"The Consumer Pays"

Decatur Democrat, June 5, 1975  
"The Consumer Agency"

Anderson Herald, June 5, 1975  
"New Supergovernment Bill Looms"

Bloomington Herald-Telephone, June 12, 1975  
"Our Opinion - Who needs it?"

IOWA:

Oelwein Iowa Register, April 15, 1975  
"Most People Don't Favor New Agency"

Grundy Center Spokesman, May 3, 1975  
"Farm Bureau Opposes Consumer Protection Act"

Sioux City Journal, May 18, 1975  
"Consumer Agency"

IOWA (Continued):

Des Moines Tribune, May 20, 1975  
"Consumer's Advocate"

Grundy Center Spokesman, June 7, 1975  
"We don't need another layer of bureaucracy"

Davenport Times-Democrat, June 8, 1975  
"Hey, What's With ACA?"

KANSAS:

El Dorado Kansas Times, April 16, 1975  
"Does Ralph Nader know best?"

Atchison Kansas Globe, April 24, 1975  
"Who Knows Best?"

Manhattan Mercury, May 18, 1975  
"Consumer Advocacy"

KENTUCKY:

Hopkinsville, Kentucky New Era, April 12, 1975  
"Such Protecting!"

Glasgow Kentucky Times, May 1, 1975  
"Consumers Prefer To Do It Themselves"

Murray Ledger and Times, May 1, 1975  
"Who Knows Best - The People or Nader"

LOUISIANA:

New Orleans Times-Picayune, April 3, 1975  
"Consumer 'Protectors' Again"

Alexandria Daily Town Talk, April 15, 1975  
"Consumers Want No Super Advocate"

Alexandria Daily Town Talk, May 29, 1975  
"Another Agency We Don't Need"

MAINE:

Damariscotta News, May 8, 1975  
"Help We Can Do Without!"

MARYLAND:

Salisbury Times, April 18, 1975  
"Do It Themselves"



MARYLAND (Continued):

Frederick Post, April 21, 1975  
"Consumers Prefer To Do It Themselves"

Frederick News, April 21, 1975  
"Consumers Prefer To Do It Themselves"

The Baltimore Evening Sun, June 3, 1975  
"Dunagin's People" Cartoon

MASSACHUSETTS:

Boston Herald American, October 28, 1974  
"Breaking a Bad Habit"

Boston Commercial Bulletin, April 18, 1975  
"Who Knows Best? The People Or Ralph Nader?"

Worcester Gazette, April 23, 1975  
"Naderism Rampant"

New Bedford Standard Times, May 23, 1975  
"A consumer sham"

Boston Herald American, May 27, 1975  
"Consumers: Too Much Protection?"

Westfield News, June 3, 1975  
"Bureaucracy Unneeded"

MICHIGAN:

Detroit, Michigan Investor, March 22, 1975  
"The Consumer Deception Act of 1975"

Adrian Michigan Telegram, April 10, 1975  
"More Costly 'Protection'"

Owosso Michigan Argus Press, April 15, 1975  
"We prefer do-it-yourself"

Detroit, Michigan Investor, April 19, 1975  
"Who Knows Best? The People Or Ralph Nader?"

Hillsdale News, April 25, 1975  
"Doing It Themselves"

Detroit News, April 30, 1975  
"A case of overkill"

Detroit News, May 13, 1975  
"A new consumer agency - Why is it needed?"

Coldwater Reporter, May 17, 1975  
"Consumers Prefer Own Way"

Charlevoix Courier, May 22, 1975  
"Is This Something We Need?"

MINNESOTA:

Austin Herald, March 28, 1975  
"Deception bill"

Thief River Falls Times, April 16, 1975  
"Most Americans Don't Want New Consumer Agency"

International Falls Journal, May 16, 1975  
"Taxpayer is one to help"

Rochester Bulletin, May 29, 1975  
"U.S. Senate Votes to Increase Prices and Taxes"

Alexandria Lake Region Press, May 29, 1975  
"The Consumer Protection Agency"

MISSISSIPPI:

Starkville News, April 18, 1975  
"Little Support"

Natchez Democrat, April 21, 1975  
"Consumer bureau may be shelved"

West Point Times Leader, April 21, 1975  
"Is This Something We Need?"

Vicksburg Post, April 26, 1975  
"Consumers Prefer To Do It Themselves"

MISSOURI:

The Kansas City Star, April 9, 1975  
"Another Federal Agency?"

Cape Girardeau Southeast Missourian, April 14, 1975  
"Public says forget it"

Carthage Press, April 16, 1975  
"Business Better Than Government"

Hermann Advertiser-Courier, April 23, 1975  
"Do We Need This?"

The Kansas City Star, April 29, 1975  
"The President's Long List of Things to Do"

Fulton Sun-Gazette, May 30, 1975  
"New Bureaucracy"

St. Louis Globe-Democrat, May 13, 1975  
"Anti-Consumer Agency"

Sikeston Standard, May 23, 1975  
"Who Knows Best?"

NEBRASKA:

Omaha Morning World Herald, May 22, 1975  
"Conflict and Consumer Interest"



NEW HAMPSHIRE:

Nashua Telegraph, May 3, 1975  
"A Super Agency?"

NEW JERSEY:

Camden Courier-Post, February 25, 1975  
"More Bureaucracy?"

Montclair Times, April 17, 1975  
"Little Support"

Woodbridge News Tribune, April 30, 1975  
"Questionable 'protection'"

Bridgeton, South Jersey Star-Advertiser Press, May 8, 1975  
"Help We Can Do Without!"

Woodbridge News Tribune, June 6, 1975  
"Unsound 'Protection'"

NEW MEXICO:

Las Cruces Farm and Ranch, May 1975  
"Consumer bill is a deception on the public"

NEW YORK:

The New York Times, March 14, 1975  
"Consumerism, Limited"

New York Daily News, April 5, 1975  
"Do Us No Favor"

Cheektowaga Times, April 24, 1975  
"Help We Can Do Without!"

Wellsville Shopping Wise, April 24, 1975  
"Help We Can Do Without"

Skaneateles Press, April 30, 1975  
"More Bureaucracy?"

Syracuse Herald-Journal, April 30, 1975  
"A waste"

Buffalo Evening News, May 9, 1975  
"Bad Idea Whose Time Has Gone"

Corning Leader, May 9, 1975  
"Existing Agencies Able To Protect The Public"

Glens Falls Post-Star, May 29, 1975  
"More Protection?"

NEW YORK (Continued):

New York Daily News, May 17, 1975  
"A Costly Mistake"

Buffalo Courier-Express, May 18, 1975  
"Another Consumer Agency Not Needed"

NORTH CAROLINA:

Monroe Enquirer-Journal, April 23, 1975  
"Americans say no to new federal consumer agency"

The Wilson Daily Times, May 14, 1975  
"Reduce Business Regulations"

Aberdeen Sandhill Citizen, May 15, 1975  
"Is This Something We Need?"

Rocky Mount Telegram, May 18, 1975  
"Reduce Business Regulations"

Southern Textile News, May 19, 1975  
"Yet Another?"

Burlington Times-News, June 4, 1975  
"Ignoring the Public"

OHIO:

Salem Farm and Dairy, April 10, 1975  
"Public Is 75% Opposed to New Consumer Agency"

Warren Tribune Chronicle, April 12, 1975  
"Little Support"

Zanesville Times Recorder, April 17, 1975  
"Congress: Please Take Note"

Cincinnati Enquirer, April 18, 1975  
"Better, Not More"

Sabina Advertiser, April 23, 1975  
"Help We Can Do Without"

Akron Beacon Journal, April 24, 1975  
"Busybody We Don't Need"  
"A New Consumer Agency"

Barnesville Ohio Whetstone, April 24, 1975  
"Is This Something We Need?"



OHIO (Continued):

Greenfield Times, April 25, 1975  
"Who Wants It?"

Cincinnati Enquirer, May 3, 1975  
"No More Protection, Please"

Mansfield News-Journal, May 5, 1975  
"Battle Lines Drawn On Consumer Agency"

Kent-Ravenna Record-Courier, May 14, 1975  
"Most consumers don't want advocacy agency"

Dayton Journal Herald, May 19, 1975  
"Consumer Bill...we doubt that public will be protected"

Akron Beacon Journal, May 19, 1975  
"A Busybody We Don't Need"

Athens Messenger, May 21, 1975  
"Protecting Consumers"

Columbus Citizen-Journal, May 21, 1975  
"Some watchdog"

Salem Farm and Dairy, May 22, 1975  
"Help We Can Do Without!"

Youngstown Vindicator, May 22, 1975  
"Consumer Agency Needed?"

Akron Beacon Journal, May 24, 1975  
"Editorials - Consumer's Own Alertness Would Serve Him Better"

Cincinnati Post 3 Star, May 27, 1975  
"Spotty consumer protection"

North Canton Sun, May 28, 1975  
"Editorials: Public Opposed To New Consumer Agency"

Cincinnati Enquirer, May 28, 1975  
"First, Make The Old Laws Work"

Cincinnati Enquirer, June 4, 1975  
"A Consumer 'Aggravacy' Agency?"

Columbus Dispatch, June 5, 1975  
"Consumer Advocacy: Just Who Needs It?"

Cincinnati Enquirer, June 9, 1975  
"There's A Better Way"

OKLAHOMA:

Oklahoma City Journal, April 12, 1975  
"Consumers Favor 'As Is'"

Tulsa World, April 23, 1975  
"Measuring The Cost"

Oklahoma City Oklahoman, May 15, 1975  
"Ford Should Veto ACA"

Tulsa World, June 3, 1975  
"The Loaded Question"

OREGON:

Ontario Daily Argus Observer, April 19, 1975  
"Consumers Prefer to do it Themselves"

Albany Democrat-Herald, May 1, 1975  
"Are gains worth costs?"

Nyssa Gate City Journal, May 8, 1975  
"Is This Something We Need?"

Portland Oregonian, May 22, 1975  
"Regulatory mistake"

PENNSYLVANIA:

Jeanette News Dispatch, April 23, 1975  
"Not Another One!"

St. Mary's Press, April 22, 1975  
"Consumer Agencies Not Doing The Job"

Souderton Independent, April 23, 1975  
"Is This Something We Need?"

Monessen Valley Independent, April 23, 1975  
"For the consumers?"

Ridgway Record, April 23, 1975  
"Who needs it?"

Corry Journal, April 23, 1975  
"Two more bureaus needed?"

Titusville Herald, April 24, 1975  
"New Consumer Agency Needed?"

Reading Times, April 25, 1975  
"Little support"

Shippenburg News-Chronicle, April 25, 1975  
"Not another bureau, please!"



PENNSYLVANIA (Continued):

Uniontown Herald, April 26, 1975

"Do It Themselves"

Punxsutawney Spirit, April 26, 1975

"Two More Bureaus Needed?"

Irwin Standard-Observer, May 5, 1975

"New agency is unpopular"

Mt. Joy Merchandiser, May 14, 1975

"Public Is 75% Opposed To New Consumer Agency"

Beaver Falls News Tribune, May 15, 1975

"In our opinion: Is a new agency needed?"

Irwin Standard Observer, May 19, 1975

"What the rest are saying"

Altoona Mirror, May 20, 1975

"As the Editor Sees It - An Insidious Bill"

Pittsburgh Press, May 21, 1975

"Some watchdog"

Pittsburgh Post-Gazette, May 27, 1975

"Not Another Federal Agency"

New Castle News, June 2, 1975

"A consumer agency"

Oil City Derrick, June 5, 1975

"Another Superagency?"

SOUTH CAROLINA:

Spartansburg Herald, May 13, 1975

"Consumers Don't Want New Agency"

Columbia State, May 18, 1975

"Federal Consumer Advocates Not Needed"

Charleston Post, June 10, 1975

"Unsound And Costly"

SOUTH DAKOTA:

Mitchell Republic, April 10, 1975

"A \$60 Million Agency"

Pierre Capital Journal, May 16, 1975

"More Regulation of Everybody"

Brookings Register, May 20, 1975

"Where more tax dollars are headed"

Wilmot Enterprise, June 12, 1975

"Is This Something We Need???"

TENNESSEE:

Greeneville Sun, March 21, 1975  
"The Consumer Deception Act of 1975"

Kingsport Times, April 14, 1975  
"Do-it-yourself consumerism"

Mt. Pleasant Record, April 24, 1975  
"Is This Something We Need?"

Knoxville Southeast Farm & Livestock, May 1, 1975  
"Stop The Super Agency"

Knoxville Southeast Farm & Livestock Weekly, May 1, 1975  
"Editorial Opinion"

Chattanooga News-Free Press, May 22, 1975  
"Avoid A Consumer Dictator"

Memphis Commercial Appeal, June 6, 1975  
"Listening To Complaints"

TEXAS:

Gainesville Register & Messenger, March 24, 1975  
"'75 Consumer Deception Act"

San Antonio Light, April 1, 1975  
"Protection Agency's Not Needed Here"

Gainesville Register & Messenger, April 11, 1975  
"Who Knows Best For You?"

Kilgore News Herald, April 16, 1975  
"Who Knows Best: People or Nader"

Lufkin News, April 16, 1975  
"Consumer self-protection"

Abilene Reporter News, April 17, 1975  
"Most Citizens Are Opposed to Federal Consumer Agency"

Waco Tribune Herald, April 19, 1975  
"Consumer Not Asking For This 'Protection'"

Cleburne Times-Review, April 20, 1975  
"Consumers Prefer To Do It Themselves"

Vidor Vidorian, April 24, 1975  
"Is This Something We Need?"

Farmersville Times, April 24, 1975  
"Nader Nadir"



TEXAS (Continued):

Princeton Herald, April 24, 1975  
"Nader Nadir"

Lubbock Avalanche-Journal, April 25, 1975  
"Plains Agriculture"

Plainview Herald, April 27, 1975  
"Other Side of Coin"

Kerm News, May 1, 1975  
"Who Knows Best"

Amarillo Globe-Times, May 2, 1975  
"Untying the Knots"

Austin American Statesman, May 7, 1975  
"Unneeded Agency"

The Dallas Morning News, May 15, 1975  
"Public Busybody"

The Dallas Times Herald, May 15, 1975  
"Consumer agency"

Tyler Telegraph, May 15, 1975  
"Another Agency?"

Amarillo Daily News, May 21, 1975  
"Give Daddy Your Hand"

Dallas Times Herald, May 22, 1975  
"Watch out for watchdog"

Ft. Worth Weekly Livestock Reporter, May 22, 1975  
"Maybe Th' Consumer Needs Definition"

Houston Chronicle, May 22, 1975  
"This is madness"

Pampa News, May 25, 1975  
"Unneeded bureaucracy"

Victoria Advocate, May 27, 1975  
"Costly and Unneeded"

Levelland Sun News, June 1, 1975  
"Unneeded bureaucracy"

Tyler Courier-Times, June 6, 1975  
"Consumers Need Protection From Consumer Protection Groups Now"

UTAH:

Ogden Standard-Examiner, April 24, 1975  
"Americans Oppose Super-Agency"

UTAH (Continued):

Salt Lake City Tribune, April 29, 1975  
"Bureaucracy Burgeons"

Salt Lake City Tribune, April 30, 1975  
"No Need for Super Bureaucracy To Protect U.S. Consumers"

Gunnison Valley Times, May 8, 1975  
"Protect Public From Protectors"

Salt Lake City Deseret News, May 12, 1975  
"Consumers don't need this kind of 'help'"

Salt Lake City Deseret News, May 14, 1975  
"Veto the consumer agency bill"

VIRGINIA:

Lynchburg Advance, March 18, 1975  
"Consumer deception"

Richmond Times-Dispatch, April 9, 1975  
"An Unneeded Agency"

Richmond Times-Dispatch, May 3, 1975  
Cartoon - "I'd Just Love Ya to Death!"

Norfolk Ledger-Star, May 6, 1975  
"Dubious consumer aid"

Richmond Times-Dispatch, May 18, 1975  
"Sticking the Consumer"

Suffolk News Herald, May 26, 1975  
"Sticking the Consumer"

Lynchburg News, June 16, 1975  
"'Protecting' Consumers"

WASHINGTON:

Spokane Chronicle, May 16, 1975  
"More Bureaucracy Opposed"  
"Consumers Vs. People"

Pasco Tri-City Herald, May 27, 1975  
"No need for consumer agency"

WEST VIRGINIA:

Beckley Post-Herald, April 23, 1975  
"Scheme Feared Just Another Bureaucracy"

Clarksburg Telegram, April 29, 1975  
"Is This Something New?"

WISCONSIN:

Antigo Journal, March 22, 1975  
"Excessive Power"



NEWS

Birmingham, Alabama

April 15, 1975

# ~~The Poor Consumer?~~

~~How did the American consumer come to enjoy the highest standard of living yet recorded by history?~~

~~Did our two, three and four-car families achieve their mobility due to some kind of reverse effect of consumer exploitation in Detroit?~~

~~And our American housewives with~~

tries which are the most closely regulated by government. The airlines, the railroads, the power companies, gas and telephone companies are all in deep trouble. And Detroit, with vast new safety and environmental laws, have been required almost to price autos beyond the reach of literally millions of consumers.

MEMPHIS, TENN. ALA.  
MEMPHIS  
DAILY 15,000

APR 10 1975

## Little support

Legislating by public opinion poll is not necessarily a good way to run a government. But it is not a bad idea for legislators to have a fairly well tuned ear to the ground to be certain they do not go too far astray from

polled on the subject, with 75 per cent rejecting a new agency to handle consumer-related business. Most of the people who gave their opinions said they thought existing agencies, such as the Office of Consumer

FOLEY, ALA.  
ONLOOKER  
TW. 8,000

MAY 12 1975 *B. K. Miller*

# Again, Its Ugly Head Appears

Thanks to the maneuvering of Senator Jim Allen, the federal bureaucracy has been prevented from expanding its tennacles of red tape into the avowed purpose, the protection of the great consumer populace.

Senator Abraham Ribicoff, the liberal senator from Connecticut, is again sponsoring a new version of consumer protection legislation, which is similar to that of...

NEWS

Birmingham, Alabama

May 16, 1975

NEWS

# Ford Should Veto ACA

Considering the vast amounts of red ink in the upcoming federal budget and the backbreaking load of government ordered paper work already on the nation's businessmen, President Ford should veto the bill creating something called the Agency for Consumer Advocacy.

Sen. James B. Allen of Alabama summed up reasons for killing the bill:

"This bill to create an Agency for Consumer Advocacy," Allen wrote in his minority committee report, "is a

population had ever even heard of the proposed legislation. Of the 13 per cent who favored the idea, 6 per cent withdrew their support when they learned that the new agency would cost at least \$60 million over the first three years.

The poll thus reveals that 81 per cent of Americans oppose the agency its sponsors in the Senate say are demanding consumer protection.

The new agency would undoubtedly become involved in guerrilla warfare against its sister agencies such as the Department of Agriculture, the Com-

## 'Protecting' consumers

Although a recent poll by Opinion Research Corp. showed that a vast majority of Americans oppose the creation of a Consumer Protection Agency, the likelihood is they'll get one anyway.

They may believe they're perfectly capable of shopping wisely, but Congress knows better.

Congress knows we are a nation

Two: It would have no say in any government actions that might affect farm prices.

The AFL-CIO insisted on the first; the farm lobby on the second.

With labor and the farmer beyond its purview, the Consumer Protection Agency obviously would become a business-baiting agency.

THE PHOENIX GAZETTE  
Phoenix, Arizona  
May 20, 1975

## Regulation Atop Overregulation

One of the major things wrong with the American economy is bureaucratic overregulation. It would seem therefore that our federal lawmakers would seek to avoid adding to the bureaucracy and the regulation.

Not so, sad to say. Instead, the lawmakers are intent on adding to our woes.

which is death on discrimination elsewhere, practiced some discrimination itself. Exempted from the jurisdiction of the agency are federal agency actions having to do with agriculture, labor disputes, broadcast license-renewal decisions and controversies involving the Alaska pipeline.

Sen. Fannin, R-Ariz., did succeed

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# Editorial

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## Consumers don't need it

Unless it is killed by filibuster, the U.S. Senate will begin debate this week on a highly controversial bill calling for the creation of a Consumer Protection Agency. One of the key votes will be cast by Arkansas' Sen. J. William Fulbright, who is but one of 16 senators yet to speak his mind on the subject. Sen. John L. McClellan is already on record opposing the measure.

Those pushing for the new agency say it is needed to give the "little man" a louder voice in the marketplace. President Nixon's adviser for consumer affairs, Virginia Knauer, hails it as the most important consumer proposal in her five years at the White House. If passed, she says, "it would be a powerful antidote to the poison of alienation and helplessness affecting many of our citizens who believe that their pleas for help or understanding are unheeded — that only the powerful have access to decision makers."

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## Arkansas Democrat

Little Rock, Ark.

One Hundred and Thirtieth Year

An Independent Daily and Sunday Newspaper

F. A. Engel, Publisher (1926-1948)

Walter L. Hussman Jr., Publisher

Robert S. McCord, Executive Editor.

Foul R. Smith, Advertising Director

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Page 4A Thursday, July 18, 1974

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POMONA, CALIF.  
PROGRESS-BULLETIN  
D. 40,500    S. 41,500

APR 8 1975 *Sybil*

# Consumers do it on their own

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of the Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new agency or making existing ones more effective, they strongly favored improving present agencies by 75 per cent to 13 per cent, as noted.

The survey also found that 27 per cent of consumers believe they are "almost always" treated fairly by business, while 59 per cent feel their are

P. K. EY CAL  
ENTERPR SE  
W 815

APR 23 1975

*Byrd*

HELP WE CAN DO WITHOUT!



APR 23 1975  
COMMUNICATIONS SECTION  
U.S. AIR FORCE

APR 23 1975

COMMUNICATIONS SECTION

(900,01 - 120) AMED-EMIT  
Victoria, California  
April 9, 1975

Journal  
Ukiah, Calif.  
May 22, 1975

Circ: 7,800

## **Unneeded bureaucracy**

The banner of consumerism is in the forefront of a march by Congress to establish a new bureaucracy which will create hundreds of federal jobs and cost the taxpayers an estimated \$16 billion over the next three years.

A proposed consumer protection agency to "monitor" the actions of other governmental regulatory depart-

TIMES-DELTA (6xW - 15,967)  
Visalia, California  
April 9, 1975

## Editorial

# Fighting Another Bureau

Consumer advocacy these days is an issue ranking right along with campaign reform, environmental protection and fuel conservation in political appeal.

It seems likely, then, that creation of an independent consumer agency, envisioned in a bill reported by the U.S.

A proclaimed goal is to scrutinize decisions or agreements that will affect prices consumers eventually will pay for goods and services. Yet the bill studiously rejects agency involvement in labor-management disputes handled by the National Labor Relations Board.

DATE: MAY 12, 1975

Hanford, California

May 12, 1975

SEARCHED (6x6) 11 551

## Consumer Complaints

WHILE a proposal to start a federal consumer protection agency remains alive in Washington, D.C., customers and merchants ought to be more aware of the means already available to them to reconcile consumer complaints.

The Better Business Bureau has an office in Fresno which serves the public free of charge. For those who look on the BBB as merely a front for business, it should be noted that the Bureau can conduct binding arbitration and has settled 79 per cent of the

# The Sacramento Bee

Locally owned and operated for 118 years

JAMES McCLATCHY, founder, editor, 1857-1883  
C. K. McCLATCHY, editor, president, 1883-1936  
WALTER P. JONES, editor, 1936-1974

Vol. 235—No. 38,866  
Monday, June 16, 1975



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McCLATCHY NEWSPAPERS

ELEANOR McCLATCHY, president  
C. K. McCLATCHY, editor

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## Editorials

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# An Unfortunate Exemption

In trying to give some teeth to this country's toothless tiger, federal consumer legislation, the U.S. Senate left a gaping space in the new

cerning these matters or concerning the development of policy in these areas.

SACRAMENTO UNION  
Sacramento, California  
May 16, 1975

## Consumer Advocacy

# Congress Proposes A Needless Agency

## Editorial Page

Offices at 301 Capitol Mall, Box 2711,  
Sacramento 95812. Phone 442-7811.

B2—Friday, May 16, 1975

### The Sacramento Union

Founded March 18, 1851

A part of California's great history—  
dedicated to her greater future

John P. McGoff, publisher  
Edward R. Padilla, general manager  
Don J. Hoenshell, editorial director  
Peter J. Hayes, editor  
Robert Carney, managing editor  
Carlyle Reed, publisher emeritus

After turning back intensive lobbying for the past five years, Congress appears to be on the verge of passing legislation creating a federal Agency for Consumer Advocacy.

The Senate Thursday approved the measure by a vote of 61 to 28. The House is expected to approve a companion measure.

But if sponsors are jubilant over impending Congressional approval of the agency, many other people are asking, "who needs it?"

**THE MEASURE** would create an agency to represent the con-

EXAMINER (E - 180,000 S - 675,000)  
San Francisco, California  
June 11, 1975

## Ford's stand on consumer agency

**EFFORTS TO SET UP** an independent consumer agency in the federal government go back six years. They have a somewhat checkered history, a mixture of failure and partial success. Now the Senate has passed a bill providing for an Agency for Consumer Advocacy "to represent the consumer viewpoint" before federal regulatory agencies. The vote was emphatic enough— 71 to 27 — to assure an override of a presidential veto

FRUITA, COL  
TIMES  
APR 10 1975

*Spencer*

## Public Is 75% Opposed To New Consumer Agency

American consumers, by a 75% majority, are opposed to the creation of a new, independent consumer agency within the Federal Government, according to a nationwide survey of public attitudes released by Opinion Research Corporation.

The survey found that 13% of consumers would support efforts now under way in Congress to enact legislation establishing the Agency for Consumer Advocacy, which proponents of the bill say will give the consumer a larger voice in

half giving it an effective rating.

Given a choice between creating a new consumer agency or taking the steps necessary to make existing consumer agencies more effective, the respondents strongly favored improving the present agencies by a margin of 75% to 13%.

A clear majority of the public feels it is generally being treated fairly by business, according to the opinion poll. The survey found that 27% of con-

RANGELY, COL.  
TIMES  
W. 1,364

APR 11 1975

*By Miller*

## HELP WE CAN DO WITHOUT!



IS THIS SOMETHING WE NEED?

HELP WE CAN DO WITHOUT!  
IS THIS SOMETHING WE NEED!

A recent survey of American consumers by the Opinion Research Corporation indicates that 75 per cent favor improving existing Federal consumer protection agencies. Only 13 per cent favor creating a new one. Nevertheless, legislation before the Senate would authorize \$60 million to create an Agency for Consumer Advocacy (ACA) and operate it for three years.

Already we have the Office of Consumer Affairs, the Consumer Product Safety Commission, the Federal Trade Commission and some 80 others all working for consumers. What could the ACA do in addition?

For one, it can raise the prices of consumer goods by imposing new

GOLDEN, COL.  
OUTLOOK  
W. 14,387

MAY 23 1975

*Byrd*

Hartford Times  
Hartford, Conn.  
May 24, 1975

Circ: PM-129,700  
S-127,900

# Consumer Advocacy Agency should be studied more

Once again, the Congress appears prepared to put the proverbial cart before the horse, this time by creating a brand-spanking new federal Agency for Consumer Advocacy.

There has been a battle raging over creation of the agency for the past six years, and for the past three years the bill has been defeated in either the House or the Senate. But this year it looks as if

President Ford recommended earlier this year that a National Commission on Regulatory Reform be created to investigate the duplication or elimination—and most important, identification—of agencies and services. The same should be done in the area of consumer protection before any new agencies or departments are created.

At present, there are 22 agencies and

NEWS (S. W. - 10,112)  
Westport, Connecticut  
(Bridgeport Metropolitan Area)  
May 2, 1975

## Closing their ears?

News emanating from Washington indicates the Ribicoff-Weicker bill establishing a brand new federal bureaucracy, the Agency for Consumer Advocacy, has a good chance for passage this session.

This proves once again that the legislators elected to represent the people do not listen to those they represent, but push ahead with unnecessary and expensive proposals such as this, digging even deeper into the taxpayer's pocket.

Despite the contention of Connecticut's two senators that the consumer needs more "protecting," a nationwide survey conducted by the Opinion Research Corporation shows that 75 per cent of the consumers polled oppose the creation of this new bureaucracy. The poll included more than 2,000 persons from all sections of the country and covered all age groups.

The poll also showed that more than half of the 13 per

The author points out that Americans today increasingly find their lives regulated by decrees from bureaucrats who, in effect, are accountable to no one.

His article suggests that Congress should reappraise each federal agency with a view to abolishing those which have outlived their usefulness. Certainly it would be absurd to establish new bureaucracies, such as the ACA, whose usefulness at the outset is highly uncertain, to say the least.

This accentuates our earlier point — the public neither needs nor wants another costly, wasteful bureaucratic agency such as that proposed by Senators Ribicoff and Weicker.

The opinion poll also proves it is getting more difficult to fool the public with political platitudes. Everyone but Connecticut's senators realizes this country does not need another federal bureaucracy to meddle even more

AMERICAN (E - 42,000)  
Waterbury, Connecticut  
May 6, 1975

## Needless Consumer Agency

Once again U.S. Sen. Abraham Ribicoff's controversial bill on consumer protection is before the Senate, and once again it should be defeated.

The proposed Agency of Consumer Advocacy would accomplish nothing more than creation of another govern-

stands now, collective bargaining agreements and labor disputes are exempted from attention by the proposed agency. U.S. Sen. Lowell Weicker feels labor contracts should be covered in order to provide fuller consumer protection.

Regardless of the extent of cover-

ADVOCATE (D - 30,800)  
Stamford, Connecticut  
(Bridgeport Metropolitan Area)  
May 13, 1975

## Caveat consumer?

The day of caveat emptor — let the buyer beware — has long since passed in this country. It is no longer debatable that the consumer must be protected by strong government action against predatory and rapacious sellers of shoddy goods and services.

The Congress is now considering the creation of a

consumers who happen also to be taxpayers: a costly duplication of services and a multiplication of eager civil servants.

In addition to the federal agencies, state consumer agencies like the Connecticut Department of Consumer Protection are being set up in various parts of the country.

STAR-NEWS (E - 300,000  
Washington, D.C. S - 320,000)  
April 29, 1975

# Regulate the Regulators

Since the Interstate Commerce Commission was established nearly 90 years ago to clamp down on the robber barons of railroading, government regulatory agencies have proliferated across the spectrum of American activity and have produced so many contradictory and waste-inducing rules and regulations that the time has come to begin regulating the regulators.

The White House estimates that unnecessary and ineffective government regulations are costing the average family \$2,000 a year, which amounts to a total cost of about \$150 billion a year for all Americans. The figure may be open

edged the problem recently. Said Lewis Engman, chairman of the Federal Trade Commission: "Most regulated industries have become federal protectorates, living in a cozy world of cost-plus, safely protected from the ugly specters of competition, efficiency and innovation."

Every time a move is made to breathe some fresh air into the system, the special interests and their protectors who sit on congressional committees and elsewhere in the government smother the attempt at reform. Last fall, President Ford asked Congress to establish a "national commission on regulatory reform." It hasn't been done. Last year, the President pro-

WASHINGTON STAR  
Washington, D.C.  
May 18, 1975

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# The Washington Star

JOEL L. ALLBRITTON, *Publisher*

JAMES G. BELLOWS, *Editor*

SIDNEY EPSTEIN, *Managing Editor*

SUNDAY, MAY 18, 1975

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## Consumer Bureaucracy

Certainly the Senate's passage last week of legislation to create a federal consumer protection agency came as no surprise. The measure had been filibustered last year and this year by its dedicated opponents, who knew they were defeated once it got to the floor for an up-or-down vote. For not too many legislators want to

Though its proposed beginnings are modest enough — a \$60 million authorization over three years — its diffused mission makes mammoth expansion of both funding and functions almost inevitable. The cost of the operation might very well outweigh its benefits to the taxpayer, in the long run.

The Florida Times-Union

Jacksonville, Florida

D. 150,098

S. 172, 515

May 31, 1975

MAY 31 1975

## Regulations ad Nauseum

These wonderful people who gave the American public the seat belt interlock are at it again.

This time, they are "helping" home owners by dreaming up new "safety" standards for lawn mowers which could, Associated Press reports, "boost the

ernment regulation of some major U.S. industries were radically altered or eliminated. . . ."

• Dr. Henry Manne, an economist and law professor at the University of Miami School of Law and long-time foe of excessive government regulation, stated in a recent interview,

## Super Consumer Protection

Congress seems determined to rush pell-mell into a sweeping new crusade to "protect" the consumer regardless of what anybody else — including the consumer himself — thinks about it.

Insight into this Capitol Hill obsession may be gleaned, perhaps, from a recent copyrighted interview with Sen. John Tower, R-Texas, published in U.S. News & World Report (April 28 issue).

Two questions and answers, in particular, invite attention.

"Q. Why ... is there so much support in Congress?"

"A. Because Congress has

was the source of its support. And Big Government swallowed, hook, line and sinker.

Whereupon the upshot of it all was that after the devices were mandated and installed the long-suffering public finally rebelled — and complained so loudly that Congress finally got around to correcting the mistake.

The result, of course, was that a tremendous number of U.S. automobiles (already pushed up in price by other federal specifications) went up the additional cost of the devices.

And — when Congress backtracked — there was the additional expense of mechanics

NEWS TRIBUNE (D - 13,560  
Fort Pierce, Fla. S - 14,066)  
April 25, 1975

# *Consumer Bill Is Opposed*

St. Lucie County's Chamber of Commerce is calling upon area businessmen to contact Florida's two U. S. Senators and urge their opposition to a bill expected to be voted upon next week which would create a federal Agency for Consumer Advocacy (A.C.A.)

"Our organization has long

# Not needed

The banner of consumerism is in the forefront of a march by Congress to establish a new bureaucracy which will create hundreds of federal jobs and cost the taxpayers...

But, as President Ford emphasized in a recent address to the U.S. Chamber of Commerce, ample federal tools exists already to insure that the American

VIRENS, GA.  
JEFFERSON REPORTER  
# 1,450

APR 24 1975

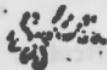
*Byrd*

**IS THIS SOMETHING WE NEED?**

A recent survey of American consumers by the Opinion Research Corporation indicates that 75 per cent favor improving existing Federal consumer protection agencies. Only 13 per cent favor creating a new one. Nevertheless, legislation

AMERICUS, GA.  
TIMES-RECORDER  
D. 5,537

APR 16 1975



## Those Polls

(Brunswick News)

Legislating by public opinion poll is not necessarily a good way to run a government. But it is not a bad idea for legislators to have a fairly well tuned ear to the

the subject, with 75 per cent rejecting a new agency to handle consumer-related business. Most of the people who gave their opinions said they thought existing agencies, such as the Office of Consumer Affairs and the Consumer Product Safety

WRIGHTSVILLE, GA  
HEADLIGHT  
APR 10 1975

## Public Is 75% Opposed To New Consumer Agency

American consumers, by a 75% majority, are opposed to the creation of a new, independent consumer agency within the Federal Government, according to a nationwide survey of public attitudes released by Opinion Research Corporation.

The survey found that 13% of consumers would support efforts now under way in Congress to enact legislation establishing the Agency for Consumer Affairs.

half giving it an effective rating.

Given a choice between creating a new consumer agency or taking the steps necessary to make existing consumer agencies more effective, the respondents strongly favored improving the present agencies by a margin of 75% to 13%.

Valdosta, Georgia

May 15, 1975

Times

## Not Another Watchdog

We guess it was only natural. There are so many bureaucrats a mind that another bureau is advocated to regulate the bureaus.

That's essentially what the Agency for Consumer Advocacy is all about. It is a... of the... center... center... center...

advocates for the Agency for Consumer Advocacy want to help us consumers, then the place to start is with the existing bureaus, not to create a new one. We consumers would be helped immeasurably if our Congress would... on the bureaus, cutting their staffs...

NEWS (M - 55,000 S - 65,000)  
Savannah, Georgia  
May 3, 1975

## No Need for Agency

**STRONG SUPPORT** exists in Congress for some kind of federal "consumer" agency. Its supposed purpose would be to protect consumers from dishonest business practices.

laws against such dealings are already on the books. The creation of a new bureau would simply affirm the notion that most businessmen cannot be trusted to produce decent goods.

THIS OUTLOOK is an unarmamented

AUGUSTA HERALD  
Augusta, Georgia

May 14, 1975

# AUGUSTA HERALD

*Editorial Page*

Wednesday, May 14, 1975

## Pro-Business Poll

Some indication of what the American public thinks about the practice of creating bureau after federal bureau, as well as its feeling about the essential fairness of business, is to be found in results

manufacturer of the product.

There is, to our way of thinking, more of significance to the poll's findings than the raw statistics themselves. Respondents clearly show they are interested in better

WEDNESDAY, MAY 14, 1975  
AUGUSTA HERALD  
Editorial Page  
AUGUSTA HERALD  
AUGUSTA, GEORGIA  
NOV. 14, 1975

PACIFIC BUSINESS NEWS  
HONOLULU, HAWAII  
W. G. 077

MAR 17 1975 *Byrd*

## Poll shows most consumers oppose a new Federal consumer agency

PRINCETON, N.J.—  
American consumers, by a  
75 per cent majority, are  
opposed to the creation of a  
new, independent consumer  
agency within the Federal  
government, according to a  
survey of public

proponents of the bill say  
will give the consumer a  
larger voice in helping shape  
government decisions.

In addition, more than  
half of 13 per cent who  
initially favored such an  
agency withdrew their sup-

porting a new consumer  
agency or taking the steps  
necessary to make existing  
consumer agencies more ef-  
fective, the respondents  
strongly favored improving  
the present agencies by a  
margin of 75 per cent to 13

12345678901234567890  
12345678901234567890  
12345678901234567890

IDAHO FREE PRESS  
Nampa, Idaho (D-8,556)  
May 9, 1975

## Consumer Protection

WITH the rising unemployment of recent months and the continued shrinkage of purchasing power of the dollar, a good case can be made for the need for legislation which would guarantee that consumers obtain full value for every dollar spent.

### Today's editorial

# Another bureau layer?

Do we really need or want another level of bureaucracy telling us the when, where, why and how of protecting ourselves?

The latest boondoggle out of Washington could be the agency to end all agencies. There is a strong movement in the U.S. Senate to create a Consumer Protection

down, whatever, and he is perfectly legal in doing so.

Thus it is with a great deal of apprehension that one ponders a Consumer Protection Agency. Sen. Jim McClure says the country already has \$558 million worth of protection in force from 1974-76.

IDAHO FARMER-STOCKMAN  
Boise, Idaho (31,500)  
May 15, 1975

## Consumer Protection

**WITH** the rising unemployment of recent months and the continued shrinkage of purchasing power of the dollar, a good case can be made, by those so inclined, for legislation which would, theoretically at least, "guarantee" that consumers obtain full value for every dollar spent.

And such a case is being made, as witness the fact the "Consumer Protection Act of 1975", a successor to similar legislation defeated in the last Congress, has generated a good deal of support from

# Chicago Daily News

An Independent Newspaper Founded January 1, 1876  
Marshall Field, *Publisher*

8

Monday, June 23, 1975

## The wrong consumer bill

Congress is clearly right in exhibiting concern for the American consumer, who gets kicked around all too often. But the method of consumer protection it is now fashioning is dubious at best.

The Senate has already passed a bill

cifics of what this bill would and would not do.

What it would do is give the ACA the power to demand business records to a degree that would amount to mere "fishing expeditions," and to back up its demand through the power of the federal courts. It could even do so at

TRIBUNE  
Chicago, Illinois  
June 3, 1975

## *Protect us from Congress*

It's nice to think that Congress is on our side, tho sometimes we're not sure. Take, for example, the Agency for Consumer Advocacy. This proposed bureaucracy, which has been approved by the Senate, is supposed to protect consumers from the ogres of big government by representing the little guy before federal agencies on such matters as prices, safety, and other issues affecting consumers.

We suppose we should appreciate that the lawmakers in Washington are

Relations Board is the one federal agency where consumers will have no voice because organized labor doesn't want consumers meddling in its affairs. We can thank Sen. Percy for this discriminatory exemption because he cast the deciding vote in committee, and along with Sen. Stevenson he voted on the Senate floor to keep the exemption. Sen. Jacob Javits [R., N. Y.], a sponsor of the bill, admitted that without the exemption, the unions would drop their support for consumer protection.

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

12 Section 1

Saturday, May 3, 1975

**THE NEWSPAPER** is an institution developed by modern civilization to present the news of the day, to foster commerce and industry, to inform and lead public opinion, and to furnish that check upon government which no constitution has ever been able to provide.

-THE TRIBUNE CREDO

## *We're 'protected' enough, thanks*

President Ford is on solid ground in urging Congress to reject the proposed consumer protection agency and to repeal the so-called fair trade laws that restrict price competition.

The last thing we need is another

mined by the retailer's cost and the amount of profit he wanted to make on the item. The development of discount stores after World War II is directly attributable to the fair trade laws. Many manufacturers — most recently Sony — have already given up trying to

COURIER (D - 7,565)  
Lincoln, Illinois  
April 30, 1975

## *Editorially Speaking...*

### **NOT IN NEED OF ANY MORE**

While strongly supporting consumer protection, the Business Roundtable is opposed to enactment of consumer legislation pending in Congress. It would create a new Agency for Consumer Advocacy. The Roundtable is a non-profit organization comprising some 150 major companies with a goal of developing policy recommendations on significant business, economic and social issues, as well as to foster the exchange of these ideas.

Opposition to the proposed new agency springs from the belief it would ultimately prove to be a disservice to consumers and create large and unnecessary burdens for companies. If, as

MORNING JOURNAL-REGISTER  
(D - 56,071 S - 74,348)  
Springfield, Illinois  
April 25, 1975

SAVOROK, ILL.  
GASSETT AND  
ARROWSMITH NEWS

APR 24 1975

IN THIS MORNING  
WE REPORT

A report on one of America's companies by the Editors  
Business Corporation website has 12 percent last year  
How to... in your professional career

## 1 Making agencies work

ONE WAY TO shake up a lethargic government agency is to confront it with the prospect of giving some of its responsibilities to another agency. The proposal

Thus President Ford could recommend to Congress the other day that it drop a proposal to set up a new \$60 million Consumer Agency. Existing boards and

MORNING JOURNAL-REGISTER  
(P. 56, 011 2 - 10, 343)  
Springfield, Illinois  
April 25, 1975

SAYBROOK, ILL.  
GAZETTE AND  
ARROWSMITH NEWS  
W. 700

APR 24 1975 *Exceller*

**IS THIS SOMETHING  
WE NEED?**

A recent survey of American consumers by the Opinion Research Corporation indicates that 75 percent favor improving existing Federal consumer protection agencies. Only 13 percent favor creating a new one. Nevertheless legislation before the Senate would authorize \$60 million to create an

WATSEKA, ILL.  
TIMES-REPUBLIC  
D. CIRC N. AVAIL

APR 16 1975 *Spindler*

# Who knows best--- The people or Ralph Nader?

The majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than

Research Corporation of Princeton, N.J., a majority of American consumers are opposed to creation of a new agency for consumer activities.

Given a choice between creating a new consumer agency or taking steps to

Of the 13 percent who favored a new agency, more than half said they would rather forget the idea when informed that it would cost \$60 million to run the agency its first three years of existence.

These findings are consistent with arguments advanced by such groups as the

SAYANNA, ILL.  
TIMES JOURNAL  
TW. 2,000

MAR 25 1975

*Circle*

# Study Carefully ...

As unemployment rises and the purchasing power of the dollar shrinks, it is more essential than ever that consumers obtain full satisfaction for every dollar spent. Unfortunately, many misguided efforts to "protect" consumers do more harm than good.

Such is the case with "The Consumer Protection Agency Act of 1975," which is similar to legislation

because the 94th Congress is expected to be receptive to activist-backed causes.

The title of the bill itself is misleading. Many members of Congress, who habitually vote for a bill because it has an appealing title, may not even read the actual provisions of the bill. The public is even less knowledgeable about such matters.

This particular bill simply creates another expensive

Herald-Telephone  
Bloomington, Ind.  
June 12, 1975

Circ: D-20,109

**Our Opinion**

## Who needs it?

Before members of the U.S. House of Representatives call up a Senate-approved measure to create a federal Consumer Advocacy Agency, they should determine the answer to a pertinent question: Who needs or wants it?

The federal establishment includes an Office of Consumer Affairs, Food and Drug Administration, Federal Trade Commission and the Consumer Product Safety Commission.

All of these agencies are operative in

Herald  
Anderson, Ind.  
June 5, 1975

Circ: D-20,503  
S-23,031

# Editorials

## New Supergovernment Bill Looms—

UNLESS CONGRESSMEN begin to hear otherwise from their constituents soon a bill defeated last year calling for the creation of a new supergovernment agency could be passed this year.

Already approved by the Senate and advancing rapidly through the House legislative process is the so-called

The exemption of labor costs from examination by the proposed agency should come as no surprise to the public in view of the fact that many congressmen owe a huge political debt to organized labor.

The thousands of supersnoops that would be required to operate such a

Democrat  
Decatur, Ind.  
June 5, 1975

Circ: D-5,468

## The Consumer Agency

With its idea for an Agency for Consumer Advocacy (ACA), Congress seems to be heading in its usual direction: the wrong way.

The Senate recently passed by a 61-38 vote a bill which would create the proposed agency, a non-regulatory body which would represent consumer interests before other federal agencies and the courts.

....The bill is now in the House, which may pass it some time in the fall, but President Gerald Ford has threatened a veto. We would hope, unless the attitude of the entire Congress

....The bill is supposed to establish an independent agency to prod federal regulatory agencies which have a direct impact on the quality, availability and cost of goods and services offered in America's market places. Already, however, the playing of "games" with the bill has begun, the Senate version providing loopholes for organized labor, farmers, and renewal of radio and television licenses, the construction of the Alaska pipeline, the manufacture of guns, much small business and government defense, and intelligence activities.

News-Sentinel  
Fort Wayne, Ind.

June 2, 1975

Circ: D-76,058

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# *The Consumer Pays*

The Senate has passed, by a 61-to-28 vote, a bill to create the Agency for Consumer Advocacy, a non-regulatory body to represent consumer interests before other Federal agencies and courts.

The agency has a long way to go, however, before it becomes an official part of the government scene. The House must pass on it, which seems possible this fall, and the President

the most dangerous bureaucracies ever created."

The truth lies in good intentions on either side. There is always need for consumer protection in some areas. Private selection resolves much of the difficulty, as does publicity and independent testing. The Food and Drug Act and other legislation came into being because of abuses in the markets.

One fear which already appears just

Star

Indianapolis, Indiana

May 25, 1975

Circ: M-225,000

S-375,000

## Monsters At Large

In that weird laboratory up on the Hill in Washington, D.C., a new bureaucratic monster is being stitched together out of parts of Nader, Marx, Galbraith, Pecksniff, Judge Roy Bean and heaven knows what else.

Soon, inevitably it appears, the creature will be brought to life and sent out among the populace

Elkhart, Indiana

May 20, 1975

TRUTH (D-20,613)

# Consumer Bill Issue

WITH GOOD reason President Ford is against the proposed new federal Agency for Consumer Advocacy.

But Rep. William F. Goodling, R-Pa., has a more realistic view, saying:

In a recent speech the President

"We already have 1,000 consumer-

Evansville, Indiana  
May 20, 1975

PKES (i) 43, 75c

THE INDIANAPOLIS NEWS  
Indianapolis, Indiana  
May 17, 1975

## Some watchdog

Whatever justification there may have been for creating a new consumer protection agency is fast being whittled away by Congress.

The bill approved by the Senate the other day has so many exceptions in it that knowing when to act would be a major problem for the new watchdog agency.

Exempt from coverage would be

it's even more questionable when the scope of the new agency is so severely restricted.

By any standard, there are too many federal agencies already, a number of them allegedly protecting the interests of consumers.

If Congress insists on creating a new agency, the least it can do is make sure that farmers and labor unions are as subject to its activities as businessmen and manufacturers.

THE INDIANAPOLIS NEWS  
Indianapolis, Indiana  
May 17, 1975

## Whether We Want It Or Not ✓

There are increasing signs that Congress is determined to create an Agency For Consumer Advocacy even though polls show the public does not want it.

Last year the House passed a measure establishing the new

they had "almost always" or "usually" been given fair treatment by business, while 11 percent were negative. A few negative diehards have challenged the legitimacy of the survey, but the Roper organization says it's valid.

Senator Robert Taft R-Ohio

REPORTER (D - 6,463)  
Lebanon, Indiana  
(Indianapolis Metropolitan Area)  
April 23, 1975

## *Consumers Prefer To Do It Themselves*

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new

PHAROS-TRIBUNE & PRESS  
(D - 17,995 S - 18,101)  
Logansport, Indiana  
April 20, 1975

## Cost Of Consumer Protection

You may be surprised to learn that more than four-fifths of the people in the United States are opposed to the creation of a federal consumer protection

power-hungry bureaucrat turned loose by an Act of Congress to prey upon the public he is supposed to protect.

Consumers have plenty of protection from such

The Terre Haute Star  
TERRE HAUTE, IND.  
D. 2011

APR 18 1975

*2/12*

## Little Support By Public For New Consumer Agency

Legislating by public opinion poll is not necessarily a good way to run a government. But it is not a bad idea for lawmakers to have

polled on the subject, with 75 per cent rejecting a new agency to handle consumer-related business. Most of the respondents were those

APR 18 1975  
10 1975

10 1975

## Most people don't favor new agency

The majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.

Commerce of the United States in opposing similar bills over the past five years.

If the present consumer agencies are not doing the job it is not likely that the problem will be solved by creating still another agency. Bureaucracy doesn't work that way.

Recently, S. 200, sponsored by Sen. Abraham Ribicoff (D-Conn.), which would establish an

GRUNDY CENTER SPOKESMAN  
Grundy Center, Iowa  
May 3, 1975

# Farm Bureau opposes Consumer Protection Act

Iowa Farm Bureau President J. Merrill Anderson sent letters to Iowa Senators Dick Clark and John Culver last week urging them to oppose the Consumer Protection Act of 1975 (S-200). The measure is expected to come up this week

government actions.

The President asked agency heads to examine the specific efforts they are making now to represent the consumer in their decisions and activities, and to work with Virginia Knauer, special assistant for

Sioux City, Iowa

Sioux City, Iowa

May 18, 1975

SIoux CITY JOURNAL

Sioux City, Iowa  
May 18, 1975

2 **Consumer Agency**

It looks as though Congress is intent upon passing legislation to create yet another government bureaucracy — the Agency for Consumer Advocacy. It is billed as the consumer's independent voice inside the federal government,

shod over other agencies and to disrupt the smooth functioning of government. Sen. James Allen, D-Ala., labeled it a "big brother" agency that could become "an uncontrollable monster."

But whatever the arguments of an

Des Moines, Iowa

May 20, 1975

TRIBUNE

D. K. S. S.

## Consumer's advocate

The Senate has passed a bill to set up a federal consumer advocacy agency. House passage also is expected, but opponents are urging defeat of the bill by presidential veto.

The proposed Agency for Consumer Advocacy would give a voice before regulatory agencies and in the courts to consumers now without a power base in the government. The agency also would be a conduit for consumer complaints.

Spokesman  
Grundy Center, Iowa  
June 7, 1975

## We don't need another layer of bureaucracy

After 4 years of effort, the U. S. Senate has approved legislation to establish an Agency for Consumer Advocacy. The Senate first voted last month to invoke cloture 71 to 27 and then passed the bill 61 to 28 with both Iowa senators supporting passage.

The Senate did approve an amendment that provides an exemption for agriculture from the activities of the proposed

Times-Democrat  
Davenport, Iowa  
June 8, 1975

Circ: 60,061

## Hey, What's With ACA?

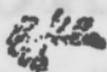
A fight which began in 1961 to establish a superbureaucracy to defend consumer's interests before federal regulatory bodies and courts has now moved to the House, having passed the Senate. The bill, S. 200, is now called

employers. disregard the public interest, pushing up prices or limiting competition. That the proposed Agency for Consumer Advocacy should not have the same freedom to speak for consumers in such situations as it

130,000 1975  
June 8, 1975  
Investment, Low  
Three-Point

*D. B. Kraft*  
MANHATTAN, KANS.  
MERCURY  
D. 9,000

MAY 18 1975



## Consumer Advocacy

Ending four years of debate, the U.S. Senate Thursday passed legislation to establish a consumer protection agency. The measure then went to the House where a similar bill will be introduced and is expected to pass.

Opposing the measure are the U.S. Chamber of Commerce and the National Association of Manufacturers who contend it would enlarge the already over-large federal bureaucracy and create chaos in the regulatory agencies.

FLORIDA WIRE  
APR 15 1975  
MILWAUKEE

APR 15 1975 6/45

## Does Ralph Nader know best?

The majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems

with arguments advanced by such groups as the Chamber of Commerce of the United States in opposing similar bills over the past five years.

If the present consumer agencies are not doing the job it is

ACKINSON, MISS.  
GORE  
D. 7,000

APR 24 1975

## Who Knows Best?

According to a recent opinion poll, the majority of the American people do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than any of its predecessors to enact a law creating such an agency, regardless of what the people may

THURSDAY KY.  
LEADER AND TIMES  
D. 5,425

MAY 1 1975 264

Guest Editorials

# Who Knows Best The People Or Nader

The majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than any of its predecessors to enact a law such an agency,

agency. Bureaucracy doesn't work that way.

Recently, S.200, sponsored by Sen. Abraham Ribicoff (D-Conn.), which would establish an Agency for Consumer Advocacy, was approved by a Senate committee. Ralph Nader was its leading advocate at hearings before the committee.

61204  
-14, 1975, KY.  
1975  
D. 7,500

MAY 1 1975

*W. J. ...*

## Consumers Prefer To Do It Themselves

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government Operations Committee, American consumers, by a 75 per cent majority, are opposed to the creation of a new, independent consumer agency within the federal government — according, that is, to another of those ubiquitous public opinion surveys.

The survey found that only 13 per cent of consumers support the bill (S 200) which its proponents say would give consumers a

APR 12 1935 3/4

# *Such Protecting!*

It has often been said there is nothing wrong with most of the laws which Congress passes. Trouble sets in because of the way the provisions of the legislation are applied by the bureaucrats.

A typical example is the setup designed to protect the American consumer.

another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than any of its predecessors to enact a law creating such an agency, regardless of what the people may want.

According to a nationwide survey of public attitudes conducted by Opinion Research Corporation of Princeton,

630 0157 21017

APR 2 1973

APR 2 1973

## Consumer 'Protectors' Again

As in 1971, 1972, 1973 and 1971, Congress has before it a bill (S 200) which would set up a federal consumer "protection" agency. On its face it is an eminently good idea; the poor old consumers — all of us — need protection as never before as we guard the family purse.

S 200 has a colossal blind spot relating to labor costs and the consumer, just as, though out-of-line contract settlements contribute nothing to the higher prices consumers pay. The proposed consumer agency would be barred from labor-management disputes before the National Labor Relations Board. This is the case

Alexandria, Louisiana  
May 29, 1975

# Alexandria Daily Town Talk

Established on March 17, 1883

Thursday Evening, May 29, 1975

## Another Agency We Don't Need

What many of us have long suspected has now been confirmed by the prestigious Brookings Institution in Washington: Government regulatory agencies have wasted millions of dollars, expended enormous amounts of energy, piled up untold economic losses, and squandered human resources while producing little or no benefit for the American people.

In the light of the Brookings Institution study, the president's estimate appears to be low.

It seems incredible, then, that the U. S. Senate has just passed a bill to set up a "consumer protection agency" — still another government agency to pile on top of the existing over-bloated bureaucracy.

The bill now lies in the House where

ALEXANDRIA DAILY TOWN TALK  
Alexandria, Louisiana  
April 15, 1975

## Consumers Want No Super Advocate

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1973," has been endorsed by an impres-

trated fairly by the government.

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

DAMARISCOTTA, ME.  
NEWS  
W. 4.250

MAY 8 1975 *By Miller*

HELP WE CAN DO WITHOUT!



SALISBURY, MD.  
ICES  
D. 23.709

APR 18 1975

## Do It Themselves

If the majority of American consumers have their way, Congress will shelve the idea of setting up a super consumer advocate in Washington.

Although the "The Consumer Protection Agency Act of 1975," has been endorsed by an 11-1 vote in the Senate's Government Operations Committee, American consumers, by a 75 per cent majority, are opposed to the creation of a new, independent consumer agency within the federal government — according.

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new agency or making existing ones more effective, they strongly favored improving present agencies by 75 per cent to 13 per cent, as noted.

THE BALTIMORE EVENING SUN  
Baltimore, Maryland  
June 3, 1975

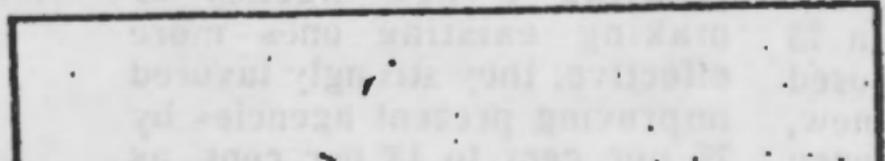
NEWS (D - 12, 10c)  
POST (D - 12, 10c)

Fredrick, Maryland  
April 21, 1975

the government  
Asked about present federal  
agencies in the company field.  
most of the people interviewed  
had heard of the Office of  
Consumer Affairs, the  
Consumer Product Safety  
Commission and the  
Environmental Protection  
Agency and most felt they were

It the overall, and majority  
of American consumers have  
their way. Congress will again  
advise the idea of setting up a  
super consumer advocate in  
Washington.  
Although the responsibility  
legislation, "The Consumer  
Protection Agency Act of 1974,"  
has been endorsed by an  
impressive 11-1 vote in the  
Senate's Government Operations  
Committee. American consumers  
get control, and the creation of  
to the creation of...

## DUNAGIN'S PEOPLE



# Consumers prefer to do it themselves

NEWS (D - 12,106)

POST (D - 15,798)

Frederick, Maryland

April 21, 1975

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government Operations Committee, American consumers, by a 75 per cent majority, are opposed

the government.

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new agency or making existing ones more effective, they strongly favored

Standard Times  
New Bedford, Mass.  
May 23, 1975

Circ: E-49,423  
S-50,547

# A<sub>02</sub> consumer sham

The advance guard of another ponderous federal bureaucracy (with a title only a bureaucrat could love) is inching through the Congress. The Agency for Consumer Advocacy has finally ploughed through the Senate and heads for the House.

The project has been baptized by

levels of government: the Consumer Product Information Coordinating Center of the General Services Administration, and the Consumer Product Safety Commission. Then there are the huge and powerful independent regulatory agencies like those controlling environmental factors, transportation, housing

Standard Times  
New Bedford, Mass.  
Nov 23, 1972

Office: B-49, 1887  
B-50, 281

# A consumer show

levels of government, the Com-  
sumer Product Information Center,  
the Federal Center of the Special Services  
Administration, and the Consumer  
Product Safety Commission.  
Then there are the huge and powerful  
independent regulatory agencies  
like those controlling environment,  
air quality, transportation, housing,  
standards, pharmaceuticals, labor,  
etc. etc.

## ***Bureaucracy Unneeded***

The banner of consumerism is in the forefront of a march by Congress to establish a new bureaucracy which will create:

The above kind of another  
bureaucratic federal bureaucracy  
(with a life only a bureaucrat could  
love) is being through the  
Congress. The answer for the  
consumer advocacy has finally been  
found through the Senate and heads for  
the House.

The project has been rejected by  
its supporters in the name of "serv-  
ing the people." Armed with sub-  
poena and court intervention  
power, it could get the  
kind of

emphasized in a recent address to the U.S. Chamber of Commerce, ample federal tools exist already to insure that the American con-

BOSTON HERALD AMERICAN  
Boston, Massachusetts  
May 27, 1975

Boston Herald American—Tuesday, May 27, 1975—

## Consumers: Too Much Protection?

For several years, Ralph Nader and a lot of other people have been urging Congress to enact a bill that would create a new federal consumer protection agency. The Senate recently approved the measure and the House is likely to endorse it soon.

President Ford, however, isn't too keen about

part by several key amendments which were added to the pending bill before it was adopted by the Senate.

Those amendments specifically bar the proposed Agency for Consumer Advocacy from intervening in labor disputes, agricultural proceedings and decisions involving the renewal of broad-

**✓ In Our Opinion...**

## **Naderism Rampant**

Mr. American Consumer, be on your guard. You are about to be "protected" again by Congress.

There will be a small fee — \$60 million estimated for the next three years. There will be more bureaucrats added to the federal payroll — say, 500 or 1,000 to start. There will be certain inconveniences —

Funny thing, though. The new agency will NOT be allowed to inquire into any agreement involving organized labor. Although some believe that wage settlements have something to do with the cost of living, that area is off-limits to this fierce watchdog for the consumer.

Although this new version of

COMMUNICATIONS  
SECTION  
U. S. DEPT. OF JUSTICE

APR 18 1976



**Who, Knows Best?  
The People Or Ralph Nader?**

The majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than any of its predecessors to enact a law creating such an agency, regardless of what the people think.

U.S. MAIL  
FIRST CLASS  
D. C. 2000

*M. J.*  
OCT 28 1974 *8/22*

## Breaking a Bad Habit

For a number of years, Americans have reacted instinctively to a great many problems in the same way. Whatever the problem, their first impulse has been to call for the enactment of another law or the establishment of a new government agency or program.

for adoption of the same or a similar measure until it is enacted.

Fortunately, however, many of that bill's foes have wisely concluded that the best way to forestall Big Brotherism is to come up with constructive and workable alternatives to protect consum-

Courier

Charlevoix, Mich.

May 22, 1975

Circ: W-3,353

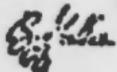
**HELP WE CAN DO WITHOUT!**



601103  
CANTON, MICH.  
MAY 25, 1975  
622-3-333

HELP WE CAN DO WITHOUT

ADRIAN, MICH.  
TELEGRAM  
D. 20,003

APR 10 1975 

# More Costly "Protection"

Despite overwhelming support (11-1) of the Senate Government Operations Committee, rank and file Americans are very cool to the "Consumers Protection Agency Act of 1975." The bill would set up a new super ad-

agreements control the price at which products are sold. The consumer will still have no say.

We have seen sufficient examples in the last few years of government bureaucrats trying to tell Detroit how to build cars, for



OFFICE, HIGH  
PRESS  
R. 15.00

APR 15 1975

*8/2*

## *We prefer do-it-yourself*

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impres-

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new agency or making existing ones more effective, they strongly favored improving present agencies by 75 per cent to 13 per cent as noted.

*C. Roach*  
MICHIGAN  
INSPECTOR  
DEPT. H. C. 111.  
W. 200

MAR 23 1975

## THE CONSUMER DECEPTION ACT OF 1975

As unemployment rises and the purchasing power of the dollar shrinks, it is more essential than ever that consumers obtain full satisfaction for every dollar spent. Unfortunately, many misguided efforts to "protect" consumers do more

newsletter published by the Chamber of Commerce of the United States, which commented:

"Consider the single issue which has recently engaged a lot of public attention: the tradeoffs between safety and costs when you are trying to

News (2 - 8, 891)  
Michigan, Michigan  
April 25, 1975

Doing It Themselves

MICHIGAN  
INVESTOR  
DETROIT, MICH.  
CO. 2,000

APR 19 1975



# WHO KNOWS BEST? THE PEOPLE OR RALPH NADER?

• *The majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.*

*Yet, the 94th Congress seems more determined than any of its predecessors to enact a law creating such an agency, regardless of what the people may want.*

## Doing It Themselves

NEWS (D - 8,891)  
Hillsdale, Michigan  
April 25, 1975

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government Operations Committee,

they are being treated fairly by the government.

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice bet-

NEWS (E - 650,000 S - 850,000)  
Detroit, Michigan  
April 30, 1975

## U.S. regulation

# *A case of overkill*

The ancient warning against the evil of federal regulation begins to sound less like conservative dogma and more like a prophecy come true.

When President Ford echoed the warning this week, he was not talking about a figment of Herbert Hoover's imagination. Federal regulatory practices have taken a stranglehold on the economic system, the consumers and the government itself.

last year, because of safety and environmental standards dictated by the government, a typical passenger car cost the American motorist \$320 more than he would otherwise have paid.

These costs included expenditures for such things as seat belt systems and head restraints which many motorists didn't want and considered unsafe. However, what the consumer actually wants has never had a great deal to do with what Congress and the

NEWS (E - 683,452 S - 852,801)  
Detroit, Michigan  
May 13, 1975

## A new consumer agency

# *Why is it needed?*

Congress follows its own perverse brand of logic.

Since federal sprawl and deficit spending rank as two of the nation's biggest problems, Congress is naturally giving serious thought to creating a new and unwanted superagency

Sen. James Allen has noted some of those contradictions.

According to one argument, he observes, consumers don't have the time, money or ability to speak for themselves before the various agencies of government. If that's true, by

Coldwater, Michigan  
May 17, 1975

# EDITORIAL

## Consumers

## Prefer Own Way

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government Operations Committee, American consumers, by a 75 per cent majority, are opposed to the creation of a new, independent consumer agency within the federal government — according, that is, to another of those ubiquitous public opinion surveys.

The survey found that only 13 per cent of consumers support the

Lake Region Press  
Alexandria, Minn.  
May 29, 1975

Circ: W-3,500



## The Consumer Protection Agency

There still appears to be political magic in the word "consumerism," judging from congressional eagerness to create a Consumer Protection Agency. Although a national survey recently conducted by Opinion Research Corp. revealed that a vast majority of Americans don't

claim the new agency, whose conception and birth are steeped in partisan politics will act as an impartial advocate for the buying public.

If there is anything the U.S. could do without, it's another layer of federal bureaucracy.

If there is anything the U.S. could do without,

Bulletin  
Rochester, Minn.  
May 29, 1975

Circ: E-33,180

# U.S. Senate Votes to Increase Prices and Taxes

Well, the U.S. Senate did it — right before it left for its latest vacation.

It voted to create another level of bureaucracy that will cost American taxpayers millions and millions of dollars every year.

What it voted to create was the much-controversial Agency for Consumer Advocacy — which last year the Senate killed in a filibuster when that legislation carried the different title of Consumer Protection Agency.

The Senate approved the measure despite the fact

Well, unfortunately for taxpayers, that's not the way government thinks. The Senate has shown that the only way it knows for solving inefficiency of those existing departments and bureaus — and the senators themselves admit to that inefficiency — is to add another level of government onto the monstrous bureaucracy instead of attempting to increase efficiency of existing programs.

The Agency for Consumer Advocacy is a false title. It would more appropriately be billed an "Agency for Consumer Price Increases and Tax Hikes."

History has shown that every time a new government agency is created, more red tape, more regulations placed on business and industry, wind up costing

International Falls, Minnesota  
May 16, 1975 (E-4,879)

INTERNATIONAL FALLS MINN.

## Editorials

# Taxpayer is one to help.

Legislation to set up a federal Agency for Consumer Advocacy appears likely to land on the President's desk. The agency is to have the authority to represent consumers in the proceedings of most federal regulatory agencies.

President Ford has said he doesn't like the bill, but he hasn't said he'd use a veto. His position, which we

THIEF RIVER FALLS, MINN  
TIMES  
TK. 6,957

APR 16 1975 *Synthes*

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## Most Americans Don't Want New Consumer Agency

Majority of the American people, according to a recently revealed opinion poll, do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than any of its predecessors to enact a law creating such an agency.

AUSTIN, MING.  
HERALD  
D. 13,000

MAR 28 1975 *11/11*

## Deception bill

AS UNEMPLOYMENT rises and the purchasing power of the dollar shrinks, it is more essential than ever that consumers obtain full satisfaction for every dollar spent. Unfortunately, many misguided efforts to "protect" consumers do more harm than good.

Such is the case with "The Consumer Protection Agency Act of 1975" which is

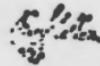
money as reflected by the buying habits of millions of Americans.

The futility of such an exercise was clearly pointed out in an editorial recently in Congressional Action, a legislative action newsletter published by the Chamber of Commerce of the United States, which commented:

"Consider the single issue which has re-

STARVILLE, MISS.  
NEWS  
U. 40.0

APR 18 1975



## | *Little Support*

Legislating by public opinion poll is not necessarily a good way to run a government. But it is not a bad idea for legislators to have a fairly well tuned ear to the ground to be certain they do not go too far astray from their constituents' wishes.

Thus, when a nationwide poll conducted by the Opinion Research Corp. of Princeton, N. J., finds those interviewed were opposed by a large

WEST POINT, MISS.  
TIMES LEADER  
D. 4,900

APR 21 1975

*Register*

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## Is This Something We Need?

A recent survey of American consumers by the Opinion Research Corporation indicates that 75 per cent favor improving existing Federal consumer protection agencies. Only 13 per cent favor creating a new one. Nevertheless, legislation before the Senate would authorize \$60 million to create an Agency for Consumer Advocacy (ACA) and operate it for three years.

Already we have the Office of Consumer Af-

WASH. POST  
APR 21 1975  
D. 1007

APR 21 1975

## Consumer bureau may be shelved

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government Operations Committee, American consumers, by a 75 per cent majority, are opposed to the creation of a new, independent consumer agency within the federal government — according, that is, to another of those ubiquitous public opinion surveys.

The survey found that only 13 per cent of consumers support the bill (S.260), which its proponents say would give consumers a larger voice in helping shape government decisions. Not only that, but more than half of the 13 per cent

POST (D - 14,982 S - 15,139)  
Vicksburg, Mississippi  
April 26, 1975

## Consumers Prefer To Do It Themselves

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government Operations Committee, American consumers, by a 75 per cent majority, are opposed to the creation of a new, independent consumer agency within the federal government — according,

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new agency or making existing ones more effective, they strongly favored improving present agencies by 75 per cent to 13 per cent, as noted.

The survey also found that 27 per cent of consumers believe their own

HERMANN, MO.  
ADVERTISER-COURIER  
W. 4,378

APR 23 1975

*Byrdell*

## Do We Need This?

A recent survey of American consumers by the Opinion Research Corporation indicates that 75% favor improving existing Federal consumer protection agencies. Only 13% favor creating a new one. Nevertheless, legislation before the Senate would authorize \$60 million to create an

do in addition?

For one, it can raise the prices of consumer goods by imposing new costs on industries and companies. Americans are only now realizing that over-regulation of business is a prime cause of inflation and unemployment.

At the same time, the ACA

FRANCE, L.A.  
UNITED  
D. 7, 20

MAY 23 1975

XXX

WHO KNOWS  
BEST?

According to a recent opinion poll, the majority of the American people do not believe this country needs another bureaucratic agency to look after consumer interests.

Yet, the 94th Congress seems more determined than any of its predecessors to enact a law creating such an agency, regardless of what the people

OFFICE OF THE  
SECRETARY OF THE HOUSE  
D. 1975

APR 14 1975 *5/2*

## Public says forget it

If the overwhelming majority of American consumers have their way, Congress will again shelve the idea of setting up a super consumer advocate in Washington.

Although the empowering legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 11-1 vote in the Senate's Government

Asked about present federal agencies in the consumer field, most of the people interviewed had heard of the Office of Consumer Affairs, the Consumer Product Safety Commission and the Environmental Protection Agency, and most felt they were doing effective jobs.

Thus given the choice between creating a new agency or making existing ones more effective, they strongly favored improving

APR 14 1975

Public says forget it

If the overwhelming majority of American consumers have their eyes closed, they will never notice the idea of setting up a new consumer advocate in Washington. Although the proposed legislation, "The Consumer Protection Agency Act of 1975," has been endorsed by an impressive 114-0 vote in the Senate's Government Operations Committee, it is still far from certain to become law.

MAY 30 1975

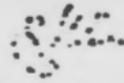
# New Bureaucracy

The banner of consumerism is in the forefront of a march by Congress to establish a new bureaucracy which will create hundreds of federal jobs and cost

phasized in a recent address to the U.S. Chamber of Commerce, ample federal tools exist already to insure that the American consumer is kept secure.

CARTHAGE MO.  
PRESS  
In Care of

APR 16 1975



# Business Better Than Government

Contrary to the view spread on Capitol Hill by activist consumer groups, Americans are not waiting breathlessly for creation of a new superagency to protect their interests as consumers.

By a 75 per cent majority, American consumers are opposed to a new, independent agency, according to a nationwide survey of public attitudes made by Opinion Research Corp. of Princeton, N.J.

The same survey found that approximately 13 per

THE KANSAS CITY STAR

KANSAS CITY, MO.

APR 15, 1975

APR 15 1975

## Another Federal Agency?

The Senate is scheduled to vote next week on the establishment of an independent consumer agency within the federal government.

The Consumer Protection Act of 1975 is the result of five years of work, cleared the Senate Government Operations Committee 11-1 and has 42 cosponsors. Sen. Abraham Ribicoff, D-Conn., chairman of the committee that approved the bill said, "I firmly believe that this legislation is good for both consumers and business."

verification "to identify and eliminate existing federal rules and regulations that increase costs to the consumer without any good reason in today's economic climate."

J. W. Reihm of the U.S. Chamber of Commerce testified that:

"'Consumer interest' is an amorphous concept made up of many competing elements, and the ACA, time and again, will be called upon to make paternalistic judgments as to

THE KANSAS CITY STAR

KANSAS CITY, MO.

D. 308,882 SUN. 400,110

APR 29 1975 *R. K. K.*

## The President's Long List of Things to Do

In his speech before the U.S. Chamber of Commerce President Ford got into federal regulations and costs. His general thesis was that the government tended to promulgate rules that, while often apparently in the public interest, tended to drive prices upward and sometimes remained on the books years after they were of no further use.

Of course this is all true, but the President was on firmer ground when he said that fair trade laws ought to be repealed than in his

with fair trade laws that allow states to let manufacturers set the price of their products at the retail level. No matter what you call it, this is monopoly, cartelization and price-fixing at a high level. It is harmful to competition. There can be no question that it raises consumer prices. There is much doubt that it really protects the "small businessmen" against the big chain stores as the proponents of fair trade lovingly say. Fair trade is a misnomer. It is an unfair holdup of the consumer carried out with the aid of government.

THE ST. LOUIS CITY STAR  
KANSAS CITY, MO.  
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APR 29 1975

The President's Long List of  
Things to Do

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## Anti-Consumer Agency

If Mrs. Virginia Knauer wants to earn her keep as head of the federal Office of Consumer Affairs, she can take the stingy opposition to creation of a new monster called the Agency for Consumer Advocacy.

Mrs. Knauer is understood to favor the proposal, but has maintained a discreet silence since President Ford made his opposition clear, as well as he should have.

Consumers need and deserve protection. Most of all they need protection against those super-layers of government that are

addition to the more than 1,000 programs already applicable, how come a massive 75 per cent prefer making "the agencies we now have more effective" to adding a new one? That finding, by the respected Opinion Research Corp. of Princeton, N.J., was included in a poll which found only 10 per cent of Americans favored "setting up an additional consumer agency above all the others." A large majority of the public, in the poll, reported that it is being treated fairly by business — 27 per cent believed

MORNING WORLD HERALD  
Omaha, Nebraska  
May 22, 1975

## *Conflict and Consumer Interest*

The proposed Agency for Consumer Advocacy would be a nonregulatory agency with authority to intervene on behalf of the consumer in the decision-making processes of other federal agencies.

Necessarily, it would speak with one voice, presumably that of the consumer. But does the consumer have a single point of view? Is it possible for

"The cattleman in Nebraska is plagued by rising costs of feed and equipment and low prices for his product. The housewife complains she cannot afford to buy hamburger at the supermarket.

"Would the Agency for Consumer Advocacy solve this conflict? I think not."

Rather, said the Nebraskan, some

TELEGRAPH (D - 22,523)  
Nashua, New Hampshire  
(Manchester Metropolitan Area)  
May 3, 1975

## A Super Agency?

The proposed Agency for Consumer Protection would prove more of an aggravation than an asset.

If Congress does some hard thinking independent of the powerful, self-styled consumer lobbies, it will reject

Moreover, some analysts are quick to point out that all consumers are bound to suffer higher prices as the result of excessive federal regulation.

They argue that further red tape would compound the

News Tribune  
Woodbridge, N. J.  
June 6, 1975

Circ: D-54,153

## Unsound 'protection'

A bill now before the House of Representatives would, if enacted, establish a Federal Consumer Protection Agency. It was passed by the Senate and House opposition appears to be small on the premise that legislators do not wish to be labeled as anti-consumer.

However, a national survey conducted by the Opinion Research Corp. showed that the vast majority of

Those marketplace costs have already been increased by billions of dollars a year because of unnecessary and inflationary regulations imposed on business and industry.

It should be noted that virtually every area of consumer protection is already covered by existing agencies that watch over product standards, safety standards and which also provide for legal redress in instances

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CAMDEN, N. J., TUESDAY, FEB. 25, 1975

## More Bureaucracy?

Budget slashing under way in New Jersey and across the nation, with bureau-

son the proposal to establish an Agency for Consumer Advocacy has merit

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