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ABSTRACT

Information for Consumers. Everybody's Money, Madison, Wis.
May 72
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*Agency Role; *Consumer Economics; *Consumer Education; *Directories; Information Utilization;
Money Management; Pamphlets; *Problem Solving; Social Problems; Vocational Development

This revised pamphlet was developed by a national association of credit unions for the purpose of directing consumer complaints to appropriate agencies or heads of agencies for action. Suggestions to aid the consumer are included, such as trying to solve problems at the local level before complaining to top officials. Addresses and phone numbers of companies, naming their leading executives, are grouped in these 17 categories: (1) who to write in Washington, (2) appliances, (3) automobiles, (4) cameras and watches, (5) department stores and mail order houses, (6) food, (7) furniture, (8) insurance, (9) movers, (10) petroleum products, (11) sewing machines, (12) toys, (13) television and radio, (14) state and local government agencies, (15) consumer leagues, (16) Canadian government and consumer agencies, and (17) Canadian manufacturers. (AG)
INFORMATION FOR CONSUMERS

Third Revision

Everybody's Money
P.O. Box 431
Madison, Wisconsin 53701
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May, 1972

Dear Consumer:

Nothing is more frustrating than to have a complaint and not know where to take it.

That's why Everybody's Money put together the following list of top executives of companies that make consumer products or provide consumer services. We also included a list of state government offices established for consumer protection as well as state and local consumer organizations that will be interested and may be able to help. We've provided a separate listing for Canada at the end.

Before you complain to the company top brass, though, try to solve the problem locally. For instance, if you order a sofa and it arrives at your house minus a leg or two don't start writing angry letters to everyone remotely involved. First, call the furniture store manager and tell him the problem. Ask for immediate attention. But if you don't get satisfaction locally, that's the time to write to the top.

A word about consumer groups. Almost all of them are solely volunteer operated organizations. That means people like yourself are working together for no pay in their spare time to see that consumers get treated fairly. It also means most consumer groups -- at least presently -- don't have the manpower or resources to help you directly with your problem.

Then why bother including carbons of your complaint to consumer groups? When you complain about a problem you not only help yourself but others as well. For one thing you alert the company to a problem it might be able to keep from happening in the future. And by including copies to the state or local consumer groups you alert them to a potential consumer problem they should know about.

And, of course, by telling the company you have alerted other interested parties, you help give your complaint more clout. So send copies to as many interested parties as you think necessary including local news media (especially reporters covering a consumer beat), local Better Business Bureau, Chamber of Commerce, local and state government officials, federal agencies, and so on.

Here are some other things to keep in mind when you write to the top brass. Put all the important details in your letter. Include copies (not originals) of all relevant documents. Include your return address on the letter itself not just on the envelope. Write as legibly as you can. Print if you must.

We don't guarantee that writing to the top brass will solve your problem. But if your complaint is legitimate, and you haven't had it solved locally, you've got another chance when you write to the top.

Good luck.

The Editors
WHO TO WRITE IN WASHINGTON

Virginia Knauer, Director
Office of Consumer Affairs
The White House
Washington, D. C. 20506

Federal Trade Commission
Pennsylvania Avenue at Sixth St.
Washington, D. C. 20580

Food and Drug Administration
Crystal Plaza, No. 6
2221 Jefferson Davis Highway
Arlington, Virginia 22202

Department of Agriculture
The Mall
Between 12th and 14th Streets, S.W.
Washington, D. C. 20250

Erma Angevine, Executive Director
Consumer Federation of America
1012 14th Street, N. W.
Suite 1105
Washington, D. C. 20005

Alice Shabecoff, Executive Director
National Consumers League
1029 Vermont Avenue, N.W.
Washington, D. C. 20005
APPLIANCES

Amana Refrigeration, Inc.
Amana, Iowa 52203
Tele: (319) 622-5511
Geo. C. Foerstner, President

Bissell, Inc.
Grand Rapids, Michigan 49501
Tele: (616) 453-4451
J. M. Bissell, President

Caloric Corporation
Topton, Pennsylvania 19562
Tele: (215) 682-2131
Glennon J. Doyle, President

Culligan U S A
One Culligan Parkway
Northbrook, Illinois 60062
Tele: (312) 298-2000
P. H. Hylbert, President

Frigidaire Division
300 Taylor
Dayton, Ohio 45401
Tele: (513) 445-5000
H. W. Campbell, General Manager

General Electric Company
570 Lexington Avenue
New York, New York 10022
Tele: (212) 250-2000
Fred J. Borch, Chairman of Board

Gilson Refrigerator Sales Corporation
Greenville, Michigan 48838
Tele: (616) 614-5621
L. W. Hamper, President

Hamilton-Beach
99 Mill Street
Waterbury, Connecticut 06720
Tele: (203) 757-6061
F. W. Price, Vice-President

Hankscraft Company
Ripon, Wisconsin 53959
Tele: (608) 524-4341
James Dodson, President

The Hoover Company
101 East Maple Street
North Canton, Ohio 44720
Tele: (216) 499-9200
F. N. Mansager, President

Hotpoint
Appliance Park-WCE
Louisville, Kentucky 40225
Tele: (502) 452-4311
W. B. Clemmens, Manager

Kelvinator, Inc.
1545 Clyde Park, Southwest
Grand Rapids, Michigan 49509
Tele: (616) 243-0101
Thomas I. Dolan, President

Magic Chef, Inc.
Cleveland, Tennessee 37311
Tele: (615) 472-3371
S. B. Rymes, Jr., President

The Maytag Company
403 West 4th Street
Newton, Iowa 50208
Tele: (515) 792-7000
E. G. Higdon, President

Norge Division
Edison, New Jersey 08817
Tele: (201) 549-7200
E. Hart, Vice-President

Rival Manufacturing Company
36th at Bennigton
Kansas City, Missouri 64129
Tele: (816) 884-1000
I. H. Miller, President

S.C.M. Corporation
Consumer Products Division
780 W. Labor Road
Philadelphia, Pennsylvania 19120
Tele: (215) 455-8500
Geo. F. Burns, President

Schick, Inc.
216 Greenfield Road
Lancaster, Pennsylvania 17604
Tele: (717) 394-4031
James L. Badgett, President

Speed Queen Division
Rocky Street
Ripon, Wisconsin 54971
Tele: (414) 748-3121
R. H. Cornwall, President

Sunbeam Appliance Company
5400 West Roosevelt Road
Chicago, Illinois 60650
Tele: (312) 854-3500
G. S. Parshalle, President
Appliances

The Tappan Company
180 Park Avenue, West
Mansfield, Ohio 44902
Tele: (419) 524-0123
W. R. Tappan, President

Westinghouse Electric Corporation
Westinghouse Building
Gateway Center
Pittsburgh, Pennsylvania 15222
Tele: (412) 255-3800
C. E. Hammond, President

Whirlpool Corporation
Benton Harbor, Michigan 49022
Tele: (616) WA5-0651
John Platts, President

Complaints for major appliances such as dehumidifiers, disposers, ranges, dishwashers, home laundry equipment, refrigerators, freezers, room air conditioners, water heaters can be sent to:
Dr. Virginia Cutler, Chairman
Major Appliance Consumer Action Panel
(Sponsored by Associations of Home Appliance Manufacturers, Gas Appliance Manufacturers, American Retail Federation)
20 North Wacker
Chicago, Illinois 60606
AUTOMOBILES

American Motors Corporation
14250 Plymouth Road
Detroit, Michigan 48232
Tel.: (313) 493-2000
Wm. V. Luneburg, President

British Leyland Motors, Inc.
600 Willow Tree Road
Leonia, New Jersey 07605
Tel.: (201) 461-7300
G. W. Whitehead, President

Buick Motor Division
Hamilton Avenue
Flint, Michigan 48550
Tel.: (313) 766-5000
Lee H. Meys, General Manager

Cadillac Motor Car Division
2860 Clark Avenue
Detroit, Michigan 48232
Tel.: (313) 745-4600
George R. Elges, Vice President

Chevrolet Motor Division
General Motors Building
Detroit, Michigan 48202
Tel.: (313) 556-5000
John Z. DeLorean, General Manager

Chrysler Corporation
P. O. Box 1919
Detroit, Michigan 48231
Tel.: (313) 956-5252
John J. Riccardo, President

Chrysler-Plymouth Division
12200 East Jefferson Avenue
Detroit, Michigan 48231
Tel.: (313) 822-4700
R. K. Brown, Vice-President

Ford Motor Company
The American Road
Dearborn, Michigan 48121
Tel.: (313) 322-3000
L. A. Iacocca, President

General Motors Corporation
General Motors Building
Detroit, Michigan 48202
Tel.: (313) 556-5000
Edward N. Cole, President

Nissan Motor Corporation, U.S.A.
745 W. Artesia Boulevard
Compton, California 90220
Tel.: (213) 639-7860
Y. Katayama, President

Oldsmobile Division
Townsend Street
Lansing, Michigan 48921
Tel.: (517) 373-5000
John B. Beltz, General Manager

Pontiac Motor Division
One Pontiac Plaza
Pontiac, Michigan 48055
Tel.: (313) 332-8111
F. James McDonald, General Manager

Renault, Inc.
100 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
Tel.: (201) 661-6000
Jean Ordner, President

Toyota Motor Distributors, Inc.
2055 West 150th Street
Torrance, California 90059
Tel.: (213) 770-1730
I. Kodaira, President

Volkswagen of America, Inc.
818 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
Tel.: (201) 567-7600
J. Stuart Perkins, President

Volvo, Inc.
Volvo Drive
Rockleigh, New Jersey 07647
Tel.: (201) 768-7300
Stig Jansson, President

Fiat Motor Company, Inc.
375 Park Avenue
New York, New York 10022
Tel.: (212) 688-4400
G. Foggini, President

Ford Motor Company
The American Road
Dearborn, Michigan 48121
Tel.: (313) 322-3000
L. A. Iacocca, President
### CAMERAS AND WATCHES

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
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<tr>
<td>Bell and Howell Company</td>
<td>7100 McCormick Road, Lincolnwood, Illinois 60645</td>
<td>(312) 673-3300</td>
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<tr>
<td>Henry E. Bowes, President</td>
<td></td>
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<tr>
<td>Benrus Corporation</td>
<td>Benrus Center, Ridgefield, Connecticut 06877</td>
<td>(203) 438-0313</td>
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<tr>
<td>Victor K. Kiam, President</td>
<td></td>
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<tr>
<td>Bulova Watch Company, Inc.</td>
<td>630 Fifth Avenue, New York, New York 10020</td>
<td>(212) L71-0400</td>
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<tr>
<td>Harry B. Henshel, President</td>
<td></td>
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<tr>
<td>Eastman Kodak Company</td>
<td>343 State, Rochester, New York 14650</td>
<td>(716) 325-2000</td>
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<tr>
<td>Gerald B. Zornow, President</td>
<td></td>
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<td>Elgin National Industries, Inc.</td>
<td>660 Madison Avenue, New York, New York 10021</td>
<td>(212) 688-6200</td>
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<tr>
<td>L. Alan Schafer, President</td>
<td></td>
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<tr>
<td>General Time Corporation</td>
<td>3500 North Greenfield Road, Mesa, Arizona 85201</td>
<td>(602) 969-7411</td>
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<tr>
<td>G. E. Hirt, President</td>
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<tr>
<td>Gruen Watch Company</td>
<td>20 West 47th, New York, New York 10036</td>
<td>(212) 582-3100</td>
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<tr>
<td>Austin Graves, President</td>
<td></td>
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<tr>
<td>Imperial Camera Corporation</td>
<td>421 North Western Avenue, Chicago, Illinois 60612</td>
<td>(312) 829-2426</td>
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<tr>
<td>Charles Fischberg, President</td>
<td></td>
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<tr>
<td>Polaroid Corporation</td>
<td>549 Technology Square, Cambridge, Massachusetts 02139</td>
<td>(617) 864-6000</td>
</tr>
<tr>
<td>E. H. Land, President</td>
<td></td>
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<tr>
<td>Timex Corporation</td>
<td>375 Park Avenue, New York, New York 10022</td>
<td>(212) 759-5615</td>
</tr>
<tr>
<td>Lester Brooks, President</td>
<td></td>
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<tr>
<td>Waltham Watch Company</td>
<td>231 South Jefferson, Chicago, Illinois 60006</td>
<td>(313) AN3-7555</td>
</tr>
<tr>
<td>George Didisheim, Chairman of Board</td>
<td></td>
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</tbody>
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DEPARTMENT STORES AND MAIL ORDER HOUSES

Aldens, Inc.
5000 Roosevelt Road
Chicago, Illinois 60607
Tele: (312) 854-4141
J. R. Wunderlich, President

Boston Store
331 West Wisconsin Avenue
Milwaukee, Wisconsin 53203
Tele: (614) 271-5060
Orren Bradley, President

Marshalls Fields and Company
111 North State
Chicago, Illinois 60690
Tele: (312) 571-1050
Gerald A. Sivage, President

Montgomery Ward and Company
619 West Chicago Avenue
Chicago, Illinois 60607
Tele: (312) 467-2000
Edward S. Donnell, President

Gimbles
Broadway at 33rd
New York, New York 10001
Tele: (212) PE6-5100
Paul A. Salamone, President

F. W. Woolworth’s Company
233 Broadway
New York, New York 10007
Tele: (212) 227-1000
J. S. Roberts, President

W. T. Grant Company
1441 Broadway
New York, New York 10018
Tele: (212) 564-1000
R. W. Hayer, President

J. C. Penney Company, Inc.
1301 Avenue of the Americas
New York, New York 10019
Tele: (212) 957-4321
Cecil L. Wright, President

Gimbles
22 East Flagler
Miami, Florida 33131
Tele: (305) 373-1111
Martin B. Clark, President

Sears Roebuck and Company
925 South Wabansia Avenue
Chicago, Illinois 60607
Tele: (312) 265-2500
Arthur M. Wood, President

Spiegel, Inc.
2511 West 23rd
Chicago, Illinois 60608
Tele: (312) 927-5600
Edward J. Spiegel, President

National Bellas Hess
715 Armour Road
North Kansas City, Missouri 64116
Tele: (816) BR1-3080
A. B. Dorfman, President

W. T. Grant Company
1441 Broadway
New York, New York 10018
Tele: (212) 564-1000
R. W. Hayer, President

Zale Corporation
3000 Diamond Park
Dallas, Texas 75247
Tele: (214) 634-4011
Donald Zale, President

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619 West Chicago Avenue
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Tele: (212) 227-1000
J. S. Roberts, President

Zale Corporation
3000 Diamond Park
Dallas, Texas 75247
Tele: (214) 634-4011
Donald Zale, President
FOOD

American Home Foods
685 Third Avenue
New York, New York 10017
Tele: (212) YU6-1000
J. B. Shortridge, President

Archway Cookies, Inc.
338 Upton Avenue
Battle Creek, Michigan 49016
Tele: (616) 902-6205
G. J. Markham, President

Armour and Company
Greyhound Tower
Phoenix, Arizona 85077
Tele: (602) 248-4000
Jess Nicks, President

Banquet Food Corporation
515 Olive Street
St. Louis, Missouri 63101
Tele: (314) 436-5000
F. C. Lockwood, President

Beaumonde Foods Company
120 South LaSalle
Chicago, Illinois 60603
Tele: (312) 572-3820
W. C. Karne, President

Beach-Nut, Inc.
460 Park Avenue
New York, New York 10022
Tele: (212) 661-1234
George M. Perry, President

Borden's, Inc.
27 Park Avenue
New York, New York 10017
Tele: (212) 573-6000
A. R. Marusi, President

CPC International, Inc.
International Plaza
Englewood Cliffs, New Jersey 07632
Tele: (201) 894-6000
James W. McKe, President

California Canners and Growers
3100 Ferry Building
San Francisco, California 94106
Tele: (415) 981-0101
Robert L. Gibson, President

Campbell Soup Company
Camden, New Jersey 08101
Tele: (609) 964-4000
William Murphy, President

Carnation Company
5045 Wilshire Boulevard
Los Angeles, California 90036
Tele: (213) 931-1911
H. Everett Olson, President

Castle & Cooke, Inc.
130 Merchant Street
Honolulu, Hawaii 96813
Tele: (808) 548-6611
Malcolm MacNaughton, President

Coca Cola Company Foods Division
7104 Katy Road
Houston, Texas 77001
Tele: (713) 861-4411
D. R. Keough, President

Consolidated Foods Corporation
135 South LaSalle
Chicago, Illinois 60603
Tele: (312) R46-6414
William Teets, President

Cudahy Company
100 West Clarendon
Phoe, W. Arizona 85013
Tel. (602) 264-7272
F. T. Barrett, President

Dean Foods Company
3600 River Road
Franklin Park, Illinois 60131
Tele: (312) 625-6200
H. M. Dean, Jr., President

Del Monte Corporation
P. O. Box 3575
San Francisco, California 94119
Tele: (415) 781-7760
Richard Landis, President

First National Stores, Inc.
5 Middlesex Avenue
Somerville, Massachusetts 02143
Tele: (617) 623-2400
Hillard J. Coan, President
Food

Frito-Lay, Inc.
Frito Lay Tower
Dallas, Texas 75235
Tel: (214) 357-1511
Harold R. Lilley, President

General Foods Corporation
250 North White Plains, New York 10602
Tel: (914) 694-2500
A. E. Larkin, Jr., President

General Mills, Inc.
9200 Wayzata Boulevard
Minneapolis, Minnesota 55440
Tel: (612) 540-2311
James A. Summer, President

Gerber Products Company
445 State Street
Fremont, Michigan 49412
Tel: (616) 928-2000
Arthur Frese, President

Green Giant Company
1100 Summit
Le Sueur, Minnesota 56058
Tel: (612) 645-2515
C. J. Tempas, President

H. J. Heinz Company
1062 Progress
Pittsburgh, Pennsylvania 15212
Tel: (412) 231-5700
R. R. Cookin, President

George A. Hormel and Company
Austin, Minnesota 55912
Tel: (507) 437-5611
I. J. Holton, President

Hunt-Wesson Foods, Inc.
1645 West Valencia Drive
Fullerton, California 92634
Tel: (714) 871-2100
Edward Gelishorpe, President

ITT Continental Baking Company, Inc.
P. O. Box 731
Rye, New York 10580
Tel: (914) 967-4747
M. Cabell Woodward, Jr., President

Keebler Company
677 Larch Avenue
Elmhurst, Illinois 60126
Tel: (312) 379-1525
G. H. Keller, Jr., President

Kellogg Company
75574 "St"e Creek, Michigan 49016
Tel: (616) 962-5131
J. E. Zonning, President

Kentucky Fried Chicken
Corporation
P. O. Box 13331
Louisville, Kentucky 40213
Tel: (502) 459-8600
Barry Rowles, President

Kraft Foods
500 Peshtigtc Court
Chicago, Illinois 60690
Tel: (312) 222-4600
O. Everett Swain, President

The Kroger Company
1016 Vine
Cincinnati, Ohio 45201
Tel: (513) 381-8000
James P. Herring, President

Lawry's Foods, Inc.
568 San Fernando Road
Los Angeles, California 90065
Tel: (213) 225-2591
Richard N. Frank, President

Libby, McNeil & Libby
200 South Michigan Avenue
Chicago, Illinois 60604
Tel: (312) 341-4111
D. E. Guerrant, President

Nabisco, Inc.
425 Park Avenue
New York, New York 10022
Tel: (212) 81-5000
Robert Schaeberle, President

National Tea Company
8303 West Higgins Road
Chicago, Illinois 60631
Tel: (312) 693-2300
F. B. Krysiak, President
The Nestle Company, Inc.
100 Bloomingdale Road
White Plains, New York 10605
Tele: (914) WH6-6400
G. J. Gogniat, President

Oscar Mayer and Company
910 Mayer Avenue
Madison, Wisconsin 53704
Tele: (608) 244-1311
P. Goff Beach, President

Pet Incorporated
400 South Fourth Street
St. Louis, Missouri 63166
Tele: (314) 621-5400
Boyd F. Schenk, President

Pillsbury Company
608 Second Avenue, South
Minneapolis, Minnesota 55402
Tele: (612) 330-4966
Terrance M. mold, President

Ralston Purina Company
901 South 9th Street
St. Louis, Missouri 63188
Tele: (314) 982-0111
P. F. Cornelsen, President

Standard Brands, Inc.
625 Madison Avenue
New York, New York 10022
Tele: (212) PL9-4400
Henry Weigl, President

Swift and Company
115 West Jackson Boulevard
Chicago, Illinois 60604
Tele: (312) 431-2000
R. W. Reneker, President

Watkins Products, Inc.
Winona, Minnesota 55987
Tele: (507) 8-1501
J. N. Doyle, President

Welch Foods, Inc.
Westfield, New York 14787
Tele: (716) 326-3131
R. Craig Campbell, President
Furniture

Armstrong Cork Company
Liberty & Charlotte Streets
Lancaster, Pennsylvania 17604
Tel: (717) 397-0611
J. H. Binns, President

Bassett Furniture Industries, Inc.
Bassett, Virginia 24055
Tel: (703) 629-2531
R. H. Spilman, President

Baumritter Corporation
205 Lexington Avenue
New York, New York 10016
Tel: (212) 683-5000
N. S. Ancell, President

Drexel Enterprises
Drexel, North Carolina 28619
Tel: (704) 437-2311
Charles S. Shaughnessy, President

Flexsteel Industries, Inc.
P. O. Box 877
Dubuque, Iowa 52001
Tel: (319) 582-1891
Frank H. Bertsch, President

Lees Carpets
Valley Forge Industrial Park
Norristown, Pennsylvania 19401
Tel: (215) 666-7770
Harold E. Jung, President

Mohasco Industries, Inc.
57 Lyon Street
Amsterdam, New York 12010
Tel: (518) 843-2000
Herbert Shuttsworth II, President

Pennsylvania House
11th Street
Lewisburg, Pennsylvania 17837
Tel: (717) 523-1285
R. F. McClure, President

Sealy Incorporated
666 Lake Shore Drive
Chicago, Illinois 60611
Tel: (312) 944-1915
Howard Haas, President

Simmons Company
280 Park Avenue
New York, New York 10022
Tel: (212) 697-2300
Joseph V. Quarles, President

Stanley Furniture Company, Inc.
Stanleytown, Virginia 24168
Tel: (703) 629-2571
James Van Vleck, President

The Sterns J. Foster Company
Wyoming & Williams
Cincinnati, Ohio 45215
Tel: (513) 821-0700
R. E. Burrow, President

Thomasville Furniture Industries, Inc.
Thomasville, North Carolina 27360
Tel: (919) 475-1361
Tom A. Finch, President
Insurance

Allstate Insurance Companies
Allstate Plaza
Northbrook, Illinois 60062
Tele: (312) 291-5000
Boyd Christensen, President

American Family Mutual
Madison, Wisconsin 53701
Tele: (608) 249-2111
J. O. Miller, President

Blue Cross of Western Pennsylvania
One Smithfield Street
Pittsburgh, Pennsylvania 15222
Tele: (412) 391-0500
William H. Ford, President

CUNA Mutual Insurance Society
P. O. Box 391
Madison, Wisconsin 53701
Tele: (608) 238-5851
C. F. Eikel, Jr., President

Farmers Insurance Group
4680 Wilshire Boulevard
Los Angeles, California 90054
Tele: (213) 761-1961
Robert E. Early, President

The Hartford Life Insurance Group
Hartford Plaza
Hartford, Connecticut 06115
Tele: (203) 547-5000
Harry V. Williams, President

John Hancock Mutual Life Insurance Company
200 Berkeley
Boston, Massachusetts 02117
Tele: (617) 621-6000
Frank R. Maher, President

Lutheran Brotherhood Life and Health Insurance Society
701 Second Avenue, South
Minneapolis, Minnesota 55402
Tele: (612) 332-0211
W. F. LaRoughe, President

Metropolitan Life Insurance Company
One Madison Avenue
New York, New York 10010
Tele: (212) 578-2211
Richard R. Shinn, President

Mutual of Omaha Insurance Company
Dodge at 33rd Street
Omaha, Nebraska 68111
J. D. Minton, President

The National Life & Accident Insurance Company
National Life Center
Nashville, Tennessee 37203
Tele: (615) 747-9000
William C. Weaver, Jr., President

Nationwide Insurance Group
246 North High
Columbus, Ohio 43216
Tele: (614) 228-4711
D. W. Jeffers, President

New York Life Insurance Company
51 Madison Avenue
New York, New York 10010
Tele: (212) 576-7000
R. Manning Brown, Jr., President

North American Life and Casualty Company
1750 Hennepin Avenue
Minneapolis, Minnesota 55403
Tele: (612) 377-5511
H. Skoglund, President

Preferred Risk Mutual Insurance Company
1111 Ashworth Road
West Des Moines, Iowa 50265
Tele: (515) 279-9751

Bernard Mercer, President
Prudential Insurance Company of America
Prudential Plaza
Newark, New Jersey 07101
Tele: (201) 336-1234
K. C. Foster, President

Reliance Insurance Company
4 Penn Center Plaza
Philadelphia, Pennsylvania 19103
Tele: (215) 864-4000
A. Addison Roberts, President

Sentry Insurance
Strongsville Avenue
Stevens Point, Wisconsin 54481
Tele: (715) 344-2345
John W. Joanis, President
MOVERS

Allied Van Lines
P. O. Box 4403
Chicago, Illinois 60680
Tele: (312) 344-8700
J. D. Ford, President

American Express Company
65 Broadway
New York, New York 10006
Tele: (212) 944-2000
William Morton, President

Global Van Lines, Inc.
One Global Way
Anaheim, California 92803
Tele: (714) 776-0880
Edward W. Schumacher, President

Greyhound Lines, Inc.
Greyhound Tower
Phoenix, Arizona 85013
Tele: (602) 248-5000
J. L. Kerrigan, President

Lyon Van and Storage Company
1950 South Vermont Avenue
Los Angeles, California 90007
Tele: (213) 731-3131
R. D. Ford, President

National Van Lines, Inc.
2800 Roosevelt Road
National Plaza
Broadview, Illinois 60153
Tele: (312) F75-2900
F. L. McKee, President

Trans-American Van Service, Inc.
7540 South Western Avenue
Chicago, Illinois 60620
Tele: (312) 434-1000
John J. Rapp, President

United Van Lines, Inc.
One United Drive
Fenton, (St. Louis County), Missouri 63026
Tele: (314) 326-3100
Lloyd H. Meyer, President

Wheaton Van Lines, Inc.
2525 East 56th
Indianapolis, Indiana 46205
Tele: (317) 255-3131
E. S. Wheaton, President
PETROLEUM PRODUCTS

American Oil Company
910 South Michigan Avenue
Chicago, Illinois 60605
Tele: (312) 856-5111
B. J. Yarrington, President

Atlantic Richfield Company
717 Fifth Avenue
New York, New York 10022
Tele: (212) 755-2345
Thornton F. Bradshaw, President

Cities Service Company
60 Wall Street
New York, New York 10005
Tele: (212) 422-1600
Charles J. Waldegich, President

Gulf Oil Corporation
Gulf Building
Pittsburgh, Pennsylvania 15230
Tele: (412) 391-2400
B. R. Dorsey, President

Humble Oil and Refinery Company
Bell Avenue & Travis Humble Building
Houston, Texas 77001
Tele: (713) 221-3636
Dr. T. D. Barrow, President

Marathon Oil Company
339 South Main
Findlay, Ohio 45840
Tele: (419) 422-2121
J. C. Donnell II, President

Mobil Oil Corporation
150 East 42nd
New York, New York 10017
Tele: (212) 883-6242
William Tavoulareas, President

Pennzoil United, Inc.
900 Southwest Tower
Houston, Texas 77002
Tele: (713) 228-0741
William C. Liedtke, Jr., President

Phillips Petroleum Company
Bartlesville, Oklahoma 74004
Tele: (918) F66-6600
W. F. Martin, President

Pyroil Company, Inc.
20 Copeland Avenue
LaCrosse, Wisconsin 54601
Tele: (608) 784-9453
Harold W. McCreight, President

Quaker State Oil Refining Corporation
Quaker State Building
Oil City, Pennsylvania 16301
Tele: (814) 676-1811
T. A. Anderson, President

S.T.P. Corporation
125 Oakton Street
Des Plaines, Illinois 60018
Tele: (312) 296-1142
Anthony Granatelli, President

Shell Oil Company
One Shell Plaza
New York, New York 10020
Tele: (212) 262-3000
D. B. Kemball-Cook, President

Sky Oil Company
605 West 47th
Kansas City, Missouri 64111
Tele: (816) 561-3575
Ernest B. Millor, Jr., President

Standard Oil Company of California
225 Bush
San Francisco, California 94104
Tele: (415) 894-7700
H. E. Haynes, President

Standard Oil Company (Indiana)
910 South Michigan Avenue
Chicago, Illinois 60605
Tele: (312) 856-6111
Robert C. Gunness, President

Standard Oil Company (Kentucky)
Starks Building
Louisville, Kentucky 40202
Tele: (502) 587-7531
W. J. Price, President

Standard Oil Company (New Jersey)
30 Rockefeller Plaza
New York, New York 10020
Tele: (212) 976-3000
M. M. Brisco, President
Petroleum Products

Standard Oil Company (Ohio)
Midland Building
Cleveland, Ohio 44115
Tele: (216) 575-4141
Alton W. Whitehouse, President

Sun Oil Company
240 Radnor-Chester Road
St. Davids, Pennsylvania 19087
Tele: (215) 985-1600
H. Robert Sharbaugh, President

Texaco, Inc.
135 East 42nd
New York, New York 10017
Tele: (212) 953-6000
John K. McKinley, President
SEWING MACHINES

Brother International Corporation
680 Fifth Avenue
New York, New York 10019
Tele: (212) LTI-6262
Max Hugel, President

Pfaff International Corporation
373 Fifth Avenue
New York, New York 10016
Tele: (212) 685-1747
Irving Steinbach, President

Riccar America Company
169 Liberty Avenue
Anaheim, California 92803
Tele: (714) 525-2391
Harutoshi Yoshida, President

The Singer Company
30 Rockefeller Plaza
New York, New York 10020
Tele: (212) LTI-4800
Donald P. Kircher, President

White Sewing Machine Company
11750 Berea Road
Cleveland, Ohio 44111
Tele: (216) 252-4020
R. E. Lavery, President
<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>President</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Playthings</td>
<td>Princeton, New Jersey 08540</td>
<td>(609) 468-2221</td>
<td>Stephen Miller, President</td>
</tr>
<tr>
<td>Fisher-Price Toys</td>
<td>606 Girard Avenue, East Aurora, New York 14052</td>
<td>(716) 652-7000</td>
<td>N. H. Coords, President</td>
</tr>
<tr>
<td>Mattel, Inc.</td>
<td>5150 Rosecrans Avenue, Hawthorne, California 90251</td>
<td>(213) 644-0411</td>
<td>Ruth Handler, President</td>
</tr>
<tr>
<td>Hasbro Industries, Inc.</td>
<td>1027 Newport Avenue, Pawtucket, Rhode Island 02861</td>
<td>(401) 726-4100</td>
<td>Merrill Hassenfeld, President</td>
</tr>
<tr>
<td>Milton Bradley Company</td>
<td>443 Shaker Road, East Longmeadow, Massachusetts 01028</td>
<td>(413) 525-6411</td>
<td>J. J. Shea, Jr., President</td>
</tr>
<tr>
<td>Ideal Toy Corporation</td>
<td>200 Fifth Avenue, New York, New York 10010</td>
<td>(212) 675-6100</td>
<td>Lionel Weintraub, President</td>
</tr>
<tr>
<td>Tonka Corporation</td>
<td>9901 Wayzata Boulevard, Mound, Minnesota 55364</td>
<td>(612) 472-2431</td>
<td>D. R. Obeth, President</td>
</tr>
<tr>
<td>Kenner Products Company</td>
<td>912 Sycamore, Cincinnati, Ohio 45202</td>
<td>(513) 579-4000</td>
<td>Bernie Loomis, President</td>
</tr>
</tbody>
</table>
TV AND RADIO

Admiral Corporation
3800 West Cortland
Chicago, Illinois 60647
Tele: (312) 292-2600
Ross D. Siragusa, Jr., President

Ampex Corporation
401 Broadway
Redwood City, California 94063
Tele: (415) 367-2011
A. H. Hausman, President

Automatic Radio Manufacturing Company, Inc.
2 Main Street
Melrose, Massachusetts 02176
Tele: (617) 321-2300
E. L. Housman, President

The Magnavox Company
1700 Magnavox Way
Fort Wayne, Indiana 46804
Tele: (219) 743-9721
R. H. Platt, President

Motorola, Inc.
9401 West Grand Avenue
Franklin Park, Illinois 60131
Tele: (312) 451-1000
William J. Weiss, President

North American Philips Corporation
100 East 42nd
New York, New York 10017
Tele: (212) 697-3600
Pieter C. Vick, President

Philco-Ford Corporation
Tioga and C Streets
Philadelphia, Pennsylvania 19134
Tele: (215) 433-6000
Thomas C. Page, President

RCA Corporation
30 Rockefeller Plaza
New York, New York 10020
Tele: (212) 305-5900
Anthony L. Conrad, President

Sony Corporation of America
47-47 Van Dam Street
Long Island City, New York 11101
Tele: (212) 361-8600
Kazuo Iwama, President

Zenith Radio Corporation
1900 North Austin Avenue
Chicago, Illinois 60639
Tele: (312) 745-2000
John J. Nevin, President
STATE AND LOCAL GOVERNMENT AGENCIES

Alabama
William J. Baxley
Attorney General of Alabama
State Administration Building
Montgomery, Alabama 36104

Alaska
John E. Havelock
Attorney General of Alaska
Pouch K, State Capitol
Juneau, Alaska 99801

Arizona
Gary K. Nelson
Attorney General of Arizona
159 State Capitol
Phoenix, Arizona 85007

Arkansas
Ray Thornton
Attorney General of Arkansas
Justice Building
Little Rock, Arkansas 72201

California (Cont.)
Robert Horger, Director
Department of Weights and Measures
Division of Consumer Affairs
409 Matthew Street
Santa Clara, California 95050

Colorado
Duke W. Dunbar
Attorney General of Colorado
104 State Capitol
Denver, Colorado 80203

Connecticut
Robert K. Killian
Attorney General of Connecticut
Capitol Annex, 30 Trinity Street
Hartford, Connecticut 06115
Government Agencies

Connecticut (Cont.)
Daniel Schaefer, Assistant Attorney General
Consumer Fraud Division
Capitol Annex, 30 Trinity Street
Hartford, Connecticut 06115

Barbara Dunn, Commissioner
Department of Consumer Protection
State Office Building
Hartford, Connecticut 06115

Arthur James, Director
Consumer Frauds Division
State Office Building
Hartford, Connecticut 06115

Delaware
W. Laird Stabler, Jr., Attorney General of Delaware
Department of Justice
Wilmington, Delaware 19801

Mason Turner, Deputy Attorney General
Consumer Protection Division
1206 King Street
Wilmington, Delaware 19801

Frances West, Director
Division of Consumer Affairs
704 Delaware Avenue
Wilmington, Delaware 19801

District of Columbia
United Planning Organization
1021 14th Street, Northwest
Washington, D.C. 20005

Neighborhood Consumer Information Center
3005 Georgia Avenue, Northwest
Washington, D.C. 20001

Neighborhood Legal Services
666 11th Street, Northwest
Washington, D.C. 20001

Florida (Cont.)
Robert Bishop, Director
Division of Consumer Affairs
Florida Department of Agriculture and Consumer Services
State Capitol
Tallahassee, Florida 32304

John C. Hays, Director
Consumer Protection Division
1351 N. W. 12th Street
Miami, Florida 33125

Herbert Klein, Assistant Attorney and Chief
Consumer Fraud Division
1351 N. W. 12th Street
Miami, Florida 33125

Thatcher Walt, Consumer Affairs Officer
Division of Consumer Affairs
Department of Public Safety
220 East Bay Street
Jacksonville, Florida 32202

William Bateman, Jr., Director
Consumer Affairs
264 First Avenue, North
St. Petersburg, Florida 33701

Georgia
Arthur K. Bolton
Attorney General of Georgia
132 State Judicial Building
Atlanta, Georgia 30334

Bob Longenecker, Program Director
Georgia Consumer Services Program
15 Peachtree Street, Room 909
Atlanta, Georgia 30303

Consumer Affairs Specialist
Community Relations Commission
Memorial Drive Annex Building
121 Memorial Drive, Southwest
Atlanta, Georgia 30303

Hawaii
George Pai
Attorney General of Hawaii
State Capitol
Honolulu, Hawaii 96813
Government Agencies

Hawaii (Cont.)
Jann L. Yuen, Director
Consumer Protection
Office of the Governor
P. O. Box 3767
Honolulu, Hawaii 96811

Idaho
W. Anthony Park
Attorney General of Idaho
State Capitol
Boise, Idaho 83701

Illinois
William J. Scott
Attorney General of Illinois
500 South Second
Springfield, Illinois 62701

Richard Greener, Assistant Attorney General in Charge
Consumer Fraud Section
134 N. LaSalle Street, Room 204
Chicago, Illinois 60602

Jane Byrne, Commissioner
Department of Consumer Sales and Weights and Measures
121 N. LaSalle Street
Chicago, Illinois 60602

Nathan P. Owen, Secretary
Chicago Consumer Protection Committee
219 S. Dearborn Street, Room 486
Chicago, Illinois 60604

Indiana
Theodore L. Sendak
Attorney General of Indiana
219 State Capitol
Indianapolis, Indiana 46204

Robert Smith, Director
Office of Consumer Protection
219 State House
Indianapolis, Indiana 46204

Sonya Saunders, Director
Consumer Advisory Council
c/o Indiana Department of Commerce
330 State House
Indianapolis, Indiana 46204

Indiana (Cont.)
Alvin Kimball, Director
Department of Public Safety and Consumer Protection
Room 2542 City-County Building
Indianapolis, Indiana 46204

Iowa
Richard C. Turner
Attorney General of Iowa
State Capitol
Des Moines, Iowa 50319

Julian B. Garrett, Assistant Attorney General and Chief
Consumer Protection Division
20 East 13th Court
Des Moines, Iowa 50319

Kansas
Vern Miller
Attorney General of Kansas
State House
Topeka, Kansas 66612

Lance Burr, Assistant Attorney General
Consumer Protection
State House
Topeka, Kansas 66612

David Calvert, Deputy County Attorney and Director
Consumer Protection Division
Courthouse
Wichita, Kansas 67203

Kentucky
Ed W. Hancock
Attorney General of Kentucky
State Capitol
Frankfort, Kentucky 40601

Robert Bullock, Assistant Attorney General
Consumer Protection Division
State Capitol
Frankfort, Kentucky 40601

Mrs. Oscar Sowards, Chairman
Citizens' Commission for Consumer Protection
State Capitol
Frankfort, Kentucky 40601
Government Agencies

Kentucky (Cont.)
James Oslin, Supervisor
Division of Weights and Measures
and Consumer Affairs
Metropolitan Sewer District Building
Louisville, Kentucky 40202

Louisiana
William J. Guste, Jr.
Attorney General of Louisiana
P. O. Box 44005
Baton Rouge, Louisiana 70804

Mrs. Billie Fauntleroy, Director
Consumer Affairs and Promotion Office
Department of Agriculture
P. O. Box 44302, Capitol Station
Baton Rouge, Louisiana 70804

Patrick Breeden, Chairman
New Orleans Consumer Protection Committee
1000 Masonic Temple Building
333 St. Charles Street
New Orleans, Louisiana 70130

Maine
James S. Ervin
Attorney General of Maine
State House
Augusta, Maine 04330

John E. Quinn, Assistant Attorney General
Consumer Protection Division
State House
Augusta, Maine 04330

Maryland
Francis B. Burch
Attorney General of Maryland
One South Calvert Street
Baltimore, Maryland 21202

John Ruth, Assistant Attorney General and Chief
Consumer Protection Division
1200 One Charles Center
Baltimore, Maryland 21201

Executive Director
Office of Consumer Affairs
County Office Building
Rockville, Maryland 20850

Maryland (Cont.)
Eileen Brandenberg, Executive Secretary
Consumer Protection Division
Prince Georges County Court House
Upper Marlboro, Maryland 20770

Massachusetts
Robert H. Quinn
Attorney General of Massachusetts
State House
Boston, Massachusetts 02133

David Nelson, Chief
Consumer Protection Division
State House
Boston, Massachusetts 02133

William Cowin, Secretary
Executive Office of Consumer Affairs
State Office Building, Room 905
100 Cambridge Street
Boston, Massachusetts 02201

Dermot Shea, Executive Secretary
Massachusetts Consumers' Council
100 Cambridge Street
Boston, Massachusetts 02202

Marian Ego, Chairman
Boston Consumer's Council
218 Welf Avenue
West Roxbury, Massachusetts 02119

John F. McCarthy, Chairman
Boston Metropolitan Consumer Protection Committee
c/o Federal Trade Commission
J. F. Kennedy Federal Building
Government Center
Boston, Massachusetts 02203

Michigan
Frank J. Kelley
Attorney General of Michigan
Law Building
Lansing, Michigan 48902

Edwin Bladen, Assistant Attorney General
Consumer Protection
Law Building
Lansing, Michigan 48902
Government Agencies

Michigan (Cont.)
Charles Harmon, Special Assistant to
the Governor for Consumer Affairs
c/o Department of Licensing
1033 South Washington Street
Lansing, Michigan 48910

Dianne McKaig, Executive Director
Michigan Consumer Council
525 Hollister Building
Lansing, Michigan 48933

Joseph Vitt, Director
Interagency Consumer Commission
Office of the Mayor, City Hall
Detroit, Michigan 48226

Frank Kelley, Chairman
Detroit Consumer Protection
Coordinating Committee
c/o Law Building
Lansing, Michigan 48902

Minnesota
Warren R. Spannaus
Attorney General of Minnesota
102 State Capitol
St. Paul, Minnesota 55101

Theodore May, Special Assistant
Attorney for Consumer Protection
102 State Capitol
St. Paul, Minnesota 55101

Sherry Chenoweth, Director
Office of Consumer Services
Department of Commerce, Room 230
State Office Building
St. Paul, Minnesota 55101

Mississippi
A. F. Summer
Attorney General of Mississippi
State Capitol
Jackson, Mississippi 32905

Marshall Bennett, Assistant
Attorney General
Consumer Protection Division
State Capitol
Jackson, Mississippi 32901

Linda Gray Dickey
Consumer Protection Division
Department of Agriculture and
Commerce
Jackson, Mississippi 32905

Missouri
John C. Danforth
Attorney General of Missouri
Supreme Court Building
Jefferson City, Missouri 65101

Harvey Tertlebaum, Assistant
Attorney General
Consumer Protection Division
Supreme Court Building
Jefferson City, Missouri 65101

Brick Storts, Chairman
Citizens Consumer Advisory Committee
7001 Forsyth Boulevard
Claytor, Missouri 63104

Montana
Robert L. Woodahl
Attorney General of Montana
State Capitol
Helena, Montana 59601

Consumer Protection Division
Office of County Attorney
155 West Granite Street
Butte, Montana 59701

Nebraska
Clarence A. H. Meyer
Attorney General of Nebraska
State Capitol
Lincoln, Nebraska 68509

Ann Snyder
Consumer Affairs
Department of Agriculture
Box 4844
Lincoln, Nebraska 68509

Nevada
Robert List
Attorney General of Nevada
Legislative Court Building
Carson City, Nevada 89701

Sophie Taylor, Director
Consumer Affairs Division
Department of Commerce
Room 315, South Fall Street
Carson City, Nevada 89701

New Hampshire
Warren B. Rudman
Attorney General of New Hampshire
State House Annex
Concord, New Hampshire 03301
Government Agencies

New Jersey
George F. Kugler, Jr.
Attorney General of New Jersey
State House Annex
Trenton, New Jersey 08625
Charles Irvin, Director
Office of Consumer Protection
1100 Raymond Boulevard
Newark, New Jersey 07102
Carol Brooks, Director
Camden County Office of Consumer Affairs
Room 606, Commerce Building #1 Broadway
Camden, New Jersey 08101

New Mexico
David L. Norvell
Attorney General of New Mexico
Supreme Court Building
P. O. Box 2246
Santa Fe, New Mexico 87501
Charmaine Crown, Director
Consumer Protection Division
Supreme Court Building Box 2246
Santa Fe, New Mexico 87501

New York
Louis J. Lefkowitz
Attorney General of New York
State Capitol
Albany, New York 12224
Barnett Levy, Assistant Attorney General
Consumer Frauds and Protection Bureau
80 Centre Street
New York, New York 10013
Lewis Stone, Chairman
Consumer Protection Board
380 Madison Avenue
New York, New York 10017
James Picken, Commissioner
Office of Consumer Affairs
160 Old Country Road
Minsola, New York 11501

New York (Cont.)
James VanZetta, Director
Department of Weights & Measures and Consumer Affairs
County of Orange
Goshen, New York 10924
Donald Sink, Sealer
Department of Weights & Measures and Consumer Affairs
399 Whiteview Road
Troy, New York 12180
James Farkas, Sealer-Coordinator
Office of Consumer Protection
County Office Building
New Hempsted Road
New York, New York 10956
James Delaney, Sealer
Division of Weights & Measures and Consumer Affairs
38 Brockway Place
White Plains, New York 10601
Sylvia Rosenbery, Director
Consumer Affairs
City Hall
Long Beach, New York 11561
Bess Myerson, Commissioner
Department of Consumer Affairs
80 Lafayette Street
New York, New York 10013
D. A. Massaroni, Sealer
Bureau of Weights & Measures and Consumer Protection
City Hall
Schenectady, New York 12305
Eve Widdows, Consumer Protection Officer
Office of Consumer Protection
City Hall, 138 South Broadway
Yonkers, New York 10701

North Carolina
Robert B. Morgan
Attorney General of North Carolina
Justice Building
P. O. Box 629
Raleigh, North Carolina 27602
Government Agencies

North Carolina (Cont.)
Gene Benoy, Deputy Attorney General
Consumer Protection Division
P. O. Box 629
Raleigh, North Carolina 27602

North Dakota
Helgi Johanneson
Attorney General of North Dakota
State Capitol
Bismarck, North Dakota 58501

Robert Brady, Assistant Attorney General
Consumer Protection Division
The Capitol
Bismarck, North Dakota 58501

Ohio
William J. Brown
Attorney General of Ohio
State House Annex
Columbus, Ohio 43215

Henry Helling, III, Assistant Attorney General and Chief
Consumer Frauds and Crimes Section
State House Annex
Columbus, Ohio 43215

Richard Mercurio, City Sealer of Weights and Measures
City Hall
Columbus, Ohio 43215

Oklahoma
Larry Derryberry
Attorney General of Oklahoma
112 State Capitol
Oklahoma City, Oklahoma 73105

Richard Wheatsley, Jr., Administrator
Department of Consumer Affairs
Lincoln Office Plaza, Suite 74
4545 Lincoln Boulevard
Oklahoma City, Oklahoma 73105

Oregon
Lee Johnson
Attorney General of Oregon
322 State Office Building
Salem, Oregon 97310

Oregon (Cont.)
Michael Gillette, Chief Counsel
Consumer Protection Division
555 State Office Building
Portland, Oregon 97201

Wanda Merrill, Administrator
Consumer Services Division
Oregon Department of Commerce
Salem, Oregon 97310

Scott Bennett, II, Director
Metropolitan Consumer Protection Agency
Multnomah County Court House
Portland, Oregon 97204

Pennsylvania
J. Shane Creamer
Attorney General of Pennsylvania
238 State Capitol
Harrisburg, Pennsylvania 17120

Joel Weisberg, Director
Bureau of Consumer Protection
Pennsylvania Department of Justice
2-4 North Market Square
Harrisburg, Pennsylvania 17101

Marion O'Neill, Coordinator
Office of Consumer Affairs
Department of Agriculture
2301 North Cameron Street
Harrisburg, Pennsylvania 17120

Donna Deaner, Director
Allegheny County Bureau of Consumer Protection
205 Jones Law Building Annex
Pittsburgh, Pennsylvania 15219

William O'Hara, Director
Department of Transportation
Environmental and Consumer Affairs
Eighth Floor News Building
Scranton, Pennsylvania 18503

Faye Forman, Director
Consumer Services
City Hall, Room 210
Philadelphia, Pennsylvania 19106

Charles Taggart, Secretary
Philadelphia Consumer Protection Committee
53 Long Lane
Upper Darby, Pennsylvania 19082
Government Agencies

Rhode Island
Richard J. Israel
Attorney General of Rhode Island
Providence County Courthouse
Providence, Rhode Island 02903

S. A. Alessandro, Chief Assistant
of Consumer Affairs
Providence County Courthouse
Providence, Rhode Island 02903

Edwin Palumbo, Executive Director
Rhode Island Consumer Council
365 Broadway
Providence, Rhode Island 02902

South Carolina
Daniel R. McLeod
Attorney General of South Carolina
Hampton Office Building
Columbia, South Carolina 29201

South Dakota
Gordon Mydland
Attorney General of South Dakota
Pierre, South Dakota 57501

John DeVany, Commissioner
Office of Consumer Affairs
State Capitol
Pierre, South Dakota 57501

Tennessee
David M. Pack
Attorney General of Tennessee
Supreme Court Building
Nashville, Tennessee 37219

Texas
Crawford G. Marrin
Attorney General of Texas
Supreme Court Building - Box 12548
Austin, Texas 78711

Robert Owen, Assistant Attorney
General and Chief
Antitrust and Consumer Protection
Division
Capitol Station, P. O. Box 12548
Austin, Texas 78711

Sam Kelly, Commissioner
Officer of Consumer Credit
1011 San Jacinto Boulevard
Austin, Texas 78767

Utah
Vernon B. Romney
Attorney General of Utah
State Capitol
Salt Lake City, Utah 84114

Bernard Tanner, Assistant Attorney
General for Consumer Protection
State Capitol
Salt Lake City, Utah 84114

W. S. Brimhall, Administrator
Consumer Credit
403 State Capitol
Salt Lake City, Utah 84114

Vermont
James M. Jeffords
Attorney General of Vermont
State Library Building
Montpelier, Vermont 05602

William Gillet, Assistant Attorney
General
Consumer Protection Bureau
94 Church Street
Burlington, Vermont 05401

Faith Pryor, Family Economics
and Home Management Specialist
Room 210, Terrill Hall
University of Vermont
Burlington, Vermont 05401

Virginia
Andrew F. Miller
Attorney General of Virginia
Supreme Court - Library Building
Richmond, Virginia 23219

William Robertson, Special Assistant
to the Governor on Minority
Groups and Consumer Affairs
Office of the Governor
Richmond, Virginia 23219

Roy Farmer, Administrator
Consumer Affairs
Department of Agriculture and
Commerce
Eighth Street Office Building
Richmond, Virginia 23219

Charles Hammond, Executive Director
Consumer Protection Commission
Arlington County Court House
Arlington, Virginia 22201

26
Government Agencies

Virginia (Cont.)
Mary Anne Shurtz
Consumer Affairs Office
Suite 300, 7309 Arlington Boulevard
Falls Church, Virginia 22042

Robert Loher, Consumer Protection Officer
Bureau of Consumer Protection
Inspections Division, City Hall
Virginia Beach, Virginia 23456

Washington
Slade Gorton
Attorney General of Washington
Temple of Justice
Olympia, Washington 98501

William Clarke, Deputy Attorney General and Chief
Consumer Protection and Antitrust Division
1266 Dexter Horton Building
Seattle, Washington 98104

Robert Porterfield, Coordinator
City of Seattle Consumer Protection Office
500 Municipal Building
Seattle, Washington 98104

West Virginia
Chauncey H. Browning, Jr.
Attorney General of West Virginia
State Capitol
Charleston, West Virginia 25305

David Griffith, Director
Consumer Protection Division
West Virginia Department of Labor
1900 Washington Street, East
Charleston, West Virginia 25305

Wisconsin
Robert W. Warren
Attorney General of Wisconsin
Department of Justice
Madison, Wisconsin 53702

Camille Haney, Consumer Affairs Coordinator
Department of Justice
Madison, Wisconsin 53702

Dan Milan, Director
Bureau of Consumer Protection
801 West Badger Road
Madison, Wisconsin 53713

Wyoming
Clarence A. Brimmer
Attorney General of Wyoming
210 State Capitol
Cheyenne, Wyoming 82001

Dwight Bonham, State Examiner and Administrator
Consumer Credit Code
State Supreme Court Building
Cheyenne, Wyoming 82001
CONSUMER LEAGUES

Alabama
John P. Ripp, President
Alabama Consumers Association
P. O. Box 1372
Birmingham, Alabama 35201

Alaska
Johnston Jeffries, President
Kenai Peninsula Consumers Council
Box 2940
Kenai, Alaska 99611

Arizona
Currin V. Shields, President
Arizona Consumers Council
6840 Camino de Michael Street
Tucson, Arizona 85718

California
Don Vial, President
Consumer Federation of California
2200 L Street
Sacramento, California 95816

Shirley Goldinger, President
Los Angeles & Orange Counties Chapter
621 South Virgil Avenue
Los Angeles, California 90005

Walter Soden, Chairman
Consumers Association of Pomona Valley
P. O. Box 3
Claremont, California 91711

Bernard Kamins, Executive Secretary
American Consumers Council
9720 Wilshire Boulevard, Suite 208
Beverly Hills, California 90212

Mrs. F. G. Snyder, President
Citizens for Consumer Action
4230 De Costa Avenue
Sacramento, California 95821

Consumer Coalition of California
1108 0 Street, Suite 212
Sacramento, California 95814

Marilyn Jensen, Secretary
San Francisco Consumer Action
P. O. Box 16021
San Francisco, California 94116

District of Columbia
N. Paul Smith, President
D. C. Citywide Consumer Council
745 - 50th Street, Northeast
Washington, D. C. 20001

Janie Boyd, Chairman
Consumer Association of the District of Columbia
328 D Street, Northeast
Washington, D. C. 20002

Consumer Help Center
714 - 21st Street, Northwest
Washington, D. C. 20006

Georgia
Mrs. Hattie Waymer, President
Georgia Consumer Council
Box 311 - Morris Brown College
Atlanta, Georgia 30314

Illinois
Eve Galanter, President
Consumer Federation of Illinois
53 West Jackson Boulevard
Room 1625
Chicago, Illinois 60604

Jackie Kendall, Co-Director
National Consumers Union
33 North Dearborn
Chicago, Illinois 60602

Indiana
Eve Purvis, President
Consumers Association of Indiana, Inc.
910 North Delaware Street
Indianapolis, Indiana 46202

Iowa
Betty Talkington, President
Iowa Consumers League
2000 Walker, Suite A
Des Moines, Iowa 50317

John Neubauer, Executive Director
Consumer Education & Protection Organization
1016 University Avenue
Des Moines, Iowa 50316
Consumer Leagues

Kansas
James Jukes, Managing Director
Consumer United Program
8410 West Highway 54
Wichita, Kansas 67209
Mrs. Lorena Meyers, Treasurer
Kansas City Consumer Association
7720 West 61st Street
Shawnee Mission, Kansas 66202

Kentucky
Robert N. Viles, President
Consumers Association of Kentucky, Inc.
College of Law, University of Kentucky
P. O. Box 1695
Lexington, Kentucky 40506

Louisiana
Glenn Ducote, President
Louisiana Consumers League
P. O. Box 1332
Baton Rouge, Louisiana 70821

Maryland
Irving Rotkin, President
Maryland Consumers Association, Inc.
P. O. Box 143
Annapolis, Maryland 21404

Massachusetts
Rev. Robert J. McEwen, President
Massachusetts Consumer Association
C/o Boston College
Chestnut Hill, Massachusetts 02167

Michigan
Joann Coccovalle, President
Consumer Alliance of Michigan
P. O. Box 2051-A
Detroit, Michigan 48232

Minnesota
Mrs. Toby Lapakko, President
Minnesota Consumers League
P. O. Box 3063
St. Paul, Minnesota 55101

Mississippi
Sidney Eckert, President
Mississippi Consumer Association
1601 Terrace Road
Cleveland, Mississippi 38732

Missouri
Pat Lierumance, President
Missouri Association of Consumers
Box 514
Columbia, Missouri 65201

Mrs. Harold Moss, President
St. Louis Consumer Federation
6321 Darlow Drive
St. Louis, Missouri 63123

Montana
Clyde Jarvis, President
Montana Consumers Affairs Council
22 S. Montana Avenue
Helena, Montana 59601

Nevada
Patricia van Betten, President
Consumers League of Nevada
1663 La Jolla Avenue
Las Vegas, Nevada 89109

New Jersey
Mrs. R. Ricki Stochaj, President
Consumers League of New Jersey
20 Church Street
Montclair, New Jersey 07042

New Mexico
Dr. Lee Brown, President
Albuquerque Consumer Federation
Box 5219
Sandia Base, New Mexico 87115

New York
Don Elberson, Executive Director
Consumer Assembly of Greater New York
465 Grand Street
New York, New York 10002

Judy Braiman, President
Consumer Association of New York
109 Heath Drive
Rochester, New York 14625

Ronald J. Hilton, President
Consumer Council of the Genesee Valley
P. O. Box 3209, Federal Station
Rochester, New York 14614
Consumer Leagues

New York (Cont.)
Dr. Ralph R. Reuter, Chairman
Metropolitan New York Consumer Council
1710 Broadway
New York, New York 10019

North Carolina
Mrs. Donald Shriver, Jr., President
North Carolina Consumers Council
3608 Dade Street
Raleigh, North Carolina 27609

Ohio
Dorothy Austin, Executive Secretary
Consumers League of Ohio
940 Engineers Building
Cleveland, Ohio 44114
Robert E. Walker, Secretary
Ohio Consumers Association
P. O. Box 1539
Columbus, Ohio 43216

Mrs. A. D. St. John, President
Consumer Conference of Greater Cincinnati
318 Terrace Avenue
Cincinnati, Ohio 45220

Solomon Harge, Executive Director
Consumer Protection Association
118 St. Clair Avenue
Cleveland, Ohio 44114

Oklahoma
James A. Gillen, Chairman
Consumers Council of Oklahoma, Inc.
240 East Apache
Tulsa, Oklahoma 74107

Oregon
Janet Rathe, Executive Secretary
Oregon Consumers League
3131 N. W. Larson Terrace
Portland, Oregon 97210

Pennsylvania
Pennsylvania League for Consumer Protection
P. O. Box 948
Harrisburg, Pennsylvania 17108

Pennsylvania (Cont.)
Max Weiner, Coordinator
Consumers Education & Protective Association
6048 Ogontz Avenue
Philadelphia, Pennsylvania 19141

Philadelphia Area Consumer Organization
1320 W. Hunting Park Avenue
Philadelphia, Pennsylvania 19140

Ronald D. Pittle, President
Alliance for Consumer Protection
821 Wood Street
Pittsburgh, Pennsylvania 15221

Rhode Island
Richard Frechette, President
Rhode Island Consumers' League
50 Urban League of Rhode Island
131 Washington Street
Providence, Rhode Island 02903

South Dakota
Donald V. Barnett, President
South Dakota Consumers League
P. O. Box 72
Brookings, South Dakota 57006

Tennessee
Ogden Stokes, Chairman
Tennessee Consumer Alliance
P. O. Box 12352, Acklen Station
Nashville, Tennessee 37212
Robert Downey, Jr., Vice President
Knoxville Area Chapter, TCA
P. O. Box 10712
Knoxville, Tennessee 37919

Texas
Leon Sanders, President
Texas Consumer Association
259 Walker Center, Texas 75935

Utah
Justin C. Stewart, President
League of Utah Consumers
425 Newhouse Building
Salt Lake City, Utah 84111

Virginia
Doris Bebe, President
Virginia Citizens Consumer Council
P. O. Box 3103
Alexandria, Virginia 22302
Consumer Leagues

Washington
Irene Malbin, President
Washington Committee on Consumer Interests
2700 First Avenue, Room 206
Seattle, Washington 98121

West Virginia
Camille C. Stewart, President
Consumer Association of West Virginia
3309 Noyes Avenue, Southeast
Charleston, West Virginia 25304

Wisconsin
Rita B. Collins, President
Wisconsin Consumers League
7017 Dorchester Lane
Greendale, Wisconsin 53129

William B. Peck, President
Green Bay Wisconsin Consumers League Chapter
P. O. Box 3731
Green Bay, Wisconsin 54303

Erna Carmichael, President
The Greater Milwaukee Consumer League
9722 Watertown Plank Road
Milwaukee, Wisconsin 53226
CANADIAN GOVERNMENT AND CONSUMER AGENCIES

Association Co-operative d'Économie
Familiale
Montreal, Quebec

Better Business Bureau
(Check your local telephone directory)

The Canadian Council on Social Development
55 Parkdale Avenue
Ottawa, Ontario K1Y 1E5

The Canadian Labour Congress
Congrès du Travail du Canada
100 Argyle Avenue
Ottawa 4, Ontario

Central Mortgage & Housing Corporation
Head Office
Ottawa, Ontario K1A 0P7

Consumers Association of Canada
100 Gloucester Street
Ottawa 4, Ontario
Mrs. Pamela MacRae, Director
Public Relations

Consumer Protection Division
Ontario Department of Consumer and Commercial Relations
55 Yonge Street
Toronto 215, Ontario

The Consumer
Department of Consumer & Corporate Affairs
Box 99
Ottawa, Ontario
Canadian Manufacturers

American Motors (Canada), Ltd.
Kennedy Road South
Brampton, Ontario
L. G. Rice, President

Automobiles Renault Canada Ltée.
1398 Marie-Victorin Boulevard
Saint-Bruno de Montarville, Quebec
P. LeGodec, Vice-President

Beatty Brothers, Limited
Hill Street
Fergus, Ontario
R. M. Barford, President

Brantford Washing Machines, Ltd.
35 Fieldway Road
Toronto 570, Ontario
W. J. Raymond, President

Canadian Advertising Advisory Board
159 Bay Street
Toronto 116, Ontario
R. E. Oliver, President

Canadian Appliance Manufacturers Association
10 Price Street
Toronto 289, Ontario
T. A. Lindsay, President

Canadian General Electric Company, Ltd.
214 King Street West
Toronto 129, Ontario
J. H. Smith, President

Canadian Broadcasting Corporation
3125 Steeles Avenue
Willowdale, Ontario
B. K. Kroha, President

Canadian Tire Corporation, Ltd.
837 Yonge Street
Toronto 285, Ontario
J. S. Muncaster, President

Canadian Westinghouse Company, Ltd.
286 Sanford Avenue, North
P. O. Box 510
Hamilton, Ontario
W. J. Cheesman, President

Chrysler Canada, Ltd.
2450 Chrysler Centre
Windsor 19, Ontario
R. W. Toddham, President

Clairtone Sound Corporation, Ltd.
100 Ronson Drive
Rexdale 603, Ontario
G. A. MacDonald, President

Collins Radio Company of Canada, Ltd.
150 Bartley Drive
Toronto 375, Ontario
J. L. Plant, Senior Vice-President

The Consumer Gas Company
500 Consumers Road
Willowdale 425, Ontario
Oakah L. Jones, President

Dominion Electrohome Industries, Ltd.
809 Wellington Street, North
Kitchener, Ontario
C. A. Pollock, President

The T. Eaton Company, Ltd.
190 Yonge Street
Toronto 205, Ontario
R. J. Butler, President

Firestone Tire and Rubber Company of Canada, Ltd.
Burlington Street, East
Hamilton, Ontario
J. D. Moore, President

Ford Motor Company of Canada, Ltd.
The Canadian Road
Oakville, Ontario
Karl E. Scott, President

General Motors of Canada, Ltd.
William Street, East
Oshawa, Ontario
R. S. Withers, President

General Tire and Rubber Company of Canada, Ltd.
215 Wicksteed Avenue
Toronto 352, Ontario
R. J. Reid, Vice-President
Canadian Manufacturers

B. F. Goodrich Canada, Ltd.
Kitchener, Ontario
Earl D. Gunn, President

Goodyear Tire and Rubber Company
of Canada, Ltd.
3050 Lakeshore Boulevard, West
Toronto 510, Ontario
L. E. Spencer, President

Grocery Product Manufacturers of
Canada
100 Sparks Street
Ottawa 1, Ontario
C. G. E. Steele, President

Hudson's Bay Company
79 Main Street
Winnipeg 1, Manitoba
J. R. Murray, Managing Director

John Inglis Company, Ltd.
14 Strachan Avenue
Toronto 150, Ontario
C. Maiden, President

Kelvinator Sales Corporation, Ltd.
1152 Dundas Street, East
London, Ontario
N. H. Leach, President

McGavin Toastmaster, Ltd.
2091 West Broadway
P. O. Box 4081, Station 'P'
Vancouver 9, British Columbia
A. H. McGavin, President

McGraw-Edison (Canada), Ltd.
3595 St. Clair Avenue, East
Scarborough 704, Ontario
T. G. Quance, President

Moffata, Ltd.
23 Dennison Road, East
Weston 492, Ontario
J. C. Cooper, President

Packaging Association of Canada
45 Charles Street, East
Toronto 285, Ontario
Lyn Jamison, Executive Vice-
President

Philips Electronics Industries, Ltd.
116 Vanderhoof Avenue
Toronto 352, Ontario
D. H. Prentice, Vice-President

RCA, Ltd.
1101 Lenoir Street
Montreal 30, Quebec
John D. Houlding, President

The Robert Simpson Company, Ltd.
176 Yonge Street
Toronto 210, Ontario
G. A. Burton, Chairman

Ronson Products of Canada, Ltd.
110 Ronson Drive
Rexdale 603, Ontario
A. B. Johnson, Executive Vice-
President

Sayvette Department Stores, Ltd.
45 Overlea Boulevard
Toronto 354, Ontario
A. Gold, President

Simpsons-Sears, Ltd.
108 Mutual Street
Toronto 220, Ontario
D. J. Peacher, President

Sunbeam Corporation (Canada),
Ltd.
220 Islington Avenue, South
Toronto 550, Ontario
R. S. Isnor, President

Uniroyal, Ltd.
550 Papineau Avenue
Montreal, Quebec
E. A. Martin, President

Volkswagen Canada, Ltd.
1920 Eglinton Avenue, East
Scarborough 705, Ontario
Karl L. Barths, Managing Director