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IMMEDIATELY

sale/nw
2/28/69
western montana
local

CONSUMER REPORTS PUBLISHER
TO SPEAK AT U OF MONTANA

MISSOULA--

Walker Sandbach, executive director of Consumers Union and publisher of Consumer Reports, will keynote the Consumer Education Conference at the University of Montana March 8.

Sanbach's keynote address to western Montanans attending the conference is entitled "Wanted: Active, Alert Consumers." He speaks at 9:45 a.m. March 8 in the Five Valleys Room of the University Center.

The Mount Vernon, N.Y., man also will hold a special discussion session with University students on Friday (March 7) in conjunction with the Consumer Education Conference.

Sandbach will discuss "Current Consumer Ferment" with the students at 1 p.m. Friday in University Center room 361.

Conference registration begins at 9:15 a.m. March 8 in the UC Five Valleys Room.

Continuous showing of a film entitled "The Health Fraud Racket" is scheduled for conference participants and visitors from 11:30 a.m.-1 p.m. on March 8 in the Five Valleys Room.

Many consumer problems and possible solutions to these problems will be discussed during the day. George Fahey of the Consumer Affairs Council, Seattle, Wash., John Lance, an insurance broker, and Joan Bergy, a consumer specialist with the Food and Drug Administration (FDA) in Seattle, will be among the guest speakers.

The conference is cosponsored by the FDA, the UM Department of Home Economics and the Missoula Chamber of Commerce. Mrs. Billie Anne Swartz of Lolo, a UM home economics instructor, is conference coordinator.

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