

RESOLUTION NO. R 011 72

PROCLAMATION OF CONSUMER INFORMATION WEEK, MAY 1-6, 1972.

WHEREAS, Consumers in Sussex County, in the course of making innumerable daily purchases of products and services, often experience dissatisfaction and frustration despite concerned efforts to alleviate this burden by a large segment of the business community; and

WHEREAS, Legitimate businesses in this country, in overwhelming numbers, are genuinely concerned with the problems of their customers and are continually exploring new ways to provide them with more useful buying information and viable solutions to mutual problems; and

WHEREAS, Many effective agencies, organizations, and individuals both in the private sector and at various levels of government are working tirelessly to eliminate the chasm between consumer expectation and business performance,

NOW, THEREFORE,

The County Council of Sussex County does hereby designate the week beginning May 1, 1972, as Consumer Information Week.

We urge consumers to communicate their feelings, needs and problems through participation in the National Consumer Referendum; and

FURTHER, we urge business and industry to demonstrate concern for the consumer by providing increased information to buyers, effective customer service, and prompt and efficient handling of complaints; and

FURTHER, we urge consumer assistance agencies, both private and governmental, to perform their vital role in our society with diligence, courage, imagination, and in accordance with the highest standards of ethics and public service.

PASSED BY THE COUNCIL OF SUSSEX COUNTY ON THE 25TH DAY OF APRIL, 1972.