



OFFICE OF CONSUMER AFFAIRS
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FOR FURTHER INFORMATION, TELEPHONE:

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President Nixon today announced the nomination of Elizabeth Hanford to be Federal Trade Commissioner.

Miss Hanford, 37, is Deputy Director of the Office of Consumer Affairs, a post which she has held for two years. She is second in command to Virginia H. Knauer, the President's Special Assistant for Consumer Affairs.

"I am delighted that the President has nominated Elizabeth Hanford as a Commissioner of FTC, because no woman, in or out of government, is better qualified for this important post. I know Elizabeth's great capabilities better than anyone in Washington as she has worked side by side with me as my deputy for the past four years. Her dedication to the consumer cause is total, and I know she will make a great contribution to the FTC in its fight to protect the American consumer," Mrs. Knauer said.

As Deputy Director of OCA, Miss Hanford has worked to promote the consumer's interests through legislation, by encouraging voluntary industry action, by aiding consumer education, and by urging state and local communities to take action on behalf of the consumer.

The legislative proposals which Miss Hanford has helped to develop include the Consumer Product Safety Act, enacted in 1972, the consumer protection agency bill now before Congress and the Fair Credit Reporting Act (effective April 25, 1971).

One of Miss Hanford's primary responsibilities as Deputy Director of OCA is that of communicator. She speaks for the consumer within government and with business leaders. She has also met with numerous local consumer organizations throughout the country to help focus attention on their activities and stress their importance. In addition, she has advocated the consumer's case in meetings with state officials, urging enactment of effective state legislation and the establishment of adequate state consumer protection agencies.

Miss Hanford's efforts to promote consumer education have included editing of guidelines for juvenile and adult consumer education. She also was instrumental in developing a consumer education and protection program for the Pueblo Indians.

Miss Hanford has worked in the consumer field since April 1968 when she joined the President's Committee on Consumer Interests as Associate Director for Legislative Affairs. She was named Executive Director of the Committee in July 1969. The Committee became the Office of Consumer Affairs in February 1971, and President Nixon appointed Miss Hanford Deputy Director.

Miss Hanford received an A. B. from Duke University, where she was a member of Phi Beta Kappa and president of the student government association; an M. A. in education from Harvard University and an L. L. B. from Harvard Law School. She is a member of the District of Columbia Bar Association, and the American Bar Association, Committee on Consumer Bankruptcy.

Miss Hanford received the Arthur S. Flemming award for outstanding young men and women in government in February, 1972.