

March 7, 1972

Dictated by Robert Morgan

Five Significant Tenets of Consumer Protection

---

- (1) Freedom rather than restraint is the rule. If regulation is required, it should be limited to the absolute minimum of regulation essential to protect fairly the public from undesirable business practices.
- (2) Business regulations should be designed to assist industry and business in policing itself, rather than provide merely governmentally enforced controls.
- (3) Because of the attendant public expense and bureaucratic burdens, an attempt should be made to avoid the establishment of any new government agency. Whatever additional controls are necessary should be administered within the framework of existing State Government.
- (4) Criminal penalties should be avoided wherever possible. In this State, as well as in many others, criminal legislation has been recognized as generally ineffective and undesirable in regulating business. The purpose of such controls should be basically to foster public protection and not punish for violations except in flagrant cases.
- (5) In the establishment of any control of undesirable business activities, statewide uniformity of application should be provided.