

THE CONSUMER MOVEMENT?

In personal terms I have followed only fitfully the aspiration :-

"Oh wad some Pow'r the giftie gie us  
To see oursels as others see us"

When I have solicited this kind of judgement, or had it visited upon me, the experience has often been rough. No doubt, however, it is good for the individual - and, by the same token, good for social organisations. Anyhow, that is the rationale of the following series of three articles.

We sought views on the consumer Co-operative movement in Britain from authors of different backgrounds and views but sharing the characteristic that they are not engaged professionally or perhaps even positively involved at present in consumer societies and yet have an interest in them and a relevant experience from which to comment on them. So Michael Shanks writes of the wider "consumer movement" with which Co-operative movement has to come to terms; Professor Ward of the present and future needs of consumers whom the Co-operative societies claim to serve; and Cairns Campbell from the perspective of activity in other and newer forms of Co-operative development. We are grateful to all of them.

R.L.M.