

Consumer Advocate on French Radio Shouts for Attention, and Gets It

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PARIS—In private, as she is so often in public, Anne Gaillard was angry.

In her tiny office on the fifth floor of the round building that houses the state-owned radio and television stations of France, she shouted. She thrashed the air with her arms. She pounded her fists on her desk. She stamped her feet. She jumped up and down in her seat. And she kicked a desk drawer.

What makes Anne Gaillard angry?

Microbes in mineral water. Pink beet sugar in strawberry yogurt. Careless toy manufacturers. Deceitful advertising. Tricky insurance policies. Money-mad pharmacists. Overdoses of sugar, and butter and meat.

Who enjoys her anger?

The three and a half million French men and women who listen at least once a week as she vents her ire on the hour-long weekday program that has made the 37-year-old consumer advocate—with her aptly outthrust chin

—one of the most talked about radio personalities in the country.

The angriest, and certainly the noisiest consumer in France, Mrs. Gaillard is lauded by her listeners, criticized by the press for her lack of reserve and ladylike manner, and feared by corporate presidents and directors, who reportedly pay as much as \$1,300 for two days of lessons to prepare them for facing her on the air.

"There are a lot of people who think I'd be much more effective in what I do if I didn't get so angry," Mrs. Gaillard said.

lard said. "Maybe they're right, but I don't think so. It's my nature to get mad and fight. People aren't used to hearing violent tones on the radio, and they think it's a pity.

"I get mad every day outside of the studio and gripe all the time because I'm always finding things that are wrong. Yes, I have a tendency to boil over; it's my conviction that causes it. But if I tried to stay calm, my conviction would be falsified."

"She's right to yell like that; I adore her," said Elizabeth Grillot, a piano teacher. "She isn't afraid of anyone. And most of the time, her victims deserve what they get. It's very amusing."

'Raunchy Language'

Not so amused is a 26-year-old critic, Isabel Roville, who tuned out Mrs. Gaillard a few months ago because of her objections to "the raunchy language."

"The raucous shouting gives her listeners a bad example," she said. "It could even lower the standard of behavior among her fans who listen all the time. I mean, what if everyone started talking like that?"

Mrs. Gaillard, whose 11 A.M. to noon program has been on the air for six years, began talking "like that" only two years ago, and she says her anger has had positive results.

A former minister of the Postal and Telephone Service appeared on her show and promised on the air to personally respond to requests for a telephone from anyone listening to the program. Normally, obtaining a telephone involves a lengthy wait in France. But Mrs. Gaillard says the minister kept his promise and even handed over some orders to his successor; so there are a few hundred French people who can thank Mrs. Gaillard for their phones.

Another administrator, René Lenoir, the State Secretary for Health and Social Security and the man in charge of social action for the handicapped, appeared on her show and offered to attend personally to the problems of listeners. To buttress his promise, he gave out his home address while on the air.

"You're going to have a lot of letters and a lot of work," Mrs. Gaillard warned him.

Mrs. Gaillard's criticism does not stop at the borders of France. Her well-



The New York Times/Jean-Luce More

Anne Gaillard in her radio studio

known ire is aroused by her compatriots' admiration for the American brand of consumerism and for the United States Food and Drug Administration.

"We don't have any lessons to learn from America as far as consumption is concerned," she insisted. "When it comes to health and nourishment, the French consumer is better protected

than the American consumer; better defended, too.

"In America, profit is the No. 1 motive. There is a duel between money and the quality of life. But the French want to live; they prefer a little less money and more time to exist. They want the time to take it easy a little, to lounge once in a while, stroll around."