

Mr. WYDLER. Can you get it in a spray can or one of these automatic things that you push down?

Mr. ABERSFELLER. We don't do that.

Mr. WYDLER. My wife would never buy this. I could tell you that. I know. She likes that convenience of the container. In that case she probably buys a—

Mr. ABERSFELLER. The only point I would make here was there aren't definitive scientific termed characteristics that we spell out on each of those four items that are in front of you—I am a consumer, too. I buy by touch and feel like everyone else, so I am not unmindful of the consumer's problem. I am married, too, and we recently bought carpeting. My wife has long fingernails. That is how we did it. She makes a judgment as to the density and other things by her ability to get those nails down to the bottom of the carpeting. She went around and put her hand in a couple hundred samples of carpeting and found what she was satisfied with.

Mr. MYERS. Is this GSA specification?

Mr. ABERSFELLER. This is the point I am trying to make. I am supposed to have the reservoir of all this knowledge and I haven't been able to find use for it yet as a consumer either, because I can't translate this information into anything meaningful. This is not to deny the fact that there is in the QPL area some information which the public could use. At least as a guide. If it were properly qualified and properly understood, certainly that information is basic and could be used.

Mr. WYDLER. There are other organizations, such as Mr. Kaplan's, that could take spec information and translate it into useful information for consumers. That would be entirely possible. I do not know how useful it would be to his organization or organizations of that type but it would seem to me that that could be done.

Mr. ABERSFELLER. I think, with all due deference to Mr. Kaplan, who is still here to defend himself, that his analysis of those products that are good, better, and best is based on his ability to test characteristics which he and his firm have established in terms of deciding their merits, but again we get back to the consumer. Without some kind of comparative testing by independent organizations such as his or Government organizations, it is, in my view, virtually impossible for the consumer to take specifications forth into the marketplace and make a proper judgment as to whether or not the characteristics which he has agreed with and which he is seeking now are, in fact, in the product he proposes to buy. So often he succumbs to statements of salesmen or hucksters that are involved in selling products—or he gets a simple assurance that "Yes, this item has every characteristic you are seeking." There is no further way of checking it out.

Mr. WYDLER. You could certainly make the statement that this product meets Federal Government standards. That, you could make. Whether that meant anything particularly may not be—that is the next question—it may not be important to the consumer that it meets Federal Government standards. He may not be interested in those qualities at all in the particular case. This is the next problem that you will have.

Mr. ABERSFELLER. This is the other side of the coin. In some cases—for instance, you can pick a Sears, Roebuck or Montgomery Ward catalog and you will find they advertise and publish under the descrip-