

Is it conceivable that you could take some of that creative manpower now used to answer letters, and put them to work converting some of the statistical material into useful forms for the consumer?

Mr. Ross. It is something I would like to think over. We do have our correspondence units in all our regional offices, and in Washington. Many of the letters can be answered on a pretty routine basis by sending out the appropriate publication or by looking up some information and answering it. I am not sure the people in the correspondence units would necessarily have the talent to write pamphlets and booklets, of a consumer education character.

Mr. ROSENTHAL. But, if we did get Walt Disney's firm, or some Madison Avenue firm to take this document and make it interesting, it would be pretty useful.

Mr. Ross. Well, I think whether we do it, or the information industry does it or Walt Disney or whoever does it, I think there is a great deal of mileage that could be secured from it.

Mr. ROSENTHAL. In my view, there is a wealth of information in this material that you have gathered, but it has never really been put to its maximum use, because of a lack of complete information or orientation.

Mr. Ross. That's right. I think more could be done. It has not been the concept of BLS that it is essentially a consumer education agency. I think it is probably true that our information is just essential to all kinds of specialized groups like the governmental establishments, the Congress, labor community, management community, market researchers, business planning, the academic community, and so forth.

While we do feel that a great deal of information does get out to the general public, I don't believe it has yet been the concept of BLS that Congress has asked us to do this on a systematic or blanket basis. Much more could be done.

Mr. ROSENTHAL. If we asked you to do it, you feel you have the resources to make the adjustment to do a good and useful job in this endeavor?

Mr. Ross. Yes, sir.

Mr. ROSENTHAL. Mr. Myers?

Mr. MYERS. Thank you, Mr. Chairman.

Mr. Ross, as I understand it, the information that you do collect—you publish a monthly magazine called the Consumer Price Index with a 12,000 circulation; is that correct?

Mr. Ross. No, sir; that is not quite the case; for one thing, we have a monthly press conference which Mr. Chase and I conduct.

Mr. MYERS. Do all the news media participate in this?

Mr. Ross. Yes. It is very well attended. The last one we had was—when?

Mr. CHASE. The 28th of June.

Mr. Ross. Yes. We are having one tomorrow, as a matter of fact. [Laughter.]

Tomorrow's press conference will be held in a conference room in the Labor Department. There will be some dozen—I don't know how many—people from magazines, newspapers, radio, sometimes television, and we give in an integrated way all of the indexes for the current Consumer Price Index and the wholesale price index, with all the breakdowns and a preliminary version of the wholesale price index for the next month.