have to be done in educating people like that, what the concept of budget means rather than getting whatever money you have and spending it on what might strike your fancy at the moment—some of the rudimentary elements of getting the most for your dollar. I know that Congress is considering legislation to make it imperative to tell consumers what interest rate they are paying. Of course I think that would be helpful to many consumers, although some of them don't have an awfully clear concept of what a percentage is.

You say you are paying 20 percent a year for this credit jewelry or you are paying a real interest rate of 16 percent or 25 percent on this used car. I am not sure that would have an awful lot of meaning to many consumers. It would also involve that they understand just what the significance of that is. I think there is a big job to be done.

I wouldn't suggest BLS can do it all, particularly when you come to the poor consumers who lack sophisticated background in handling income in an urban society.

Mr. MYERS. I have been a country banker in a rural area—I come from one of those rural areas you talk about—we are very cost conscious out there. I might add to what you are saying: I have been dealing with the public for about 15 years and I made lots of loans, and the people that are really concerned about the rate ask, and the people that don't care I could sit here and tell them 10 times, walk out the front door and ask them and they wouldn't know what they pay.

I don't know the answer to the question I asked you. You should always know the answer but I don't know. I think many of us are looking too.

How do you approach this problem? These people are in the position they are because they don't have the desire that you and I have or they wouldn't be living there. They would be elevating themselves. They would be doing something about it. I don't know how you approach the problem. Maybe you have suggestions since you have been working in this area.

Mr. ROSS. I don't know that I have any further suggestions. My own belief is that the bulk of the people who are poor do have a desire to make it up onto the high road of affluence that most of us are on. We are all poor consumers. We feel that way once a month when we pay the bills but the United States in general is an affluent society.

The majority live decently and well. We have come to the point fortunately where poverty is no longer a general condition. It is a minority phenomenon. That is a sign of progress. But on the other hand, it makes poverty less tolerable.

I think when everybody was poor we used to talk about poor but proud, or the decent poor.

Now when most people are well off or better off, when even many of the manual workers have made it out of poverty, I think that poverty is regarded as shameful, a kind of social disease and it is probably much harder to take than it was when everybody was poor.

I feel that the bulk of people who are poor want to make it into the mainstream of society.

Now I agree fully with you that unless and until they have that desire, there is not much anyone can do for them. I am rather skeptical about motivation, giving people motivation the way you give pills. I think motivation has to come from within. I think it is coming. I