

Mr. ROSENTHAL. The next witness will be Dr. Dorothy S. Brady.

**STATEMENT OF DR. DOROTHY S. BRADY, PROFESSOR OF ECONOMICS,
UNIVERSITY OF PENNSYLVANIA (FORMER MEMBER, PRESI-
DENT'S CONSUMER ADVISORY COUNCIL)**

Mr. ROSENTHAL. Dr. Brady, thank you very much for taking time from your busy schedule to come and be with us this morning. Do you have a prepared statement?

Dr. BRADY. I have written something down, Mr. Chairman.

Mr. ROSENTHAL. We would be pleased to hear it.

Mr. WYDLER. May I just comment, Doctor, it is a delight to have, occasionally at least, a member of your sex appear here on behalf of the consumers. Since you are, in most cases, I think practically in all cases, one who probably expends about 90 percent of the consuming dollar.

Dr. BRADY. That is the type of statement that had been made one time or another. I think the last one was made by the Department of Commerce and we have been quoting it ever since.

Mr. WYDLER. How much was that?

Dr. BRADY. Upward of 90 percent. So, I would like to say, Mr. Wydler, that my remarks prepared before I came here do relate to your last question and I have given this problem a considerable amount of thought. The statement is entitled "Product Diversity and Price Statistics." Our knowledge—

Mr. ROSENTHAL. For the record, you were a member of the President's Consumer Advisory Council?

Dr. BRADY. Yes. Last year. And I am on the Advisory Council of the Food and Drug Administration presently, and some problems relating to prices come up there as you may know.

I might mention one about the problem of cut-up chicken being not as clean as it ought to be with respect to various infections, and yet the Food and Drug Administration is fully aware that this is a magnificent source of cheap protein for the population groups, particularly in those lower income areas, and that therefore, it must not be taken off the market.

It must be inspected to the degree that is necessary and not to prevent its price advantage in those areas. I think one of the most dramatic things that has happened in the meat industries is the relative price of chicken compared to 20 years ago.

You can buy various types of chickens in the supermarket where I buy, which happens to be a low-income supermarket in Philadelphia area, south Philadelphia, for prices that look something like the 1930's. Thirty-five cents; 38¢ a pound.

So, the whole problem of relative prices is a very important one. My own research has been focused pretty much on the impact of relative prices on innovation. Now, of course, the chicken industry has been the product of substantial innovations that has made it possible to make chickens as cheap as they are now and not just something for Sunday dinner or occasionally for holidays. That is one example of how important it is to know about price developments and—but, remarks I prepared are on probably a more general point.

One of the things we know very little about in our economy and should be very proud of is the degree that we have increased the variety and diversity of products that are in the market.