

is to go and find out what the price is where it is being offered, and if its price hasn't gone up, then I simply switch my allegiance to the store offering the brands that I am accustomed to, and which have not evidently increased in price.

Mr. ROSENTHAL. Let me ask you a question.

If the Bureau of Labor Statistics reported to the housewife, for example, that we have had made a survey of market conditions out West, and we anticipate a great flood of meat on the retail market in the next 4 or 6 weeks, or the reverse, that we expect a shortage and prices will rise in 6 weeks, could the housewife make a decision that she should buy a lot of meat today, and put it in the freezer, or not to buy a lot today?

Is this one example of how this information could be used?

Dr. BRADY. I think it is a good example. If the information reached the consumers about developing seasonal movements or developing shortages or developing surpluses. This information could be used within the particular shopping district where consumers buy.

I have a feeling that those consumers who shop in the bigger supermarkets are fully aware from what is offered where there is plenty and where there tends to be seasonal scarcity. I am thinking particularly of the meats and poultry and the fresh produce departments that you see in all types of supermarkets. So that consumers are not unaware of the seasonals, but they perhaps could profit by what Commissioner Ross suggested, that the Bureau make known for specific products what have been the seasonal patterns in the past, and changes in these seasonal patterns, if there are changes occurring, depending on new sources of supply for particular products.

Mr. ROSENTHAL. Do you think any housewife would pay attention to this information, if Commissioner Ross' department, for example, found a way to disseminate it?

Dr. BRADY. Well, I have a notion that the newspapers are a good source. Especially if some way could be found to get this information more frequently and more regularly on the women's pages. Some New York newspapers used to publish information on the Department of Markets, and what are good buys in the market today.

If some device could be discovered for getting information that the editors of the women's pages would find useful to insert at regular times, it could include the information about the most current release of the index. This other type of information about general movements in seasonals and ranges in prices for what apparently is the same quality of—canned goods, household—can be of greatest interest to the readers.

Mr. ROSENTHAL. Do you think some of the information collected by the BLS can be converted into useful information to the housewife?

Dr. BRADY. Well, I know some of my former associates among the home economists have made valiant efforts to do just that at times past in connection with the food budgets. Also, a point mentioned by Commissioner Ross, the Department of Agriculture, many years ago, put out three recommended food budgets, low-cost budget, medium-cost budget, and high-cost budget, and they did undertake pricing of various kinds during the year for the purposes of enlightening the consumer on the choices within the frame of these budgets that he could make. Choices say, between the green and leafy vegetables