

that are so rich in vitamin C. You choose different ones according to the seasons for the various vegetables.

So, I think that there are possibilities in these directions that need to be explored.

Mr. ROSENTHAL. Thank you.

Mr. Myers?

Mr. MYERS. I think you mentioned, and it has been mentioned here several times, there is a problem of dissemination of the information and also utilization by the consuming public, but do you think that the mere fact that this should be published on an even wider range than it is today, might serve to help regulate a little bit and maybe level off the pricing so that actually there would be a result in a more equitable pricing even though maybe the consuming public wasn't aware of it.

Do you think this is possible?

Dr. BRADY. Well, as an economist, I think the regulation is already there in the market, but there are certain things that would result from a consumer reaction, let's say, to an almost constant price in his supermarket for, say canned pineapple. If all brands were the same price, he would have some reason to wonder whether there was a range in the prices of canned pineapple in other locations in the same metropolitan area. That is, he could affect the situation in his own area by seeking particular outlets where there was offered some choice in terms of price for what apparently seems to be the same quality, and different brands of the same article.

Generally speaking, what happens, you see, is—a commodity is offered in a great deal of variety by a great many producers. Then, the lowering the price by one producer, will induce the consumer to shift to the lower price article.

What does this mean in the long run in terms of the development of our productive capacity for making good quality goods cheaper and more abundant, or perhaps in more styles and fashions for the general consumer? It means you set some kind of innovation process to hunt for better ways of canning, cheaper ways, better canning machinery, in order to enter the price competition with the firm that lowered the price of pineapple in the first instance. This is a very complicated structure we have in our economy, but it has all of these possibilities in it.

If we do promote the knowledge that one group in one sector of the economy, the consumers, is able to operate as we specify in economic theory, then a chain of activities is set in motion and you might describe it as progress in the arts.

Mr. MYERS. As an economist, I take it you do believe in supply and demand?

Dr. BRADY. Oh, yes.

Mr. MYERS. This is what I am referring to, the fact you were talking about seasonable products, and so forth. If there was more awareness, even though the entire population doesn't have the information, people are going to be aware of the fact that lettuce is more expensive at certain times of the year, and will quit buying so the seller will have to reduce prices—don't you think there will be some benefit, even though everyone doesn't have this information?

Dr. BRADY. Yes.