

controversy that surrounded the school called national attention to the issue of community participation in public education. And the site is convenient to the people most concerned with the subject of the hearing.

Before presenting my own testimony I would like to express my admiration and respect for the work being done in this community and other ghetto markets throughout the city by such people as Mrs. Gladys Aponte, Steve Press, and Mrs. Florence Rice. I assume all of these people will be represented today during your hearings. I had the chance to work with them, share their concern and to draw them into Mayor Lindsay's Council on Consumer Affairs, and I want to take this public opportunity of thanking them for their efforts in this regard.

The purpose of today's session, as I understand it, is to study food prices in ghetto areas, comparable prices outside the ghetto, and the reasons, if any, for the difference. This is an important subject which was investigated this summer by the Council on Consumer Affairs, and I want to report to you on our study.

Under a grant from the 20th century fund, we engaged Prof. Carlton E. Wright, who teaches consumer education at Cornell University. He is the author of the standard text on "Food Buying." Under Dr. Wright's direction, a group of 40 Urban Corps members spent the summer combing the city's foodstores.

(The text of the Wright study appears at the conclusion of Dr. Costello's testimony.)

May I describe this? This is a total group of some 2,500 students from 100 colleges across the country who spent the summer working in one or another city department. Forty were assigned to the Mayor's Council on Consumer Affairs, and I will be talking principally about the work of this group of 40 college students. They looked up prices for a shopping basket of 37 items in each store. Approximately 2,500 stores were covered by the survey, ranging in size from mom-and-pop groceries to supermarkets. The city was divided into 58 community districts, following the brand new lines laid down by the city planning commission. Results were compiled, and broadcast over the radio daily, on a district-by-district basis. This was the first time that a citywide food price survey was conducted on a community district basis, and results obtained for each of the city's 58 communities. A copy of the survey was submitted several weeks ago to the staff of this subcommittee, and additional copies are available on request. May I add, also, that we are continuing these surveys although on a limited basis with the help of the city's volunteer coordination council. We have volunteer shoppers distributed across the city who report prices to us on a weekly basis and these prices are also conveyed to the consumers of New York City on a daily basis through New York's radio stations.

Mr. ROSENTHAL. If I might interrupt, you say the results of your survey were made available daily? In other words, I conclude that all of the stores knew you were making the survey. In other words, anyone who had a radio knew you were making the survey.

Dr. COSTELLO. Anyone who had a radio knew 2 days after I made the survey that I had been in their neighborhood, yes. We didn't publicize in advance that tomorrow we would go to Harlem, the next day we would go to Bedford-Stuyvesant.