

BBB Procedures

- (1) Familiarize BBB staff and volunteer women's advisory council with the problem.
- (2) To examine the specific charges currently leveled at the food industry by the Human Development Corp. and articles appearing in the St. Louis Post-Dispatch, alleging that the industry pursues a policy of selling lower quality goods at discriminatory prices in the lower economic areas in Greater St. Louis.
- (3) To open and publicize a special food telephone No. (CH 1-7362) to the general public, inviting them to report food marketing problems pertaining to these charges:
 - (a) Develop special BBB food survey form.
 - (b) Staff this phone line with trained BBB trade practice consultants.
- (4) Press conference with women's advisory board and BBB staff to announce these steps.
- (5) Examination of specific charges with those who brought them, jointly by the BBB staff and women's advisory council:
 - (a) With newspaper reporters Dames and Franklin.
 - (b) With Human Development Corp. representatives Baum and Nadler.
- (6) Preliminary evaluation of charges, both group and individual.
- (7) Unannounced visitation to food distribution plants.
 - (a) To receive from food industry management groups, statements of food distribution and pricing policies, and implementation thereof.
- (8) Continuing investigations of specific public complaints and evaluations of food industry policy and practice findings.
- (9) Public hearings in poverty areas, to hear complaints only.
- (10) Investigation of charges raised at public hearings.
- (11) Broad comparison shoppings of various stores in different areas, on a statistical sampling basis. Purchase of goods as required.
- (12) Presentation of documented statement of complaints and charges to the industry.
- (13) Public hearing for industry.
- (14) Continual spot check of areas where corrections seemed necessary.
- (15) Final report, based on statement of charges and finding of fact.

Mr. ROSENTHAL. Our next witness is Mrs. Evelyn C. Buck.

**STATEMENT OF EVELYN C. BUCK, HOME ECONOMIST, UNIVERSITY
OF MISSOURI EXTENSION CENTER**

Mrs. BUCK. I am Evelyn C. Buck, home economist from the University of Missouri Extension Center.

I am now home economist in family economics and management, director of consumer education program in Headstart.

Prior to this I worked 2 years in the consumer education program that was under HDC program. This program is no longer in existence, but the only program in consumer education is the one that we have now with the Headstart program.

Most of the speakers prior to me have really done quite a selling job on consumer education, so I will give you some information that I have written out here. I might make certain comments as I go along if it is permissible.

In working in the consumer education program prior to the program I am working in now, and in the program now, we find that in the areas, in the city itself, information that is important, at least the programs that are important seem to be the development of skills in order to increase the people in this area's earnings or certain cultural education that will enrich their lives. Most people today are more concentrated on income earning rather than income spending, and as a result of this, little emphasis has been placed on consumer education