

itself. This phase of education has been neglected and I feel that it is important.

After listening to the speakers this morning and the talks and everything, I find that I am more impressed with the importance of consumer education, especially in the inner city. We think of people increasing their income and the living standards will be increased because of an increase in income and this is not necessarily so. It has been proven statisticwise that management is really important, regardless of what income level that you are on, and, of course, consumer competence also is an important phase going along with management.

Even though we increase income earnings we still are faced with a number of problems, and some of the problems we have listened to this morning, and with an increase in the income we may still have a limited amount of money to be spent for the needs of the people.

A number of bankruptcies and other financial problems may result. Unwise decisions in marketplace, and, of course, in this inner city people cannot afford any mistakes as far as their money is concerned or as far as consumer competence is concerned.

In working with people of low income it is important not only to educate these people as far as buying not only food, we are not just interested in purchasing food, but we are interested in consumer competence in all phases of buying, whether it is food, clothing, household furnishings, or whatever the family might need.

Let me talk a little bit about some of the experiences that I have had in relation to foods.

While working with the consumer education program I was asked by the neighborhood station that I was working in to do some consumer information for the people in the area, do some checking as far as food prices are concerned, and to come up with some type of answer to some of the problems. Of course, what I started was not finished because not long afterward the program was discontinued, but I will give you the benefit of some of the experiences that I did have.

In teaching consumer education we not only have to teach consumer education in the line of food, but we have to teach other phases of food as far as nutrition for the family, we have to change certain food habits. We find that people buy according to their established food habits.

For instance, in certain areas of the country pork and chicken would be the main meat I found. Consequently, if pork is 75 cents a pound and veal and lamb was 42 cents a pound, the people in this area would buy the pork because they did not have, according to their food habits they didn't like lamb and they didn't like veal. So it was our job to really educate them in the preparation, the nutritional value of this particular meat in order that they could take advantage of whatever particular food was at the best price at that particular time.

Another problem that we had was actually buying meat according to the price per pound. For instance, we know that bony meat does not yield the same number of servings as meat without any bone and fat, but according to the food habits and according to the food buying of certain people, if a bony piece of meat was 25 cents a pound and you would need four servings, you would only get one serving per pound, 25 cents a pound seems to be a very low price; whereas hamburger which would be 49 cents a pound, looking at it poundwise, would seem