

actually concentrated in the poverty area. The only consumer education program that we have now, which is in the process of being refunded, is the one that we have three home economists working with the Head-start program.

Mr. MYERS. Have you worked with HDC?

Mrs. BUCK. We have worked with HDC, we have done some training of volunteer workers to do consumer education programs.

Mr. MYERS. The problem is we talk about it but we don't do anything about it to really help about it. We can talk about it, we are aware of the problem, but we must get the information out to where it is needed, so that's why I was wondering if you were doing anything about it.

Mrs. BUCK. We have worked with volunteer workers from HDC.

Mr. O'NEAL. Could I make a passing comment?

Mr. ROSENTHAL. Are you going to offer to fund some of this?

Mr. O'NEAL. Well, I am going to offer some of the ideas and suggestions.

Mr. ROSENTHAL. They need money.

Mr. O'NEAL. I think we had better have a tax increase then to pay for the war.

An interesting point I think, Mrs. Buck brings out, I was told by one of the gentlemen, I believe it was either—Mr. Nadler, I think, told me in my office, and this is true, there are many people today that can't read in this area, and they identify what they are going to buy by brand by the can. They recognize this can of Del Monte peaches or Maxwell House coffee or whatever it is, and this lady has bought this Maxwell House coffee or whatever brand it might be for years and years, and then an item is maybe reduced in price or it is on special this week through a promotion that's available through the supplier to every food merchant in the country, but she doesn't know or recognize that this brand of peaches is just as good or this kind of coffee is just as good, and I'll wave a flag a little bit—

Mr. MYERS. You know, I can read and I don't know that either.

Mr. O'NEAL. Why shouldn't she switch? She won't switch because she doesn't have the ability to read the label to know that this can of peaches is grade A, fancy, cling, California sliced peaches and they are just as good as the brand that she has been buying for the last year.

Mr. ROSENTHAL. What is your recommendation?

Mr. O'NEAL. I have no recommendation but I think this is a big part of the problem.

Mrs. BUCK. This is not only true with the consumer who can't read, this is true with consumers who can read who buy by brand names because they do not know the difference.

Mr. ROSENTHAL. Thank you very, very much.

I think we have one more witness who asked to speak for 3 or 4 minutes, Mr. Blassie.

STATEMENT OF NICK BLASSIE, EXECUTIVE DIRECTOR OF LABORERS FOOD COUNCIL OF GREATER ST. LOUIS

Mr. BLASSIE. Welcome to St. Louis, Congressman Myers.

My name is Nick Blassie, executive director of Laborers Food Council of Greater St. Louis.