

a growing need for packages which sell the product without the help of a sales clerk.

Mr. DADDARIO. Mr. Darnay, your statistics, I expect, assume the continued use of the type of packaging presently in existence and the growth of our population.

Mr. DARNAY. Yes, the basic assumption underlying this study is that the findings of this study, in themselves, will not be a factor in the forecast. We are assuming that the historical trends which presently exist will continue in force without interference.

Mr. DADDARIO. Have you, during the course of your studies, discussed with the packaging people ways and means through which the situation might be improved in one way or another, however that might be?

Mr. DARNAY. Yes, of course. That has come up in almost all of our interviews.

Mr. DADDARIO. Is there a possibility that these statistics might change with the development of different kinds of packaging? It could even take into consideration the development of a different mental approach on the part of the American people. Recognizing that this problem continues to grow in such proportions, somewhere along the line there needs to be developed a different way to handle it which would include psychological adjustments as well as the simple matter of disposal.

Mr. DARNAY. You are absolutely correct. Our study is a prediction of the type you might make about a danger. You make the prediction of the type you might make about a danger. You make the predictions in order to see the danger. Of course, you would modify your actions in accordance with your forecasts. If we were to do nothing about this general situation, we believe firmly that the findings would be as I have stated them in terms of tonnage.

Mr. DADDARIO. Do you include in that the fact that there needs to be adjustments of the kind I am discussing?

Mr. DARNAY. Yes, sir; the 18 million tons I referred to will have to be handled if we do not do anything. Needless to say, I believe we should do something.

PACKAGING AND WASTE COLLECTION

Collection of packaging wastes presents no special problems if the householder places rubbish in waste containers. The sheer quantitative increase in packaging, however, will put an added burden on waste collecting agencies by 1976. Just to haul the increase in packaging volume, waste collection trucks will have to make 4 million trips in 1976 which they didn't have to make in 1966. If new equipment has to be installed to transport the increase, expenditures exceeding \$100 million would have to be made in the 10-year period.

PACKAGING AND LITTER

A much greater waste collection headache is presented by packaging materials carelessly flung from cars or left in our parks and along our rivers and lakes.

A vast difference in trouble and cost exists between collecting a ton of cigarette wrappers placed in cans and a ton thrown away thoughtlessly.