

I then noticed on the same shelf this sign, which I will admit I snitched and which I herewith return to you, "Light meat chunk tuna, 4 6½-ounce cans—\$1", and I bought three of those for 75 cents.

So on the shelf the unwitting shopper—and I will admit that my wife could well get a better shopper—could have bought an identical can of tuna for 25 cents a can or for 29 and a fraction cents a can. I bought one set of each.

Do you want to comment on this—

Mr. WINSTEAD. Yes, I would be very happy to comment on this.

Mr. REUSS (continuing). Slippage of the dream of the book price and the reality of the price paid by the consumer?

Mr. WINSTEAD. The price card that you exhibited here is a special price that is advertised in our advertising of four cans for a dollar, which is a special featured price on this item.

I would have to refresh my memory on the regular price, but I assume that the three for 89 is the regular price. This, too—

Mr. REUSS. But I bought them off the same shelf: one for 25 cents a can; one for 29-plus cents a can.

Mr. WINSTEAD. We have, indeed, made an error in the store. All of these items should have been changed to the four-for-the-dollar price and should have been sold to you at 25 cents per can. That is an error. We again owe you a refund, which we would be very happy to pay.

Mr. REUSS. I then went to the poverty-area store, which has already been referred to at Seventh and C SE. And I there bought for \$1, three cans of Hawaiian punch marked three for \$1, and that is what I was charged.

However, standing over the cans of Hawaiian punch was a sign similar to this saying, "Hawaiian punch—three for 89 cents." Despite that sign, which is there, I was charged \$1 for three of them.

Can you explain that?

Mr. WINSTEAD. This—

Mr. REUSS. I have here—yes, I now have and make that as part of the exhibit, the sign "three for \$1," which I snitched and which I herewith return to you, as I did the other sign, "Priced as marked."

Now, the checking official charged me the \$1 price which appears marked on the can rather than the 89-cent price which was visibly marked on the slip which you hold in your hand.

Mr. WINSTEAD. The correct price on this item is three for a dollar, as marked. This three for 89 cents price sign was a special feature last week that ended Saturday, and I do not know the date—

Mr. COOL. Saturday night.

Mr. WINSTEAD. Last Saturday night. This is a case of the store not removing last week's feature item sign. And may I ask these managers, was this an advertised item?

Mr. TAHA. This was an advertised item last week.

Mr. WINSTEAD. This was advertised last week?

Mr. TAHA. Yes, sir. And Monday morning, going back to the original regular price, three for a dollar.

Mr. WINSTEAD. May I comment on this?

Mr. REUSS. If you have any doubt as to the existence of that sign, I welcome your making a personal verification, but I plucked it down within the hour.