

area, and if he wanted to increase his net profit, and if the first of the month was the time when these people principally had their source of income, he could raise his gross income by raising prices for a few days.

Mr. WINSTEAD. I do not——

Mr. ROSENTHAL. He could, if he wanted to.

Mr. WINSTEAD. I do not believe this could occur. This is a short-sighted view of the operation of a supermarket.

Mr. ROSENTHAL. Is it your view that people who buy in supermarkets know from day to day and week to week what prices are?

Mr. WINSTEAD. I would suspect that the knowledge of prices today would be in the neighborhood of double or even as much as three times as important a factor in the mind of a customer as it was just 2 years ago in our business. I believe most supermarket shoppers believe themselves to be sophisticated, and I am using that word because that word was used in questioning some of our people.

I believe they believe that they are sophisticated. I believe that they believe that they are knowledgeable. Price is a factor in our economy. Money is not plentiful——

Mr. ROSENTHAL. If they have nowhere else to go, price is not as important a factor as if they had an option to walk across the street.

Mr. WINSTEAD. I would question whether we can say that the people in Washington, D.C., have no other place to go. This city is covered with supermarkets, and we have surrounding-area supermarkets——

Mr. ROSENTHAL. At your store No. 1 they have no place else to go. The welfare client has nowhere else to go.

Mr. WINSTEAD. I do not agree with that, sir.

Mr. ROSENTHAL. Well, they would have to get a car to go somewhere else. A welfare recipient would have to get a car to shop outside of your No. 1 store if he lived in public housing next to your store.

Mr. ALEXANDER. They find transportation. On the first of the month we have anywhere from six to seven Cadillacs pulling into our package pickup for welfare recipients. So I am sure that this Cadillac could make it to Northwest Washington. We have six to seven every month with Cadillacs.

Mr. ROSENTHAL. Do most of the welfare people come there in Cadillacs?

Mr. ALEXANDER. I don't think many in Northwest come in Cadillacs; no, sir.

Mr. ROSENTHAL. I am just trying to find out, Mr. Winstead, is it mechanically possible—I know you and your people suggest that it has never happened. I am just trying to find out, is it mechanically possible to do what these ladies imply happened?

Mr. WINSTEAD. I do not believe this is mechanically possible to happen without us knowing about this at our division office, because we operate a customer service department. It is listed in the book. It can be reached by telephone.

Mr. ROSENTHAL. Do you think these welfare recipients know that, know how to find it?

Mr. WINSTEAD. I believe they certainly could use it. Welfare recipients are more knowledgeable today than possibly we give them credit for.

Mr. ROSENTHAL. Is it possible to have happened without your knowing about it?

Mr. WINSTEAD. I do not believe that it could happen without me knowing about it.