

COMPARISON SHOPPING ANALYSIS, NEW YORK

Item	Park Ave. market	125th St.	Caines	Brooklyn	Lower East Side	Legiti- mate market
Olympic 19-inch portable TV.....	\$269	\$199.95	(1)	² \$279.95	\$129.95	\$119.95
Emerson 19-inch portable TV.....	229	-----	-----	² 199.95	199.00	110.89
	210	-----	-----	-----	-----	-----
	263	-----	-----	279.95	-----	129.95
						109.00

RANGE

Item	Overall			Low-income market		
	High	Low	Difference	High	Low	Difference
Olympic.....	\$279	\$110	\$169	\$279	\$199	\$80
Emerson.....	263	109	154	203	210	53

¹ Refused to show.² Range in same store.

COMPARATIVE SHOPPING ANALYSIS, CHICAGO

Item	Low-income market					Legitimate market	
	Madison and Pulaski	North and Sedgwick	63d and Halstead	47th and South Parkway	Roosevelt and Hal- stead	Commu- nity discount	Down- town
19-inch portable Emerson TV.....	\$229	\$170	(\$239)	\$139	\$169	-----	\$116
	-----	150	¹ (125)	220	-----	-----	-----
	-----	-----	179	180	-----	-----	-----
	-----	-----	-----	(259)	-----	-----	-----
	-----	-----	-----	¹ (150)	-----	-----	-----
19-inch portable RCA TV.....	-----	159	154	-----	-----	\$153	140
	-----	-----	-----	-----	-----	135	130
	-----	-----	-----	-----	-----	138	-----
19-inch portable Olympic TV ²	118	-----	189	139	200	-----	-----
	198	-----	170	200	140	-----	-----
	-----	-----	-----	170	139	-----	-----
	-----	-----	-----	130	-----	-----	-----

RANGE

Item	Ranges from low-income market to legitimate market			Ranges within low-income market		
	High	Low	Difference	High	Low	Difference
19-inch Emerson TV.....	\$259	\$110	\$149	\$259	\$125	\$134
19-inch RCA TV.....	159	130	29	159	154	5
19-inch Olympic TV.....	200	110	90	200	118	82

¹ Lower price obtained after bargaining with the merchant.² This set not available in the legitimate market used for this comparative shopping analysis. Average price from previous shopping trips used for comparative purposes.

Note: This shopping trip was conducted as a training demonstration only and the prices obtained should not be construed as official Government figures.

Mr. ROSENTHAL. Have you had any complaints made to any of your consumer groups or community-action groups that prices in super-markets were raised on Mother's Day, or the first of the month, or the kinds of things we have heard about here today?

Mr. BOZMAN. We have heard some indication about prices going up on the days that checks are known to be in the poor community.

Mr. ROSENTHAL. Where have you heard this from?

How about your colleague from California?