

Mr. ROSENTHAL. What else besides this Sloan survey do you want to tell us about?

Mr. PRESS. Well, in the area of the other practices that I think are going on in the city today, and more than in just the city, are the practices of charging higher prices in the store than the advertisement in the newspaper. On page 4 of my testimony, you see an ad which deals with a key foodstore on 110th Street between Lexington and Third.

The actual list for that week is a little longer than the list on the testimony, but essentially what we found the practice to be in a large number of stores is that these stores will advertise sales in the paper to get people to come into the stores, but the items in the stores are marked incorrectly. And this list shows what I have marked exhibits B and C in the back——

Mr. ROSENTHAL. Tell us what date this was, what the items were, where they were advertised, and what the prices were.

Mr. PRESS. All right. The advertisement was placed in the New York Post on October 25, 1967. The store on 110th Street between Lexington and Third had the following items marked higher in the store: Chock Full of Nuts coffee was advertised at 69 cents. It was 79 cents in the store.

Nestle's chocolate bars was three for 89 cents in the paper, but one for 39 cents in the store. Key tea bags were 75 cents in the newspaper but 93 cents in the store. Del Monte peas were two for 43 cents in the newspaper and two for 49 cents in the store. Key peaches were three for 79 cents in the newspaper and one for 31 cents in the store.

Key frozen orange juice was six for 79 cents in the newspaper and six for 87 cents in the store. Key frozen asparagus was 45 cents in the newspaper, 51 cents in the store. Coney Island potatoes were 25 cents in the newspaper and 33 cents in the store. Frozen Carnation shrimp was \$1.79 in the newspaper and \$2.15 in the store. Eat Good wheat bread was for two for 35 cents in the newspaper and two for 39 cents in the store.

Now, I have another list, exhibit C——

Mr. ROSENTHAL. Is that on page 3 of your statement?

Mr. PRESS. No, this is in addition to the statement. It is the third—it is marked exhibit C. It is one of the pages in the back. These are two other stores which were surveyed the same day and I might add that all of these stores were visited by the department of markets and my program, volunteers who came out, shopped for these goods on the list, actually went through the cash register and were charged higher prices on the items.

At that point the department of markets issued about 50-some-odd summonses to six food stores for overcharging. Now, let me get back to the Key Food on 91st Street and Broadway which, by the way, is not a low-income area. It's a middle-income area.

Key pineapple and grape drink advertised at two for 55 cents was in the store for 29 cents. Del Monte pineapple and grape drink was 29 cents advertised and 35 cents in the store. Del Monte peas and carrots were two for 43 cents advertised and two for 45 cents in the store. Mazola oil was two for 25 cents advertised and two for 29 cents in the store.

Cold-Water All was 75 cents advertised but sold for 77 cents in the store. Sunshine Rinso, 32 cents advertised, 33 cents in the store. Brace