

detergent advertised 33 cents, but sold for 35 cents. Key quality slice peaches, three for 79 cents advertised and two for 55 cents in the store.

Del Monte peas, two for 43 cents advertised and two for 49 cents in the store. Carnation shrimp, \$1.79 advertised and \$1.99 in the store. Key margarine, two for 35 cents advertised and two for 39 cents in the store. Kraft baby Gouda, 55 cents advertised and 59 cents in the store.

Key quality tea bags, 75 cents advertised and 93 cents in the store. Lux soap, two for 33 cents advertised and two for 37 cents in the store. Lifebuoy soap, two for 27 cents advertised and two for 29 cents in the store. The larger size was two for 37 cents advertised and two for 39 cents in the store.

Phase 3 soap was two for 37 cents advertised and two for 39 cents in the store.

Mr. ROSENTHAL. Did anybody say anything to the manager of these stores about the pricing being higher in the store than the advertised price?

Mr. PRESS. Yes.

Mr. ROSENTHAL. What happened then?

Mr. PRESS. The manager consistently said that the cashiers know the right price, so therefore the consumer who comes into the store will end up getting the price that is advertised because the cashier, when he rings up the price, regardless of what is marked on the can—

Mr. ROSENTHAL. This is what the manager says?

Mr. PRESS. Yes.

Mr. ROSENTHAL. What is your feeling about it?

Mr. PRESS. It's obvious that it's not true, because the department of markets went in there with these lists, these very same lists, and shoppers who picked out only the items marked higher, and they went to the cash register with these items and the cashiers rang up the wrong prices.

Mr. REID. Mr. Press, if I might, did you then ask the manager whether he brought a crew in, we will say on Wednesday night, if the special was Thursday, Friday, and Saturday, to change all of the stamped prices on the items that were advertised for a lower figure on the succeeding days?

Mr. PRESS. We haven't really spoken at all to Key Food. Key Food is the particular chain involved here. We have spoken to the local managers.

Mr. REID. For example, in Westchester it's frequently the case where this is done that a whole crew will come in Wednesday night, will take all of the cans off the shelves that will be a special, and then mark down the prices that night for the 3 days, say, that they are advertised and then, if they are going back up to a regular price for the 3 days in the beginning of the week, they will bring another crew in Sunday night and rechange them so in this case there is no question whatsoever.

Mr. ROSENTHAL. The store takes responsibility to make sure the cans are properly labeled consistent with the advertised price.

Mr. PRESS. There is no doubt about it that this is what we want. The same thing came up with A. & P. chain last summer and that is what they have done. We have checked them ever since, and the prices are correct. They are giving the same prices as they advertise.