

Many other chains seem to be a little more recalcitrant in doing the things they should be doing, which is—I have personally spoken to managers of these same stores, and they, up to this point, they have steadily argued that their cashiers know the prices and therefore they don't have to change the prices.

Mr. ROSENTHAL. So they make no attempt to change the prices?

Mr. PRESS. That is right. They made some attempt on some of the lead items and you must realize they put in very large ads in the newspaper so they take their lead items and change the prices on those, but the rest of the ad which is the bulk of the ad, they don't change the prices on.

In a middle-income area, a middle-income housewife many times will go into the store with an ad in her hand and argue with the cashier and say, this is the way the price should be and in that particular case, in a middle-income area, she will get the right price, but in the low-income areas I feel that many of the store managers take advantage of the fact that people don't shop as alertly as they do in other areas, and they don't come into the stores with the ads in their hands.

Mr. ROSENTHAL. Did you meet a situation where advertised items were physically unavailable in the store? What happens when the housewife asks for one of those items they claim to be out of?

Mr. PRESS. We have run into many situations like that. With Key, it has been a matter of them really charging higher prices. Several items have not been available. They will promise they will be in later. They don't offer any rainchecks. With the A. & P., and we brought that to the attention of the A. & P. management, there have been a large number of items in the East Harlem stores which have not been available and many of these items are never going to be available, so the raincheck policy just doesn't work in that particular case.

Mr. ROSENTHAL. This raincheck policy, do they have signs?

Mr. PRESS. They have signs in the A. & P. stores that they have a raincheck policy, and that any item that isn't available that is on sale can be picked up at a later time at the same price. The problem is that these items—up to this point, these items would never be available.

I say "up to this point" because I understand that the A. & P. has done quite a bit in the East Harlem area to make sure that all the items that it advertises are available in the stores. This has been a late thing. This is over the last month or so.

I have in my testimony, and also as exhibit D, a list of items—

Mr. ROSENTHAL. What is the list on page 3? What is that all about?

Mr. PRESS. That is the same—the page 3 list is essentially the same as one of the lists on exhibit D. The page 3 list is a list in one particular A. & P. store in East Harlem of goods that were advertised in the newspaper on September 27, 1967.

Mr. ROSENTHAL. What newspaper?

Mr. PRESS. They were advertised in the Daily News and the New York Post. By the way, I brought along copies of the newspapers.

Mr. BARASH. Can we have them for our files?

Mr. PRESS. Yes.

Mr. ROSENTHAL. Without objection, they will be included in the committee's files.

Mr. PRESS. The list of the store at 119th Street and Third Avenue is 16 items long, and many are everyday household items. There is soap