

on there, cheese, meat. Also, in exhibit D there are two other stores we visited the same day on 106th Street and Third Avenue and 110th and Third Avenue.

Mr. ROSENTHAL. Let me understand you. On September 27, 1967, you went into the A. & P. store at 119th Street and Third Avenue and these 16 items that are listed here were advertised and weren't available?

Mr. PRESS. That is right.

Mr. ROSENTHAL. Did anyone ask the manager if and when they could obtain these items?

Mr. PRESS. They did.

Mr. ROSENTHAL. What happened?

Mr. PRESS. They were told they just weren't going to have them, because they didn't have—for some of the things they didn't have enough sufficient freezer space or floorspace to hold these items.

Mr. ROSENTHAL. Do you have any notion as to the time of day these items were requested?

Mr. PRESS. We visited twice, Wednesday afternoon and Friday, because we wanted to find out if by the end of the week some of these items would be available.

Mr. ROSENTHAL. Do any of the stores you visited have raincheck signs?

Mr. PRESS. Yes. All the A. & P. stores we visited have these raincheck signs.

Mr. ROSENTHAL. Do any other stores?

Mr. PRESS. No. Most don't.

Mr. ROSENTHAL. So, notwithstanding what you say about A. & P. having the sign, they don't deliver on the raincheck?

Mr. PRESS. They can't, because up to now they have had an inability to hold as many products as they advertise in some of these stores. I heard a comment before—

Mr. ROSENTHAL. That is their problem. Maybe they shouldn't advertise products they can't sell.

Mr. PRESS. I have discussed the fact that possibly they should change their advertisements to indicate that not all the items that they advertise are available, will be available in their stores in the New York metropolitan area. I think that might cover—

Mr. ROSENTHAL. What did they tell you?

Mr. PRESS. I understood that they have been discussing this. I don't know what their final decision is.

Mr. ROSENTHAL. Maybe we will find out momentarily.

Mr. PRESS. There was a comment made before in relation to the overhead of the ghetto stores being much higher. I know there have been many comments made on it. I have my own point of view on it, and I think it's a fairly decent point of view.

Many of the stores in the ghetto areas, particularly the A. & P. chain, but in other chains also, have been there an awful long time. They are run down. They have insufficient help, too much part-time help. The stores aren't painted. They are not renovated.

I would say from looking at them that their overhead is not as high as it should be. I think they have been losing a lot of money in these areas because they refuse to realize that the poor person can be just as good a customer as the middle-income person if he is treated the right way.