

Many of these stores have been losing business to other, more energetic chains that move into these Harlem communities. The basic problems arise when you don't have another chain. There is an area in East Harlem where new projects were put up which extend from about 120th to 125th Street from the East River through about three city blocks wide in which there is not one supermarket, and the only supermarket, really, between 116th and 125th Street in that area is this Sloan supermarket that we surveyed.

Mr. ROSENTHAL. Does Sloan's have a physical monopoly of their immediate community?

Mr. PRESS. Well, they happen to be the only major supermarket—the only chain supermarket between 116th and 125th Street between the river and Third Avenue, which is a rather large area. Many of the people go out of this area to shop. In fact, it's been our experience that many of the shoppers in our area who really looked for their bargains don't shop in East Harlem. They go elsewhere.

The ladies that did the comparison price surveys last year, when they did their surveys outside of the East Harlem area, also did a lot of shopping when they were at the Sloan's or A. & P. downtown, and I think this is a fact that these supermarket chains have to reckon with.

They just have to start providing the same kind of quality and service and prices in the ghetto areas that they provide elsewhere. Otherwise, they will continue to run a poor operation. Their overhead will be higher because their intake will be low.

They are just not drawing a lot of shoppers they should be drawing into their stores. I don't know if I have too much more to say on the subject. One more thing: I have added a survey from November 15 which wasn't in the original testimony, which I added——

Mr. ROSENTHAL. November 15, 1967?

Mr. PRESS. That is right.

Mr. ROSENTHAL. You mean a couple days ago?

Mr. PRESS. Well, last week. It is exhibit B. We did this because we wanted to see what the reaction of the store would be to the visit of the department of markets. This particular store received a fine of \$280 for——

Mr. ROSENTHAL. What store?

Mr. PRESS. 110th Street between Lexington and Third. Exhibit B.

Mr. ROSENTHAL. Is it an A. & P. store?

Mr. PRESS. No. This is a Key foodstore. Again on advertised prices. This is a store that received \$280, as I said, in fines from the department of markets. We went back last week to find out if they had changed their practices and that exhibit, exhibit B, will show you——

Mr. ROSENTHAL. Exhibit D; isn't it?

Mr. PRESS. Exhibit B. The advertisement of November 15, 1967. That particular list of prices will show you that not much has changed from the previous time. I would also like to say that we did survey them this week, and this week we found the store's prices to be perfect. I wonder if there is any coincidence with this hearing and the fact that the prices were the same.

Mr. ROSENTHAL. In other words, this Key foodstore, 110th Street and Lexington Avenue, after the department of markets had been there and after you had been there, on November 15, they advertised