

the 12 or 14 items listed here, and the price marked was considerably higher?

Mr. PRESS. Right.

As I said, I am not sure if you caught it, we went back this week. We surveyed on Wednesday because we were interested, also, in bringing you a shopping basket, but when we surveyed on Wednesday we found the prices were all fine. Wednesday of this week.

Mr. ROSENTHAL. How do you figure your November 15 findings?

Mr. PRESS. Well, this has been going on regularly. The only way I can figure—the only change has been that this week the prices are right and the only reason I can see for the prices being right this week is that Key food finally decided to do exactly what the Congressman suggested before and hire extra people to change prices when they have a sale, because I was in the store and I spoke to a couple of people who told me they weren't regular employees and they were busy changing prices and I imagine that they decided to start changing prices in accordance with their advertisement. It's the only thing I can see in this particular situation.

I would also like to say in the earlier surveys where we found prices higher in the ghetto areas than in the upper-income areas, we spoke to the general manager of the firm involved, and he told us that his prices were the same in both areas and that we should come up and look at his books, because the books would indicate the prices were the same and I suggested that I didn't have to look at his books, because the prices in the store were different, and it seems to me that they were a better qualification of what his prices really were than his books.

Actually, I could say that I don't think the management of these stores are purposefully carrying out these kinds of practices, the upper management, but I would say that they need to spend more time in making sure that the managers on the lower level are not doing just what I talk about here today.

Mr. REID. To just ask one final question, if I understand correctly from your testimony: You certainly found instances where they have not marked certain items or not marked down certain items consistent with advertising?

Mr. PRESS. Right.

Mr. REID. In your earlier shopping sample in 1966 you found one chain in which there was no great difference between a store in one area versus one in the inner city or ghetto area, whereas another chainstore did show considerable difference of about 15 percent. Is it your impression now that there are some chains where there are significant disparities, compared with your 1966 concern?

Mr. PRESS. I have to say, and again we only deal with the chains in our area, so we are a little limited in that sense—I would have to say that there does not seem to be any evidence of significant disparities in price. We found some, but nothing worth while talking about, in the East Harlem area. But again we have kept up a steady stream of pressure on the stores on this type of thing, and they know they are being surveyed.

They don't know whether they are being surveyed, but they know occasionally they are being surveyed. I think this type of situation for