

SLOANS

Product	72d St.	120th St.
Libbys peach halves.....	39 cents.....	45 cents.
Mazola ($\frac{1}{2}$ pint) oil.....	59 cents.....	65 cents.
Sweet Life (1 pint) mayonnaise.....	31 cents.....	41 cents.
Wish Bone dressing (8 ounces).....	35 cents.....	39 cents.
Miracle Whip (1 pint).....	41 cents.....	45 cents.
Safeguard soap.....	2 for 33 cents.....	2 for 35 cents.
Ajax cleanser.....	2 for 29 cents.....	2 for 33 cents.
Sweet Life (1 quart) vinegar.....	18 cents.....	25 cents.
Sweet Life sauerkraut (14 ounces).....	2 for 31 cents.....	2 for 35 cents.
Sweet Life tuna (6 $\frac{1}{2}$ ounces).....	33 cents.....	35 cents.
Del Monte spinach (15 ounces).....	2 for 42 cents.....	2 for 45 cents.
Gold Medal flour.....	59 cents.....	63 cents.
Doxsee minced clams.....	29 cents.....	33 cents.
Sweet Life fruit cocktail.....	25 cents.....	33 cents.
Sweet Life orange juice (1 pint, 2 ounces).....	2 for 35 cents.....	2 for 38 cents.

The Sweet Life products, the lower cost line of Sloans, were consistently higher priced in East Harlem. After having been told by the Sloans general manager that there were no such discrepancies and that our surveyors were "too ignorant" to survey correctly, we called a press conference during which we displayed some 15 items purchased that same day in two of Sloans stores; one on 120th Street the other on 72d Street. The above mentioned items were included on that list. The subsequent publicity caused Sloans to immediately lower their prices in their East Harlem stores. Their excuse was that the price discrepancies were caused by human error not by choice. We have no present evidence that these price disparities have continued.

In another food survey our program attempted to determine whether chain-stores were selling items at a higher price than advertised. It was here that we found a great deal of fault with the A. & P. chain. In the three A. & P. stores in East Harlem that we surveyed we found at least 20 items in each store that were either higher priced than advertised or unavailable altogether. Some items were even listed as being on sale in the window but were marked at a higher price in the store.

When we brought this practice to the attention of the local area manager of the A. & P. and threatened action, he took immediate action to rectify this practice in East Harlem. However, we know this practice has continued in many other areas of the city and even in other chains in East Harlem.

It was this belief which led us to extend our surveys into the operations of other chains in 1967. Our surveys clearly showed that many supermarkets in and out of ghetto areas share practices harmful to the consumer. These practices include advertising products for sale in local newspapers which products are not available for sale in the stores. Also, advertising products for sale at one price and selling them at a higher price.

An example of the first practice can be seen from a list of items which were advertised as being on sale in the New York Daily News on Wednesday, September 27, 1967, but which were not available in the A. & P. store on 119th Street and Third Avenue that week.

1. Band Aids, Johnson & Johnson.....	79 cents.
2. Bagels, plain or onion, 11 ounces.....	2 for 49 cents.
3. Schrafft's Chicken or Beef, 13 $\frac{1}{2}$ ounces.....	75 cents.
4. Sliced Beef (Banquet) 5 ounces.....	29 cents.
5. Mealtime Maid Beef Cube Steak, 1 pound.....	85 cents.
6. Welch's Grape Juice, 6 ounces.....	2 for 43 cents.
7. Golden Cake, 12 ounces.....	49 cents.
8. Cracker Barrel Cheese:	
Mellow.....	49 cents.
Sharp.....	55 cents.
9. Cream cheese, Tempree, 802.....	39 cents.
10. Purex (Super Bleach 3 cents off label), $\frac{1}{2}$ gallon.....	26 cents.
11. Palmolive Soap.....	2 for 25 cents.
12. Burry's Vanilla Scooter Pies, 14 ounces.....	49 cents.
13. Codfish fillets, 2/1 pound.....	89 cents.
14. Halibut Steaks (frozen).....	79 cents.
15. Flounder Fillet (fresh).....	79 cents.
16. Jumbo Shrimp—21-25 Count Frozen.....	\$1.35