

copy of the section of the Congressional Record in which it will appear or else to find out just where in the Record to look for it myself? My curiosity also prompts me to ask whether you would not recall on what television program it was that you quoted from my letter.

"In my previous letter to you, I had made a statement to the effect that there did not seem to be any agency to which the consumer group that I had been heading could turn. Since this was a rather vague statement, I would like to present to you a sampling of the problems that we discovered and seek your advice in regard to them.

"We were surveying food stores, for example, to see how faithfully they adhered to their advertisements in the newspapers. We discovered that, of the large chains, the A. & P. stores were among the most consistent offenders, in terms of charging more than advertised or of not having the products advertised available. We collected factual proof of discrepancies between prices advertised on certain products and the prices actually charged for them, and the first place that we turned to with this information was the New York City Department of Markets. The department of markets expressed interest in the matter, but, despite our numerous and protracted efforts, we were never able to find out what, if anything, had been done in regard to the situation. We turned to the Better Business Bureau, and this agency never inspected the matter at first hand at all; they simply talked to the executives at the A. & P., gave us the A. & P.'s version of the story (which we already knew) and said they trusted the matter had been explained to our satisfaction. The New York State attorney general's office and the Federal Trade Commission were of no help either. The false advertising was a fact, we had proof of it, but no one was interested.

"As a second example, we determined through surveys that the price of milk in the city of New York varied fantastically in different parts of the city. At the time of the survey, the price of a half-gallon container of milk, for instance, averaged 57-58 cents in the lower and middle portions of Manhattan, 49 cents in upper Manhattan and the lower Bronx, and progressively less as one advanced further north in the Bronx; in the adjoining Borough of Queens, it averaged 45 cents. We also analyzed the prices from the point of view of what certain specific chainstores were charging in different sections of the city. Our results showed that the prices in the chainstore branches correspond to the average prices mentioned above. Thus, for example, the price of milk in one chain—the A. & P.—on one brand of milk—Borden's—differed according to the section of the city the branch store was located in . . ."

EXHIBIT B

KEY FOOD, 110 ST. BETWEEN LEXINGTON AND THIRD AVES.

[Based on New York Post Advertisement of Nov. 15, 1967]

Item	Advertised price	Price marked in store
Ocean Spray cranberry sauce.....	10 cents.....	2 for 29 cents..
Diamond walnuts (pound).....	45 cents.....	55 cents.
Motts apple sauce (25 ounces).....	31 cents.....	36 cents.
Welch's tomato juice (1 quart).....	29 cents.....	32 cents.
Del Monte cream style corn.....	2 for 41 cents.....	2 for 47 cents..
Key frozen broccoli.....	2 for 43 cents.....	2 for 47 cents.
Birds Eye peas.....	2 for 31 cents.....	2 for 39 cents.
SauSea shrimp cocktail.....	3 for 79 cents.....	3 for 85 cents..
Ardsley ice cream (½ gallon).....	79 cents.....	85 cents.
Ken-L Ration.....	2 for 33 cents.....	2 for 37 cents.
Wesson oil (gallon).....	\$1.95.....	\$2.15.
H-O oats (16 ounces).....	27 cents.....	28 cents.
Key paper towels (giant size).....	27 cents.....	33 cents.
Key paper towels (2 rolls).....	35 cents.....	43 cents.