

106th Street and Third Avenue

1. Fresh prunes.
2. Bagels, plain and onion, 11-ounce packages.
3. Schrafft's chicken or beef pies, 13½-ounce package.
4. Sliced beef with gravy, Banquet, 5-ounce package.
5. Golden cake, 12-ounce package.
6. Cracker barrel, Kraft, mellow and sharp, 10-ounce package.
7. Bromo-Seltzer, 3¼-ounce bottle.
8. Bufferin tablets, 36-in bottle.
9. Daily dog meal, 5- and 10-pound bags.
10. Purex super bleach, one-half gallons.
11. Burrey's vanilla Scooter Pies—14 ounces.

110th Street and Third Avenue

1. Medallion dog food, 14½-ounce cans.
2. Dog meal—Daily, 5- and 10-pound bags.
3. Cracker barrel, Kraft, mellow and sharp, 10-ounce package.
4. Bagels, plain and onion, 11-ounce package.
5. Schrafft's chicken and beef pies, 13½-ounce package.
6. Beef cube steaks, Mealtime Maid, 1-pound package.
7. Golden cake, 12-ounce package.
8. Purex super bleach—one-half gallons.
9. Burry's vanilla Scooter Pies, 14-ounce package.

Mr. ROSENTHAL. Mr. Vitulli, we welcome you here and are delighted you could come. If you want to, you might identify your associates who are with you.

**STATEMENT OF WILLIAM VITULLI, ASSISTANT GENERAL SUPER-
INTENDENT, EASTERN DIVISION, GREAT ATLANTIC & PACIFIC
TEA CO., INC.**

Mr. VITULLI. My name is William Vitulli. I am assistant general superintendent of A. & P. stores located in the Bronx and Manhattan, and I am responsible for the general supervision of some 115 stores in those areas. With me here today is Louis Van Lenten, director of sales for A. & P.'s eastern division, covering the Metropolitan New York area and the New England States, which is divided into seven units, including the Brooklyn-Long Island unit and the Bronx-Manhattan unit. With us is Denis McInerney, a member of the firm of Cahill, Gordon, Sonnett, Reindel & Ohl, counsel for A. & P.

At the outset, I would like to say that I am happy and proud to represent my company on this occasion because I feel that A. & P. has made a real contribution to the health of this Nation by its policy of selling at prices so low that they yield only about a 1-percent return on sales. As a result of that pricing policy, and of A. & P.'s insistence on selling the best quality food available, millions of people in the poorer areas in this country are able to get better food at lower prices than they would otherwise be able to obtain. I know of no private organization, and certainly no profitmaking organization, which has done a better job in helping the poor to obtain high-quality merchandise at the lowest possible prices.

A. & P.'s merchandising policy is carried out in this area by Mr. Van Lenten, who is here with me today. He is responsible for setting the retail prices for all products in all of the stores in this division and has followed the practice of having completely uniform prices in all of our stores in Manhattan, Brooklyn, Bronx, Westchester, Queens, Nassau, and Suffolk, which I will call the Metropolitan New York area. These