

Mr. VITULLI. I can't speak for all, but to the best of my knowledge chains do have an incentive program of that nature.

Mr. ROSENTHAL. Now, you have a book price for the many thousands of items you have. A manager is not permitted to raise prices above the book price under any condition?

Mr. VITULLI. That is correct.

Mr. ROSENTHAL. This I gather is a reprehensible act and would be punished in some fashion.

Mr. VITULLI. Yes. There would be disciplinary action taken if—I can think of no reason why a manager would want to do this. However, if we were to uncover such a situation, there would be some action taken.

Mr. ROSENTHAL. In other words, all A. & P. stores in the metropolitan area, the 115 stores under your jurisdiction, are supposed to have the same price?

Mr. VITULLI. Yes.

Mr. ROSENTHAL. And it would be surprising to you if they didn't have the same price?

Mr. VITULLI. Yes.

Mr. ROSENTHAL. Well now, you heard Mrs. Aponte testify as to the comparison between Bedford-Stuyvesant and Flatbush on a number of items. How do you account for her testimony? How do you explain it?

Mr. McINERNEY. If I may, she was speaking of the Bedford-Stuyvesant area which is not within his area. That is why we have two witnesses here.

Mr. ROSENTHAL. We can change jurisdictions in midstream.

Mr. VAN LENTEN. I would like to answer you as directly as I can.

Mr. ROSENTHAL. Your name?

Mr. VAN LENTEN. We have had very little time to investigate this. We only had a few hours actually but considering the fact that there is the human element in these things, both in the operation of our stores, as well as the purchasing of this merchandise, and from what I understand a list of merchandise, there could be perhaps some difference there. I think this is the answer in our case. One thing that makes me say this, I am not trying to discredit the purchaser, but the orange juice question, to the best of my knowledge, from what I have been furnished, we don't have Tropicana in the 1 quart and consequently it could have been a Tropicana in a half gallon, which of course would have been approximately 22 cents more. As I say, we haven't had a—

Mr. ROSENTHAL. We could use a little Tropicana in this cold room today. [Laughter.]

Mr. VAN LENTEN. We have our own A. & P. orange juice and that is why I say, we could have things—our men may have been inefficient in some regard and perhaps may be the same thing as far as the shopping.

Mr. ROSENTHAL. I may be wrong, but doesn't inefficiency always fall hardest on the ghetto store as compared to the middle-income store?

Mr. VAN LENTEN. No, sir. I wouldn't say that. I have no reason to believe that.

Mr. ROSENTHAL. You see, Mr. Van Lenten, what distresses me and what I don't understand is that in the Flatbush store, on November 14, the market basket of 20 items was \$10.08. In Flatbush on November 16, the day after welfare checks were received it was also \$10.08. In the