

the 29-cent stamp. It's one of these things. They have two and three stamps on a can.

Mr. REID. It was advertised for 29 cents, but the stamp was still 33 cents.

Mrs. Fox. Yes.

Mr. REID. What are some other examples, Mrs. Fox? Pork and beans is one. Is this true of tomato juice or cheese?

Mrs. Fox. Again, if you go into one of these A. & P. stores, you can see, as I understood the gentleman saying, that the man takes a piece of tissue or something to rub those prices off, but this is not true. Not here in East Harlem. Here they take something, they stamp two and three prices over these things.

Mr. REID. Similar to what we saw with the cheese, where there are two different—

Mrs. Fox. Yes. And I have been trading with them over the past 10 years.

Mr. REID. Now for cheese, which is \$1.29 on one stamp and 99 cents on another and you go to the cashier—its not the lower price.

Mrs. Fox. That is right.

Mr. REID. Do you take out the ad occasionally and show them this is what it is—

Mrs. Fox. The man says, "Well, no, we don't have this on sale. This is just the price what you got there."

Mr. REID. That at another store.

Mrs. Fox. So what do you do? You need the food. You buy it. This is it.

Mr. GALLAGHER. Thank you very much. [Applause.]

The Chair would like to know whether or not you would like to respond?

Mr. VITULLI. Yes. First of all, I can't understand the comments that were made by Mrs. Fox. The managers that we have managing our stores, in any area of the Bronx unit, Westchester County, Bronx, and Manhattan, are all very honorable gentlemen. They have consciences. They have families and I can see no reason under the sun why they would intentionally charge a wrong price. Now a specific item was mentioned here. Campbell's pork and beans. Naturally we don't have managers price marking merchandise. An employee assigned to price mark the pork and beans, for example, at the time the price of Campbell's pork and beans was two for 33 cents. That was the correct retail. Right alongside is our own brand of Ann Page beans which sell at two for 29 cents.

A price marker looking at the price on the shelf, having a case in front of him, marks that two for 29 cents. The important thing I am sure you are interested in, Mrs. Fox: Are you charged the correct price? Certainly it is a little annoying to feel that the correct price is two for 29 cents and get charged two for 33 cents but I can assure everyone in this room there is no organization that tries as hard in any area to give you complete accuracy and our price checks and our price surveys show that we do succeed, to a very suitable degree, in achieving that purpose.

Mr. GALLAGHER. I am sure you can sense there would be some dissatisfaction if there were, on a can of pork and beans—whatever the item might be—a two-for-29-cent label and a two-for-33-cent label.