

Mr. ROSENTHAL. Exactly. On November 16 in Bedford-Stuyvesant, the same 20 items were \$12.78, going up a few cents, and in Flatbush it was \$11.78. The same 20 items were \$1 more in Bedford-Stuyvesant. Almost 8- to 10-percent difference.

Mr. MANDELL. I cannot explain it. Again, as I said, this sounds simple when you read it off, but it isn't simple. Our whole business—our whole economy is based on images and impressions, and every merchant tries to create an image that he is cheap. Basically, all the stores.

When I talk about all the stores, I talk about the legitimate, which is 99 percent, the same thing as I know that all the customers, no matter what neighborhood, are legitimate. A lot of merchants feel it's about time we got out of this business because everybody wants everything. I am not under that impression.

I appreciate everybody's position. So, basically, what we call merchandising, we can find a million fancy names, is creating an image. If you have a store in a Jewish neighborhood, if you want to create an image you are cheap, you wouldn't feature pigs' feet and pigs' ears and pigs' knuckles——

Mr. ROSENTHAL. Unless you sell them cheap.

Mr. MANDELL. And it won't mean anything. You will come out with Manischewitz borscht for 10 cents. You lose exactly 11 cents a jar. If you are in Flatbush, that is what you feature even though you are a Key Food store.

Mr. ROSENTHAL. Was Manischewitz borscht in your 20 items?

Mrs. APONTE. Of course not.

Mr. MANDELL. When you come to Fulton Street, which is the Bedford-Stuyvesant area——

Mr. ROSENTHAL. She had 20 items. The exact same items.

Mr. MANDELL. That is what I am trying to get at. Depending on the neighborhood. If she walked into a Key Food Store, Manischewitz borscht will be sold at a loss, where in Bedford-Stuyvesant and on Fulton Street it would be sold with the average markup, which would be about 27 cents. She will overpay. However, she will find Quaker's hominy grits for 19 cents, because that is an item that creates an image in Bedford-Stuyvesant, but they might not have it in Flatbush.

She will get—we also find that naturally—it's very easy to hang someone if you want to hang them. If they look for items, they will only point out the items overcharged. They won't point out the items undercharged.

Mr. ROSENTHAL. We have to have order here. What you are saying is, you don't have to be Jewish to like Manischewitz borscht. [Laughter.]

Mr. MANDELL. I want to simply point out, I don't mean to be funny—maybe it sounds funny at times—and I do want to feel that we think a lot of our customers. The very fact that we have our stores—after a lot of major stores gave them up—this in itself—we can all talk fancy, but I talk facts.

I operate a store. We have a store on Junction Boulevard and 37th Avenue. We have a lot of confidence in the consumers. We invested a lot of money. We can't be a success by overcharging. I maintain in the long run if the consumer itself is a pretty good judge, all she has to do is stop buying in a store that doesn't treat her right.