

Mr. ROSENTHAL. Can you explain to us, based on the testimony Mr. Press gave us this morning, that in the Key Food Store at 110th and Third Avenue based on an ad run in the New York Post on October 25, 1967, Chock Full of Nuts was 69 cents in the ad and was sold for 79 cents in the store? Nestle's chocolate bars were three for 89 cents in the ad, but sold at one for 39 cents which is three for \$1.17 in the store.

Key tea bags, 100, was 75 cents in the ad and 93 cents in the store. Del Monte peas, two for 43 in the ad, two for 49 in the store. On and on and on. Item by item. Can you explain that to us?

Mr. MANDELL. I can't explain why any customer should want to go into a store like that. [Laughter.]

I can't explain it—if this was brought up in front of our board at Key Food, we would develop—

Mr. ROSENTHAL. Based on what I just told you and what Mr. Press testified to today, what do you intend to do about it?

Mr. MANDELL. We intend to call the member down and warn him—usually we give him a warning. If it happens again, we take the franchise away.

Mr. ROSENTHAL. Will you do that in this case?

Mr. MANDELL. This is a possibility. I don't want to say something and not be able to back it up. Of course, there is always two sides to a story. There is a possibility of, help being what it is, sometimes the checker, sometimes we have a checker that was just put on, the specials are changed the day before. We have a terrific help problem, which sounds easy here. We have 10,000 items in the store.

It's understandable that a checker that is put on 3 days ago, no matter how much training you give him, these specials were put on yesterday, part-time workers, might have charged the regular prices.

Mr. ROSENTHAL. Why doesn't that happen in Flatbush?

Mrs. APONTE. Yes, that is the question.

Mr. MANDELL. I don't mean to be facetious, but they happen in Flatbush. They happen all over. Let me tell you the problem. Isn't this understandable? When we have that many items—we are caught in the squeeze. In order to do these things properly it means we would have to increase our cost of corporation, which in turn would mean higher prices.

Sometimes we try to cut corners. When we come out with a special, don't bother changing the price, but we give him the list. This means money.

Mr. ROSENTHAL. So you don't bother changing the price on the can. You tell the checker—you give him the list. He doesn't change the price on the can, but the checking-out person has the list and if the housewife is lucky—

Mr. MANDELL. I wouldn't say lucky. Every housewife is interested to see she should get charged properly.

Mr. ROSENTHAL. Will you do this: Will you look into this problem concerning your store at 110th Street and Third Avenue and will you let the subcommittee know what action you took, if any?

Mr. MANDELL. We certainly will.

Mr. ROSENTHAL. Mr. Mandell, we will furnish you with all the accusations that have been made. Mr. Press will give you a copy. I will give it to you right now. You look into this and you tell us what you have done. Will you do that?

Mr. MANDELL. Thank you. Sure will.