

Mr. ROSENTHAL. When you advertise specials, what happens if the customer comes into the store and the special is no longer available?

Mr. CARON. We have a raincheck for all the customers that come up and say they haven't got the special. Our specials run from Monday through Saturday and are advertised in newspapers on Sunday and also on Wednesday in every newspaper. We were the first ones ever to advertise in the New York Times.

Mr. ROSENTHAL. Do you have a sign in the store the way A. & P. does about a raincheck special?

Mr. CARON. No.

Mr. ROSENTHAL. Could you do something about that?

Mr. CARON. Surely.

Mr. ROSENTHAL. Will you?

Mr. CARON. Absolutely.

Mr. ROSENTHAL. In the A. & P. store on Third Avenue, we observed a big sign in the back and front, and this is useful for the people to see.

Mr. CARON. We made a note of it, and we will take care of it.

(The following information was subsequently furnished:)

WALDBAUM'S

Garden City, N.Y., December 21, 1967.

HON. BENJAMIN S. ROSENTHAL,
Chairman, Special Inquiry Into Consumer Representation in the Federal Government, Rayburn House Office Building, Washington, D.C.

DEAR MR. CHAIRMAN: In reply to your letter of December 13, I am enclosing a copy of our raincheck form which is now available at all of our stores.

Under separate cover we will mail to your office a copy of our new Day-Glo signs which will be prominently posted in each of our stores on or about January 5, 1968.

Very truly yours,

DAVID CARON,
Executive Vice President.

WALDBAUM'S

RAIN CHECK

DATE ISSUED.....STORE NO. _____

Dept. _____

ISSUED TO:

NAME.....

ADDRESS.....

Valid for two weeks from date issued.

Customer may purchase following item
in accordance with advertised limits.

ITEM	QTY.	PRICE		M/D
		SALE	SHELF	

STORE MGR'S.

SIGNATURE.....

