

Mr. ROSENTHAL. Have you ever found, in your own inspection, that some employees have missed that?

Mr. GEORGE BROWN. Yes.

Mr. ROSENTHAL. I am trying to find some way that we can prevent that from happening. I can well believe—you have young people there. They are busy talking about last night's date instead of today's stamp date, and they may miss some cans. How can we make sure the customer gets the advantage of the advertised price?

Mr. GEORGE BROWN. There is no physical way you will do it 100 percent, because if you had a stack up to that ceiling of tomato juice at 10 cents a can and somebody took the same can and put it somewhere else on another shelf and somebody sees this doesn't belong here and they put it back in the same place, it could be done by a customer or clerk, that can marked with the normal price would be in the midst of 10,000 cans marked 10 cents, and this would probably be marked 15 cents, so there is no way you are going to do it 100 percent.

Mr. ROSENTHAL. How about the quality of food, meats and perishables, between the Bedford-Stuyvesant area and the Flatbush store?

Mr. GEORGE BROWN. We have one quality.

Mr. ROSENTHAL. Do you yourself personally check that?

Mr. GEORGE BROWN. Definitely. One quality.

Mr. ROSENTHAL. Have you had situations where customers have come back to either of you gentlemen or anyone at the management level and said, "Here is a can, the price on here is more than what the advertised special was"?

Mr. GEORGE BROWN. Yes. It happened. They got it for the advertised special price.

Mr. CARON. They can buy it for 10 cents and bring it back next week and say, "I don't want it," and ask for 15 cents and we give them 15 cents, not the 10 cents.

Mr. ROSENTHAL. I am not worried about them competing against you. [Laughter.]

Apparently in your chain there is no real incentive for the manager to do some of the things that happen where a guy gets a bonus. Now we can eliminate human error, because people believe this problem exists? It may exist. So long as they believe it, they are unhappy. If your customer is unhappy, then you are really not making a useful contribution to society.

Mr. CARON. I know, but when you bring up the subject of useful contribution to society, people have to understand we can't be in business without our customers, and every chain or every store is interested in keeping their customers and gaining new customers and not out to gyp customers.

Mr. ROSENTHAL. That is good. That is very good. But when you take a situation where there is a supermarket with no competition, all those old-world cliches fall by the book.

Mr. CARON. That is not so. That does not exist.

Mr. ROSENTHAL. It may not exist in your store, but there is, in the area between 116th Street here in Manhattan and—in a large square block area, there is only one supermarket. The people either buy there at conditions that exist there or they have to travel 10, 12, 14, 16 blocks.

Mr. CARON. I can only tell you on DeKalb Avenue at the Bedford-Stuyvesant area we have a big, beautiful supermarket. Our competi-