

Mr. MANDELL. I just want to get one thing clear. I don't understand what sort of control you would want us to have that would improve our—

Mrs. HILL. You can't get it because your stores are independent.

Mr. MANDELL. Does that mean that all independent stores have to go out of business at present?

Mrs. HILL. I didn't say that. I was directing my remark specifically to what Mr. Stern said about making smaller stores larger, and I say to make the smaller stores supermarkets would simply give them more areas in which to overcharge. That's all.

VOICE. I would like to say—

Mr. ROSENTHAL. Could you identify yourself?

VOICE. Yes. I'm Florence Rice. I would like to say here I feel that what has to be done in this community and every other low-income community generally, is to certainly have more cooperatives—encourage more cooperatives, and certainly when you have cooperatives owned by the people—I don't mean outside coming in—certainly what we are doing up at Esplanade now in which we have a cooperative that will be owned and run and controlled by the people, this is certainly my recommendation to help. This is a longtime doing, but this—we need to encourage and then you have the people who are concerned.

We know about the theft which you brought up. We take our store over in Morningside, and the thefts there have been at a minimum, so I know this isn't the problem.

Mr. ROSENTHAL. What can the Federal Government do to help you in this effort, Mrs. Rice?

Mrs. RICE. They could see that we have some seed money to help us along, which they haven't done. We at Esplanade didn't get any seed money. We, the people interested, grassroots, put our \$10 and \$20 in and we will be having a 10,000-square-foot store up there by February 1. That's only one. But more and more this needs to be encouraged. I'm not one of the ones advocating for outsider supermarkets any more, to come into low-income areas, and this is my recommendation.

Mr. PRESS. I think the idea of a merchants cooperative is a good idea. I think it is one way to bring down prices and it can be just as effective to the people in the community as to the merchants. I know I'm talking about something different, but I don't think—when this question was discussed with Mr. Mandell, I think maybe a false impression was given. I think you talked about one store. Why talk about one store?

We went to four Key Food stores and all four Key Food stores had the same problem, and if we went to other merchants' cooperatives in New York, we would find the same thing. In this question of control, there is no control, and the stores do whatever they want. They advertise in the newspapers that they are selling goods at a particular price and they don't do this. They don't sell it at the price they advertise at.

Mr. ROSENTHAL. If the Federal Trade Commission made them, by getting restraining orders against deceptive advertising, this would stop it.