

can answer immediately and quickly here today the charges made against them in singular instances.

I think it has been totally out of proportion, and has no total contribution to what I know must be your honest objective for trying to resolve the problems of the poor or lower income people in our country. And so is this industry doing it every hour they work.

This is what I try to deliver to you. You are not dealing with dishonest people or consciousness people. You are dealing with men who have their lives and their careers totally involved in a business. Even the people with A. & P., the giant of them all. Mr. Mandell worked all his life in this industry. You just can't scourge us and say we are dishonest, and thieves, and mean, to do nothing but cheat, because we deal with repeat customers on a penny profit, and unless we can satisfy them a lot more times than we dissatisfy them, we can't be in business. And that's what happens to our major national operators.

VOICE. Mr. Rosenthal, I want to bring out a specific—

MR. ROSENTHAL. Would you identify yourself?

VOICE. Jon Tricoli. I represent local 15. I represent 15,000 people in the metropolitan areas, and all the counties as far as Poughkeepsie.

You will find your problem of your specials, that your consumer delegation have brought to this table today in this committee, are not only found in the ghetto areas, but all over. And there are companies that have sat at this table today that shyed away from an important factor, destruction of merchandise in different areas. And we can prove a point with the Shop Rite Markets who have recently come out of the Jersey area into New York.

On Bruckner Boulevard, where we have 132 people in union contract working under that one roof, aside from the meat department which belongs to the Amalgamated Meat Cutters Union, we set a program up where—we call it the Bruckner Plan—to overcome the pilferage, to overcome the destruction of merchandise in the stores, and that happens every day, and how we worked it out, we call the people together, with all the unions involved, and said that anybody making over a certain amount of salary on a basic 40-hour week would receive a \$5 bonus per week, and anybody over that would receive \$2.50. For two important objectives—to curb the destruction of the merchandise in the store and to curb the pilferage.

MR. ROSENTHAL. Could you explain that a bit more?

MR. TRICOLI. Destruction of merchandise, when a consumer goes in they'll take an item off a shelf, and by the time she has gone through that whole supermarket, decides not to use that item or buy it. She'll drop it anywhere in the store, whether it's on the floor or on the shelf. They'll take frozen food items, take it over and drop it in the produce department. They'll take containers of ice cream and drop it in the appetizer department. They'll take certain items that don't go back—

MR. ROSENTHAL. Does this happen across the board in all supermarkets?

MR. TRICOLI. All over. No matter where you go. Your problem here today was how to compete with the problem of the items on the advertising, as Mr. Press brought in. I don't care where you go, whether it be the ghetto area or the outlying counties—Westchester, Dutchess, Suffolk, Nassau, Rockland, Kingston—anywhere you go, you will find this problem a great deal, because of your labor shortage.