

We have tried every way possible—Mr. Stern has instituted in the city of New York schools for people to become butchers. We have participated in every program that has come out of any organization that was built in the city of New York. The labor unions were right behind them to fill them, to see what we can do to curb them.

We want people coming into this industry. What has happened? When you run a special you have to understand this business, that it's an impossibility to change all your prices on every particular can on your special, so this is the program that supermarkets know they are saving their customers—on your cash register there is a chart and your specials are put on this chart. There are some people that are lax in their job. But every supermarket operator has gone into another phase, where they have given an additional title in the union contract which they call a front-end manager. Any consumer or any customer that goes into a market who is not satisfied or disbelieves the price that is being sold on that can go up to the front-end manager and he has the price book and will open it right there in front of him.

The problem that was brought today as I discussed with Mr. Stern and Mr. Julius Sums while we had lunch, they, they bought items but never questioned them. They bought items that maybe had three prices on them, but I know and we have seen during our responsibility, during tours of our stores, customers come up and tell the managers and the operators of the store that they are a penny over or under, and we have seen it. The problem I'm trying to bring out, and the point I'm trying to bring out, anybody has a right to question them. We can't tell a supermarket operator how much he can get for his merchandise. He can charge \$1.10 as long as it's not a special.

The problem they brought forth today, that they felt they were being beat and cheated on the specials and that they can always complain about it, because you can't tell a supermarket operator if he buys something that is not on special—

Mr. ROSENTHAL. We have to give the ladies equal time, and then we will adjourn for the day.

Mrs. MASON. I have been into stores where I have seen one item—this is one instance—pancake syrup was marked 69 cents and I went to the manager and said to him, "You have the wrong price there." He says to me, "Oh no, that's the correct price." I said, "That size is 43 cents, because I pay it all the time." "No, no," he says, "That's the correct price." So I said, "Get your book out." He went and got his book. Sure enough, when he looked in the book it was 43 cents. What did he do? He wiped mine off and he wrote the correct price on it. I said to him, "What about the others?" He says, "Oh, I'll get someone to change it."

The next time I went in the supermarket about a day later, they were still on the shelf for 69 cents. This manager had been wrong, and I spoke to him and said, "If you don't change that price, I'll call downtown, because everyone that buys that bottle of syrup is paying much more than they should pay." It's not always a matter of human error. Sometimes they know this.

Mr. ROSENTHAL. At the cost of being impolite, would you give us the name of that manager, not publicly, but later on?

Mrs. MASON. I don't know his name. He's not there anymore.