

amount of food inside cans and packages, learning about value and quality in various products, healthful ways of cooking low cost foods, and in general, to lead people to regard the retail food store not merely as a place to purchase less food of lower quality for higher prices but as a place where they can come for information and assistance in consumer matters.

A fourth area which stores could use to enlist community support is to adequately publicize a lowering of prices on essential items on days following issuance of welfare checks by offering meaningful food specials. Sales volume would increase and residents would effect substantial savings.

Other possible projects stores might sponsor include, the establishment of community bulletin boards for free use of residents, maintenance of babysitting services for shopping mothers, and special training programs for potential employees.

Implementation of some of the above projects, along with equal prices for equal food would profit both the retailers and the community and produce a stronger more stable inner city community and economic life.

Mrs. ROSENTHAL. Our next witnesses will be Mrs. Joan Dames and Mr. Donald Franklin.

STATEMENT OF MRS. JOAN FOSTER DAMES, REPORTER, ST. LOUIS POST-DISPATCH

Mrs. DAMES. I'll start if that's all right.

I think we have given you a copy of the article we carried in the Post-Dispatch on October 30. There is one error in that which is my fault. In the opening paragraph it says, "At one supermarket the center cut pork chops were priced at 79 cents a pound just as advertised but at four other stores," now that should read "three other stores in the same chain." That's an error.

We carried a story on the small survey that Don Franklin and I made of prices in the poor intercity areas compared to the prices in the suburbs. This was in response to complaints from individuals, antipoverty and other groups, that food prices in the poorer inner-city neighborhoods were higher than the prices for the same items in the —

Mr. ROSENTHAL. What date did you do this, October 13, Friday the 13th?

Mr. BARASH. Could you speak up just a little?

Mrs. DAMES. We drew up a list of 14 items, half staple and the other half were accommodations or produce, meats, and dairy. One item, baby foods, we subsequently dropped, because since a baby required a well-balanced diet, too, we felt we had not chosen enough items to represent this and therefore dropped it. So of the 13 items, a background of the shopping expedition was this. The same store chains were shopped on the same day for the same food list. We used identical brands and quantities. The difference in the staple items was noted, and in meat, dairy, and produce where quality is a factor in the dollar buy, samples were purchased and brought back to the newspaper for inspection. We shopped four stores in one chain on the first expedition, I did this myself, Don Franklin did the other chain. When I analyzed the notes, five of the 13 items were priced higher at the inner-city store, five of the items from the intercity store were of lower quality. Later examining what we had done, I think we should have added a third thing. We should have added choice to things we were considering, because in many cases on a staple item, such as flour or sugar, an all-purpose item like that, it doesn't really matter what brand you buy, you are really shopping for price.