

Mr. ROSENTHAL. Is the lettuce prepackaged in all of the Kroger stores in this area?

Mr. WHITE. Yes.

Mr. ROSENTHAL. In other words, if we went to any one of your stores, all lettuce would be prepackaged?

Mr. WHITE. They are directed to prepackage their lettuce.

Mr. ROSENTHAL. Could we expect to find it prepackaged?

Mr. WHITE. I would think so; yes.

Mr. ROSENTHAL. Now, on page 5 of your statement you said that housewives can quickly take their business elsewhere if they for one reason or another become dissatisfied with your performance. This is a classic reference to competition—the heart of our free-enterprise system.

Now, I think you were here when Father Shocklee testified that there is only one supermarket in that Pruitt-Igoe area. I think it can be readily accepted that the small independent stores generally charge more than supermarkets. Now, if a lady did become unhappy with prices at your store, what could she do about it? Where could she go, considering the geography of the area?

Mr. WHITE. Well, we have no captive audience as far as the customer is concerned. We have no ties to them that they must absolutely shop at our store.

Mr. ROSENTHAL. That's a conclusion that distresses me. I am interested in the facts and then see if we can't both reach the same conclusion. You saw the map that was shown here. For the store in the Pruitt-Igoe area there are no other competitive supermarkets for how far away?

Mr. WHITE. Well, I would like, if you would, to let me show you a map that I have here which we feel indicates more stores in the area than what was shown on the HDC map.

Mr. ROSENTHAL. I'd be happy to hear about it.

Mr. WHITE. This map is by no means complete; we feel it is approximately 75 percent complete as time permitted us to prepare it.

Mr. ROSENTHAL. Let me just ask you this. How far away or how close is the nearest competitive supermarket to your store in the Pruitt-Igoe area?

Mr. WHITE. I would have to measure that on the map. Kroger stores are indicated by the large blue circle, the National stores are indicated by a large green circle, A. & P. is indicated by a large red circle.

Mr. ROSENTHAL. The trouble with this map is that we can't relate, or at least I can't relate, to the Pruitt-Igoe area or what is defined as the poverty area. I am interested in specifics.

You have a store in the Pruitt-Igoe area. How far away in terms of blocks or miles is the nearest large-scale competitive supermarket?

Mr. WHITE. I am not qualified to specifically answer that question for you.

Mr. ROSENTHAL. Do you have anyone with you who could help you answer?

Mr. WHITE. Not to my knowledge. I think the nearest Kroger store we have one located on 13th Street, the Jefferson-Stoddard store is located on Jefferson Avenue and Stoddard, which is approximately