

10 blocks north of 13th Street, and then the other Kroger store is north five or six blocks from that location. There are competitive chain-stores in between those two stores, National in specific.

Mr. ROSENTHAL. I hate to press the point, and I shall not. In other words, you cannot give us an answer in terms of something that we can all relate to, blocks for example, city blocks. We have to begin with the premise that the average housewife living in that area does not have private transportation to go shopping and it is questionable whether public transportation is a useful thing, so that she has to walk. Now, if she for one reason or another becomes unhappy with your store, how many blocks would she have to walk to find a large scale competitive store? If you cannot answer that question, we will leave it open in the record so that you can fill it in.

Mr. WHITE. We can measure it off and fill it in, yes.

(The following information was subsequently received:)

THE KROGER CO.,
Hazelwood, Mo., December 19, 1967.

HON. BENJAMIN S. ROSENTHAL,
House Government Operations Committee,
House Office Building,
Washington, D.C.

DEAR CONGRESSMAN ROSENTHAL: During the special consumer inquiry hearing in St. Louis on November 25, I indicated I would furnish additional information to you concerning two questions you raised during my presentation. That information is as follows:

What other supermarkets are located near the Kroger Co. store at 2625 Stoddard Street?

- (a) A. & P., 2543 North Grand, 1.4 miles away;
- (b) A. & P., North Florissant and Montgomery, 1.5 miles away;
- (c) National, 14th and Montgomery, 1.6 miles away;
- (d) I.G.A., Easton and Sarah, 1.8 miles away;
- (e) Tom Boy, Sixth and Lucas, 1.8 miles away;
- (f) Bettendorf, Seventh and Olive, 1.9 miles away.

I trust this information will complete the hearing record.
Thank you.

Sincerely,

WALTER W. WHITE,
Manager of Operations.

Mr. ROSENTHAL. Now, there is a statement here that I want to go over carefully with you, but before I do that I would like to ask you your opinion of the credibility of the people who made the HDC study.

Mr. WHITE. Well, I'm not prepared to comment on the credibility of the people. We do question the results of their study to some degree, and let me, if I may, make two or three examples here, and I am referring to their price check that they made of October 19 and 20 by the HDC group.

Taking the first item on the list, the canned ham, Dubuque, 5 pounds; in store No. 3 this item is indicated to be \$6.65. Now, this is the Jefferson-Stoddard store in the Pruitt-Igoe area.

Mr. ROSENTHAL. Right.

Mr. WHITE. Their own admission this morning, which is the first time I had heard it, indicated that this ham was not offered for sale in that store. In our checking, the records at the store indicate that it was not on sale at the time in that store.

Mr. ROSENTHAL. I was not impressed by their answer to that question, so that, as far as I am personally concerned, I am perfectly willing