

to discount that. In other words, if I had been taking a survey I would not have listed an item that was not available in the store.

Mr. WHITE. As you note in the totals, then, that makes a difference in the totals of approximately 84 cents, which is a sizable amount.

Mr. ROSENTHAL. I have already done that. Let's go item by item, beginning with hotdogs and go down. How can you explain that hotdogs, Hunter, May Rose; is that your own brand?

Mr. WHITE. No, sir. Let me go back one and comment on the ham; not that one in specific, but our book price at the time of October 19 and 20 was \$5.99, and we questioned how they can report that the other six stores surveyed were \$5.81. This does not appear to be logical to us.

Mr. ROSENTHAL. You are making the same mistake they did. Do you have your book price with you for October 19 and 20?

Mr. WHITE. No, sir; I do not.

Mr. BARASH. Do you have the book prices on these items that were surveyed by them?

Mr. WHITE. I have the prices that were in effect on those items and some of them were sale items.

Mr. ROSENTHAL. As long as you have raised that issue, and I would be perfectly willing to discount this one, because I was not impressed by it, how can you explain that they found this canned ham at stores 1, 2, 4, and 5 for \$5.81 when you say the book price was something else?

Mr. WHITE. I cannot explain it. I was not in any of these stores on those 2 days, I did not see the price.

Mr. ROSENTHAL. Were you in any of these five stores on those days?

Mr. WHITE. No.

Mr. ROSENTHAL. So that you are really not in a position to rebut any of this testimony?

Mr. WHITE. Other than what appears not to be obvious to us.

Mr. ROSENTHAL. Let's take them item by item down the list if we might.

Hotdogs in store No. 3 were 69 cents and in every other store it was 59 cents. How do you account for that?

Mr. WHITE. We know that at that time the Hunter hotdog, which is a different brand than the May Rose hotdog, the price of Hunter hotdogs, 1 pound, on those 2 days was 69 cents. The May Rose, 1 pound, hotdogs were on sale at 59 cents on those 2 days. The only assumption I can make, or conclusion, is that they may have checked Hunter brand in one store and the May Rose brand in the other stores.

Mr. ROSENTHAL. It sounds odd that the one store most identified as the ghetto store is the store they would make the mistake in.

Mr. WHITE. Yes, it does.

Mr. ROSENTHAL. I want to take canned things because they are easier to handle.

Let me ask you about Birdseye frozen corn. That was 23 cents in Pruitt-Igoe, 23 cents in the other ghetto store, and 17 cents in two of your middle-income stores. How do you account for that?

Mr. WHITE. Our only explanation for that that I know of or I am in a position to make is that Birdseye frozen corn was on sale that week at six for a dollar, which would make the correct selling price 17 cents for an individual package.

Mr. ROSENTHAL. Do you think maybe they failed to change the price at the Pruitt-Igoe store?