

Mr. WHITE. Two packages for 45 cents is the regular price; therefore, it appears that for some reason in store 2 and in store 3 the price had not been changed.

Mr. ROSENTHAL. How do you account for that?

Mr. WHITE. Somebody in the store did not follow the directions that were indicated in the price change sheets.

Now, the twenties, the only way I can explain that is that there were other frozen food items on sale that week at five for a dollar.

Mr. ROSENTHAL. What about Birdseye frozen peas, the item right above it. In poverty-area stores 2 and 3 it was 22 cents; in middle-income store 1 it was 17 cents; in upper-income stores 4 and 5, 20 cents.

Mr. WHITE. Again six for a dollar was the sale price that week.

Mr. ROSENTHAL. That would make it how much?

Mr. WHITE. Seventeen cents each.

Mr. ROSENTHAL. Why is it they didn't change it in poverty-area stores 2 and 3?

Mr. WHITE. I don't know why.

Mr. ROSENTHAL. Why is it, and I say this very respectfully, because we have had this testimony in Washington and New York, that if there is any explanation—because there isn't any reason to assume that the ladies who did this or the men who did this are lying, nor is there any reason to assume that anyone is lying.

Mr. WHITE. We have not made that assumption either.

Mr. ROSENTHAL. Right; so that the only consistent explanation we have had is human error, and one of the things you cite, and I think it is true, and I am sympathetic, you have high school kids, inexperienced kids changing these prices and sometimes they are not as efficient as you would like them to be. But why is it that when human error rears its ugly head it always brings the weight down on the side of the ghetto store? They are the slowest in changing prices. Why is that?

Mr. WHITE. Well, I don't know that I am qualified to answer specifically. We strive, as I indicated in my opening statement, to have the prices, correct prices in all stores at all times.

Mr. ROSENTHAL. Now let's go down to orange drink, Hi-C, 46 ounces. That's an easy thing to compute. In poverty stores 2 and 3 it is 32 cents; in all the other stores it is 30 cents.

Mr. WHITE. Orange drink was on sale; Hi-C orange drink was on sale that week at three for 89, which would make it 30 cents an individual can.

Mr. ROSENTHAL. That makes me believe that these people when they took the prices—in other words, the prices for stores 1, 4, and 5 are correct.

Mr. WHITE. In that instance, yes.

Mr. ROSENTHAL. So that it seems to me it affirms the credibility of their investigation; but now why is it that stores 2 and 3 were 32 cents?

Mr. WHITE. Again the only thing I can say is that they did not follow the price change.

Mr. ROSENTHAL. On the four items we have gone over so far there was a reduction in price in effect at the time of the HDC study; and the customers at poverty stores 2 and 3, if the HDC witnesses are telling the truth, did not get the benefit of the reduction in price.

Mr. WHITE. Well, again I did not personally see these items. I was not with them when they made their check, so I have no—