

Mr. ROSENTHAL. What percentage of the items in your store are your own brand?

Mr. O'NEAL. Oh, I couldn't answer that question, but we don't have, in comparison with other national chains——

Mr. ROSENTHAL. Did you ever stop to think——

Mr. O'NEAL. Do you want me to answer the first question first or not?

Mr. ROSENTHAL. Go ahead.

Mr. O'NEAL. In comparison to other companies, we probably have fewer items under our own brand. We carry—certainly we have our own brands, but we carry a full line of the nationally advertised brands.

Mr. ROSENTHAL. Now, did you ever stop to think that maybe when you advertise a special with Wesson oil or Mazola oil and if you run out of it and you sell a lady something else, that might be deceptive advertising?

Mr. O'NEAL. Well, I guess it could be construed as deceptive advertising, but if the lady is happy when she leaves the store, I think that's what is really important.

Mr. ROSENTHAL. Congressman Myers?

Mr. O'NEAL. I would like to make one more statement on this. This checking, price checking and quality checking of meats and produce, I think there is any woman in this room, or man, that can go to any supermarket in this city or any other city, and if you want to pick out the worst package of pork chops in the case, and you can go to any other store and pick out the best and you are going to have a complete different picture. I am sure that some of you gentlemen sitting at the table, and I respectfully say this, occasionally shop, and you go up to a display of 500 apples, I don't think you pick out the worst ones. We don't find that people shop this way. We find that if we leave inferior merchandise on display that it keeps us from selling merchandise because the very fact that you have a little bit of inferior-quality merchandise on display destroys the beautiful image of all of the merchandise. It has been our experience that a half a dozen bad apples laying on top of a display of beautiful Washington Delicious apples will reduce the sales tremendously, they don't look as good. It prevents you from selling merchandise and then, in turn, reduces your sales and reduces your profits.

Another point I would like to make, and I don't even remember who brought this up, is on eggs. Someone made the comment, and I don't even recall who it was, that this particular store had three different kinds of eggs and this was confusing to the housewife. I think the other store was the one that was wrong, he only had one kind of egg, he had one size. Eggs are U.S. Department of Agriculture graded, the same as meats, USDA grades them. There are small, medium, large, extra large and jumbos, and depending on the supply, this week the medium eggs might be of the greater value, next week it might be the large. Now, if somebody only offers one kind, and this was one of our stores, I don't even remember which one it was, but she seemed or he seemed to think that this was right to only have one size of egg. I think it is wrong. I think the customer is entitled to make the choice of whether she wants small, medium, large or extra large, and I think the ladies in the audience would agree with me.