



Price Differences Vast At Different Wal-Marts

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WESTMINSTER, Colo. (CBS4) The next time you visit your neighborhood store, you might want to take a good look around. CBS4 found that other stores nearby could determine how much you pay.

You would think that a big national chain would price all of their products the same in every store, but CBS4 found out that's not always the case. For example, someone who shops at a Wal-Mart in Westminster could be paying a lot less for items than someone who goes to the Commerce City store.

CBS4 compared 11 of the same items at the Westminster and Commerce City Wal-Mart stores. Baby formula was 35 cents more in Commerce City. Windex was 38 cents more. There was a 68 cent difference for Tylenol Sinus. The price was almost \$3 more for the same Hanes men's T-shirts in Commerce City.

In all, the 11 items added up to \$50.81 in Westminster. It was \$57.33 for the same items in Commerce City.

"We have to be competitive with the stores in our local neighborhood," Wal-Mart General Manager Dave Alexander said. "So it's entirely possible that in two different Wal-Marts ... to have different prices would just reflect the competitiveness in their own neighborhood."

The following stores are all within a few miles of the Westminster store: Super Target, Big Lots, Kmart, Home Depot, King Soopers and Kohl's. The Commerce City store doesn't have those kinds of stores nearby.

Alexander said there is no limit to the number of items his store might mark down to be competitive.

CBS4 also spoke to Target after finding similar price differences at their stores. Store officials said their answer was the same as Wal-Mart's: it all depends on the competition in the immediate area.

Alexander said that if you see a lower price in another Wal-Mart store, most managers will match that price.