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Price wars between the fast-food giants are starting to clobber the fast-food little guys: the franchisees .

n_of:x n:x p:e-u-i q:i-h-h n:x n:x _ v:e-h _ v:e-i-p q:i-h-h n:x a:e-p n:x _ q:i-h-h n:x _ .
 "When elephants start fighting , ants get killed , " says Murray Riese , co-owner of National Restaurants , a New York franchisee for Pizza Hut , x:e-h-h n:x v:e-i-p _ n:x v_state:e-i-h v:e-i-p _ n:x v_state:e-i-h inamed:x-c named:x-c _ n:x p:e-x-i named:x-c _ n:x p:e-x
                                                                                                nburger and pizza outlets saturate one area after another n:x _ n:x _ v:e-i-p card:i-i-c _ n_of:x-i _ p:e-u-i _ q:i-h-h _ n:x _ v:e-i _ a_for:e-e _ p:e-u-i _ n:x _ n:x _ v:e-i-p _ n_of:x _ v_up:e-i-i _ a:e-p _ n_of:x-i _ a
 The fight is putting a tight squeeze on profits of many q:i-h-h n:x v:e-i-p-h q:i-h-h a:e-i n:x p:e-u-i n:x p:e-u-i n:x p:e-u-i n:x p:e-u-i n:x p:e-u-i q:i-h-h a:e-p n:x n_of:x-i q:i-h-h n:x _ v:e-i-p-h q:i-h-h a:e-i n:x p:e-u-i p:e-u-i n:x _ v:e-i-p-h q:i-h-h a:e-p n:x n_of:x-i _ q:i-h-h n:x _ v:e-i-p-h q:i-h-h n:x _ v:e-i-p-h q:i-h-h a:e-i n:x _ v:e-i-p-h q:e-i-
              Though Charisma 's sales are up slightly this year , Mr. Harty says profits will be flat or lower x:e-h-h named:x-c _ n_of:x-i _ p:e-i a:e-e q_dem:i-h-h n:x _ n:x named:x-c v_to:e-i-h-i n:x _ a:e-p _ a:e-i
                                                                                                                        , the huge fast-food industry , with sales of about $ 60.1 billion last year , kept price-skirmishing to a minimum _ q:i-h-h a:e-p _ n:x _ n:x _ p:e-u-i _ q:i-h-h _ n-of:x-i _ n:x _ card:i-i-c _ q:i-h-h _ n:x _ v_prd:e-i-h _ a:e-u _ p:e-u-i _ q:i-h-h _ n_of:x-i _ n:x _ card:i-i-c _ q:i-h-h _ n:x _ v_prd:e-i-h _ a:e-u _ p:e-u-i _ q:i-h-h _ n_of:x-i _ n:x _ n_of:x-i _ n_of:x-i _ n:x _ n_of:x-i _ n_of:x-i _ n:x _ n_of:x-i _ n:x _ n_of:x-i _ n_of:x-i _ n:x _ n_of:x-i _ n_of:x-i
                                                      early this year , PepsiCo Inc. 's Taco Bell unit and Wendy 's International Inc. slashed prices and stepped up promotions , says John Rohs , an analyst for Wertheim Schroder & Cotime_n:x q_dem:i-h-h n:x _ named:x-c _ named
         That brought a chain reaction in the industry x:x v:e-i-p q:i-h-h n_of:x-i n:x p:e-u-i q:i-h-h n:x _
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The situation was further aggravated early this month n:x _ a:e-e v:e-i-p time_n:x q_demi:-h-h n:x _ x:e-h-h named:x-c named:x
It also decided to go national with pizza , which it has been test-marketing pron:x a:e-h v:e-i-h _ v_state:e-i-h a:e-p p:e-u-i n:x _ _ pron:x _ _ v:e-i-p
         The result is that some franchisees are running hard just to stay even , laying off middle managers and working harder to make less . q:i-h-h n_of:x-i v_nv:e-i-h q:i-h-h n.:x _ v:e-i-p-u little-few_a:e-i _
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