

11 combinations of grade and size in widely varying amounts. Substantial differences in total sales may be noted between the sales of grades and sizes in cases where an equal number of categories permit comparisons. Sales of the four size categories tested in the No. 2 grade were about 1,100 pounds greater than those of the same sizes in the No. 3 grade. Sales of size 5 x 6 tomatoes in all three grades were more than twice the sales of size 7 x 7 tomatoes in all grades. Total purchases of size 6 x 7 tomatoes from the two lower grades were only half as large as purchases of comparable grades of size 6 x 6 tomatoes.

Another manner of viewing the study results is in terms of the comparative sales of each grade-size category in relation to the No. 1 6 x 7 tomatoes that were used as the constant component of the displays (Fig. 3).

Sales of all grades of size 5 x 6 tomatoes exceeded sales of the 6 x 7 No. 1 tomatoes that served as their counterpart in the displays. It is apparent also that there was substantial variation in the quantity of size 5 x 6 tomatoes sold at each grade level. Sales of the No. 3 grade in this size category were slightly less than half of the sales of the No. 1 grade. However, sales of the No. 2 grade were only slightly above those of the No. 3 grade. The counterpart displays of 6 x 7 No. 1 tomatoes remained relatively constant at between 800 and 900 pounds, even though the sales of the 5 x 6 size varied substantially with differences in quality levels.

Aggregate sales from the 6 x 6 No. 2 displays were about 200 pounds more than the sales of this same grade in the next larger size and about 350 pounds more than the counterpart display consisting of tomatoes one size smaller but one grade higher. Total sales dropped sharply in the 6 x 7 displays of the two lower grades and were substantially less than those from the displays of 6 x 7 No. 1 tomatoes with which they were sold in direct competition.

Total sales from the No. 1 size 7 x 7 displays were 351 pounds less than sales of the size 6 x 7 tomatoes of the same grade. Reductions in grade for the 7 x 7 size brought rather sharp declines in total sales. The sales volume of 258 pounds for the No. 3 grade of this size represented only one-fifth of the sales of 6 x 7 No. 1 tomatoes. Sales of 7 x 8 tomatoes amounted to 453 pounds, or about one-third of the sales of tomatoes of the 6 x 7 No. 1 size.