

both volume and average prices were about the same (Table 52). Consignment sales of Pascal celery were highest during March and May, averaging 41 and 47 percent of total shipments, respectively. Delivered sales accounted for a very small share of shipments during January and February and from 10 to 11 percent during March, April and May.

TABLE 52.—PASCAL TYPE: PROPORTION EACH BASIS OF SALE WAS OF EACH MONTH'S SHIPMENTS OF PASCAL TYPE CELERY BY 18 FLORIDA FIRMS, 1945 SEASON.

Basis of Sale	Month Shipped						Season
	Jan.	Feb.	March	April	May	June	
	Percent						
F.O.B.	66	73	49	65	41	66	57
Consigned	31	22	41	23	47	25	33
Delivered	2	3	10	11	11	9	9
Price arrival ..	1	2	*	1	1	*	1
Total	100	100	100	100	100	100	100
Number of crates	70,892	225,432	346,803	308,850	205,455	19,355	1,176,787

* Less than 0.5 percent.

Based on previous experience, shippers expect celery prices, during most years, to decline until March and rise after that. This held true during 1945. With this knowledge, shippers might logically be expected to increase sales on the consignment basis on a rising market. During April and June, however, when prices rose, only a small proportion of celery was sold on consignment; in fact, the proportion of Pascal celery sold on consignment was alternately high and low each month throughout the season, although prices fell during the first three and rose during the last three months.

Periods of falling, stable and rising prices were selected in order to compare the proportion of celery selling on an F.O.B. basis versus the consigned basis, under varying price conditions. Care was taken to select periods during which prices usually follow the same pattern from year to year. Sufficient time was allowed at the beginning and end of each period for the trade to realize that the trend in prices had changed. For this reason, the periods selected did not cover the entire period of the par-