

two of the 18 markets receiving 20,000 to 50,000 crates reported prices under that level. Some of the variation in average net prices to shippers on markets receiving 20,000 to 50,000 crates of celery from these 18 firms was probably due to seasonality of prices (Table 64). The prices shown are for only one grade, size and type of celery, and it is possible that the volume of this particular grade, size and type of celery may not have been in constant supply throughout the season on all markets.

The data shown in Table 64 indicate that there is room for improvement in the distribution of the two types of celery. Returns on the smaller markets suggest that celery returns might be improved by shipping a higher proportion to these markets. It is recognized, of course, that the larger markets are often burdened with celery for which there is no immediate sale. Unless outlets in smaller cities were definitely established, it would hardly be advisable to ship on the consignment basis to these small markets.

#### BY MONTHS SHIPPED

During January, February, March and April the 18 firms shipped a rather steady supply of Golden celery to the large markets (Table 65). A relatively large proportion of shipments of all celery to Boston, Cleveland, Philadelphia, Pittsburgh and Toronto consisted of the Pascal type. Compared with the other markets, these five received a larger proportion of their Golden shipments during December, January and February, when Pascal celery was not in great supply.

Shipments of Golden type celery to the various markets throughout the season appear to have been in fairly steady supply, although the variations in prices among markets indicate the need for better distribution. Many of the low prices paid for Golden celery occurred on markets which took a larger volume of Pascal. During February, the peak month of Golden celery shipments, average net prices to shippers on these 13 markets ranged from \$2.63 or \$2.64 per crate on the Philadelphia and Boston markets to \$3.34 on the Toronto market. During six of the seven months Boston and Philadelphia were two of the four markets on which prices averaged lowest.

Average prices on the 13 most important markets during March, the peak month of Pascal celery shipments, ranged from \$2.08 or \$2.09 per crate on the Chicago and New York metropolitan area markets to \$2.93 on the Minneapolis-St. Paul mar-