

price. When celery is shipped over 1,400 miles hotels and restaurants apparently become of much greater relative importance, judging from the fact that less of the celery shipped to markets 1,400 to 1,600 miles distant was of the small sizes. Only about 6 percent of the celery shipped over 1,600 miles was of the small sizes. The wide variety of sizes, varying from 1½ to 15 dozen stalks per crate, contributes to efficient distribution. Distant markets are able to buy small sizes for their store trade and thereby reach an outlet which would be limited if only the larger sizes were packed. There has been serious talk among celery packers concerning the advisability of reducing the number of sizes packed. Some advocate only three sizes, large, medium and small. Before such a step is undertaken, careful study should be made of the demands of distant consumers, chain stores and hotels.

TABLE 67.—NUMBER OF CRATES OF GOLDEN CELERY SHIPPED VARIOUS DISTANCES AND THE PROPORTION THAT WAS SMALLER THAN SIZE 6 DOZEN, 18 FLORIDA FIRMS, 1945 SEASON.

Distance Shipped*	Number of Markets**	Number of Crates	Percent of Total Shipments Smaller Than Size 6-Dozen
Miles			Percent
Less than 800	9	122,211	0.3
800 - 999	9	233,838	16.3
1,000 - 1,199	12	774,263	24.5
1,200 - 1,399	18	442,091	39.6
1,400 - 1,599	6	171,377	20.3
1,600 or more	5	51,494	5.7

* Estimated distance from Orlando, Florida.

** Includes only those markets receiving 5,000 or more crates of Golden celery from 18 Florida firms.

Distance to market does not explain all of the variations in the proportion of various sizes shipped to individual markets. The proportion of Golden celery of sizes 6 dozen and larger and smaller shipped to each of the 31 leading markets is shown in Table 68. Ninety-nine percent of all shipments to Norfolk, Va., were larger than size 6 dozen, as were 98 percent of those to Dallas, Texas, 96 percent to New Orleans, La., and 95 percent to Atlanta, Ga. Among the larger markets, 49 percent of the shipments to the New York metropolitan area were larger than size 6 dozen, compared with 42 percent to Pittsburgh, 32 percent to Boston, 26 percent to Chicago, 21 percent to Detroit and 16 percent to Philadelphia.