

Average net prices to shippers may give some indication of market preferences for size. About half of the Golden celery shipped to the New York metropolitan area consisted of sizes larger than 6 dozen, and for the U. S. No. 1 grade size 3 dozen net prices to shippers averaged \$3.58 per crate, which was only 1 cent less per crate than the highest average price received for this size celery on any one of the 31 leading markets. This is in sharp contrast with an average price of \$2.78 per crate for U. S. No. 1 grade size 10 dozen, shipped to the New York metropolitan area. Compared with the intermediate and smaller markets, New York City, as well as some of the other larger markets, apparently receives an excess of small celery.

On some markets, however, small sizes do bring good prices. Nearly 60 percent of the Golden celery shipped to Rochester and Buffalo consisted of sizes smaller than 6 dozen, and average net prices to shippers for small sizes on these markets were good. There appears to be much room for improving the distribution of small-sized Golden celery, for which there was a greater variation in prices among markets than for the large sizes.

For Pascal celery there was also a wide range among markets in the proportion of the various sizes shipped to individual markets by the 18 firms included in this study. Less than 10 percent of the Pascal celery shipped to Minneapolis-St. Paul, Indianapolis, Kansas City, Norfolk and several other markets was smaller than size 4 dozen (Table 69). Between 30 and 40 percent of the Pascal celery shipped to Cleveland, Chicago, Philadelphia and Boston was of sizes smaller than 4 dozen. Toronto was the leading market for small sizes of Pascal celery. In fact, only two cities in the United States, Philadelphia and Boston, were outlets for a larger volume of Pascal celery.

Average net prices to shippers for size 8 dozen Pascal celery were good on both the Toronto and Boston markets. On the Philadelphia market, average prices for U. S. No. 1 grade size 8 dozen Pascal celery were \$2.83 per crate, compared with \$3.21 at Boston and \$3.19 at Toronto. One-third of the Pascal celery shipped to Chicago was smaller than size 4 dozen, but average prices for U. S. No. 1 grade size 8 dozen Pascal celery on the Chicago market were outstandingly low compared with other markets. Poor prices for size 8 dozen Pascal celery were also realized on shipments to the New York metropolitan area and the Detroit market.

The data in Table 69 indicate that distance to market also