

enough celery, grading 80-89% U. S. No. 1, to meet U. S. No. 1 standards. The loss in volume from culling alone would probably more than offset the 18.5 cents.

Four bases of sale, F.O.B., consignment, delivered and price arrival, were used in selling Florida celery. Sixty-five percent of Golden and 57 percent of Pascal were sold on an F.O.B. basis.

Grade appeared to have more influence on the proportion sold by consignment than did price. There was some evidence that an increasing proportion of celery was sold on consignment when prices were falling, but the evidence was not striking that the reverse situation applied when prices were rising.

About four-fifths of both types of celery sold on an F.O.B. basis and three-fifths of that sold by consignment graded U. S. No. 1. The lower grades of consigned celery brought relatively low prices in comparison with similar grades sold F.O.B.

It would appear that shippers would do better to cut their asking price on an F.O.B. basis for poor grade celery rather than to ship it on a consignment basis, as consigned sales of low grade celery usually brought considerably lower prices than F.O.B. sales of comparable low grades.

The five largest markets, Boston, New York, Philadelphia, Detroit and Chicago, received 39 percent of the volume of all celery shipped by the 18 firms. The states east of the Mississippi and north of the Ohio rivers received 63 percent and the states west of the Mississippi River received 15 percent of the total volume shipped by the 18 firms.

There was a decided preference on certain markets for either Golden or Pascal celery. The markets preferring Pascal formed a rather definite area leading from New Jersey across Pennsylvania, Ohio, central Indiana and Illinois, northern Missouri, Iowa and into the Dakotas. There was also a small but important Pascal area centering around Boston. In these areas, Pascal averaged 14 cents more per crate than Golden. Of the celery sold outside the Pascal areas, only 20 percent was of the Pascal type and the average price for Pascal celery was 14 cents per crate lower than that obtained for Golden.

Distance to market was an important factor influencing the distribution of the various sizes of celery. Only 0.3 percent of the celery shipped less than 800 miles was of sizes smaller than 6 dozen. As distance to market increased up to 1,400 miles, the proportion of smaller sizes of celery rose. Beyond 1,400 miles this proportion decreased at a rapid rate.