

groups. Firm fruit replaced fruit sold from the display each day. Early in the week when firmness was relatively constant among grades, sales were highest for the best grade fruit. By mid-week the display of 15-25 percent blemished fruit contained relatively more soft fruit than the 0-5 percent display and customers chose the softer (15-25 percent) fruit. By Saturday, because of earlier relative sales among grades, firmness was again equalized and purchases of the best grade predominated. Purchases of the third group (40-50 percent blemish) were made by a few customers each day who could not find what they wanted among the better grades of fruit or who were looking for softer fruit for immediate consumption.

TABLE 3.—PERCENT OF DAILY SALES OF FLORIDA AVOCADOS BY PERCENT OF SURFACE AREA BLEMISHED, 6 STORES, PHILADELPHIA, PENNSYLVANIA, NOVEMBER 10-15, 1958.

Day of Week	Percent of Daily Sales by Blemish Group			Total
	0-5	15-25	40-50	
Monday .....	53.5	24.4	22.1	100.0
Tuesday .....	57.0	20.2	22.8	100.0
Wednesday .....	51.6	24.7	23.7	100.0
Thursday .....	40.0	35.6	24.4	100.0
Friday .....	42.6	39.5	17.9	100.0
Saturday .....	50.0	27.5	22.5	100.0
Average .....	47.4	30.7	21.9	100.0

#### SHAPES

Customers did not exhibit a significant preference for shape of fruit when relative quality and price were constant. While it is true that 10 percent more round fruit was sold, this was not a sufficient difference to be significant. Of the fruit sold, 55 percent were the round (Booth 7) type and 45 percent the pear-shaped (Lula) type (Table 4 and Fig. 5). While both size and weight of fruit were constant, some difference was observed in the rapidity with which the 2 fruits ripened. The round type softened somewhat more quickly when placed in unrefrigerated displays. This may have unduly influenced the customer's choice between shapes of fruit.