

TABLE 1.—PRICING SCHEDULE FOR STORES INVOLVED IN EXPERIMENTAL STUDY OF THE CHARACTERISTICS OF THE DEMAND FOR FLORIDA FROZEN ORANGE CONCENTRATE, DELAWARE VALLEY AREA, JUNE 7-AUGUST 7, 1954.

Store Number (Period II)	Differential	Manner in which Merchandise is Marked				Store Number (Period IV)
		Private Brand		Packer's Brand	Nat'l Adv. Brand	
		6 oz.	12 oz.	6 oz.	6 oz.	
9	-8	2/17	2/29	2/13	2/21	6
10	-8	2/17	2/29	2/13	2/21	1
6	-6	2/21	2/35	2/17	2/25	8
3	-6	2/21	2/35	2/17	2/25	10
2	-3	2/27	2/45	2/23	2/31	7
4	-3	2/27	2/45	2/23	2/31	5
8	0	2/33	2/55	2/29	2/37	2
5	0	2/33	2/55	2/29	2/37	3
7	+4	2/41	2/69	2/37	2/45	9
1	+4	2/41	2/69	2/37	2/45	4