

### THE SETTING FOR THE EXPERIMENTAL TESTS

**General Description of the Market Area.**—The 10 retail food markets employed in the study were located in a relatively small geographic area extending generally along the Delaware River from Trenton, New Jersey, to Philadelphia, Pennsylvania, and frequently referred to as the Lower Delaware Valley. Seven of the 10 stores were located in New Jersey—four in Trenton and one each in Bordentown, Mount Holly and Burlington. The remaining three were located in the Pennsylvania towns of Morrisville, Penn del and Bristol (Fig. 1).

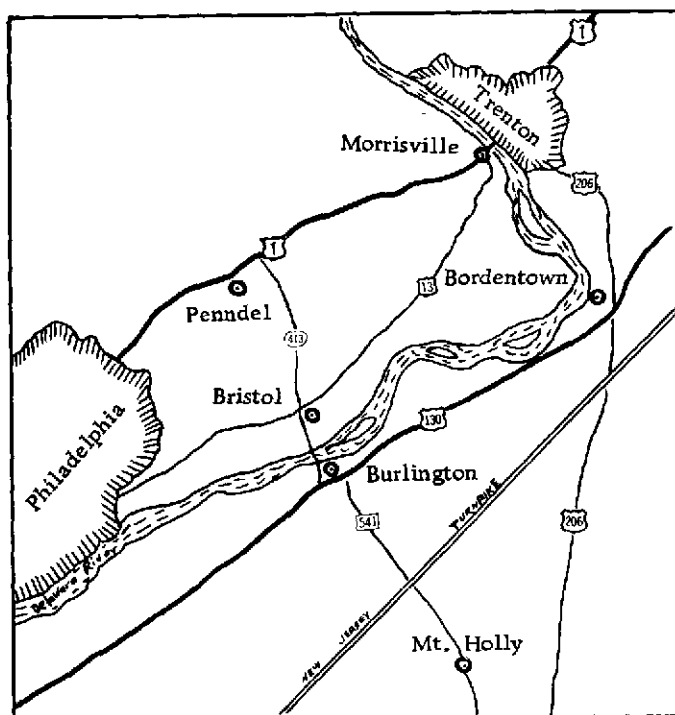


Fig. 1.—Geographic area covered by the pricing tests of frozen orange concentrate, June 7-August 7, 1954.

In general, the area in which the study was conducted may be characterized as one of intense industrialization. Numerous major manufacturing concerns are located in the metropolitan areas of Philadelphia and Trenton, as well as in Camden, New Jersey. In addition, considerable heavy industry is found along the Delaware River waterway between Trenton and Philadelphia.