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A STRUCTURE-PRICE-COST MARGIN MODEL ESTIMATED OVER TIME FOR FOOD AND TOBACCO PRODUCT CLASSES, 1954 TO 1977

by

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Perhaps the most tested hypothesis in industrial organization is the structure-profits relationship. Weiss (p. 193) reviewed the theoretical underpinnings of the hypothesis and concluded: "In general, the main lines of oligopoly theory point rather consistently to higher prices in more concentrated industries."

Although the theory is clearest for prices, most researchers have examined profit levels, assuming that if prices are elevated in concentrated industries then profits are likely to be higher as well. In addition to his theoretical review, Weiss reviewed over 50 empirical structure-profits studies and concluded (p. 231): "In general, the data have confirmed the relationship predicted by theory, even though the data are very imperfect and almost certainly biased toward a zero relationship."

Food manufacturing has been the focus of several structureprofits studies. Since Collins and Preston published their pricecost margin study for 32 food manufacturing industries in 1968,
several other studies have been done. (e.g., Parker and Connor,
Pagoulatos and Sorenson). In addition to these studies using

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industry-level data, several structure-profits studies have been done using firm-level data (e.g., Federal Trade Commission, Imel and Helmberger, Rogers 1978).

Food manufacturing is well-suited for study because it has both a sufficiently large number of industries and the structural diversity in those industries to make cross-sectional analysis meaningful. There are 48 food manufacturing industries and four tobacco industries, which are included often with the food manufacturing industries. There is wide variation in the structural characteristics of these 52 industries. For example, in 1977 four-firm concentration ranged from 93 in the chewing gum industry to 19 in meat packing. Product differentiation varies from near zero in such producer-goods industries as raw cane sugar up to levels that are as high as those found anywhere in the economy (e.g., cereals and soft drinks). Similar variation exists in other structural dimensions.

The ability to limit a study to the food manufacturing industries eases the model building process. The industries in food manufacturing are more homogeneous than is the case across all manufacturing and thus the number of variables that must be controlled for in the model is reduced. Despite the narrowing of the research to the food manufacturing sector, the findings from these studies agree with Weiss's conclusions from his broader review of the literature. Specifically, profitability is higher in the more concentrated industries or for firms that operate in more concentrated industries.

Despite the numerous structure-profits studies already pub-

lished, disagreement remains (e.g., Ornstein). Few economists dispute the positive correlation between concentration and profitability but there is disagreement over its interpretation. Some argue that the positive relationship does not reflect oligopolistic coordination to raise prices, but rather it shows that larger firms are more efficient and have lower costs, and hence are more profitable. Other more technical debates concern model specification, whether the variables are properly measured, and whether a single-equation model is appropriate. Since Weiss explored the major points of contention in his review article, this paper will not address them.

The purpose of this paper is to estimate a structure-profits model in consecutive census years using a sample of food and tobacco product classes. It is often argued that the structure-profits relationship weakens in inflationary periods, and may in fact disappear in empirical studies of such periods. For this reason Weiss included the time period of the study as a major consideration in interpreting the empirical results of a structure-profits model.

Economists have found that during periods of general inflation prices in concentrated markets tend to rise more slowly than prices in competitive markets (Weiss, p. 200). Certainly when price controls are used to combat inflation, it is the largest firms that are most carefully watched for compliance. Even without price controls, prices increase in concentrated markets only when an explicit decision is made to raise them by a firm's managers. These managers usually avoid frequent price changes, weigh public opinion, and attempt to maintain any pricing

mechanism that may exist in the market (e.g., wait until the traditional price leader announces its pricing decision). In competitive markets no explicit pricing decision is required, as prices increase through market forces generated by increasing demand or increased costs. When inflationary pressures ease, firms in concentrated markets raise prices more rapidly than those in competitive markets as they attempt to make up for their pricing restraint during the inflationary period. Such reasoning led Weiss (p. 200) to conclude that the structure-profits relationship "...would be weakest at the end of periods of rapid inflation..." and "...should be strong a number of years after such an inflation and strongest during a long period of stability or depression."

In this paper, a structure-price-cost margin model is estimated for the same 50 food and tobacco product classes in each of six census years, covering the period 1954 to 1977. Based on Weiss' expectations the structure-profits relationship should be strongest in 1954, 1958, 1963, and 1967. It should be weakest in 1972, a year when price controls were used against inflation, and probably in 1977 as inflation continued despite an economic downturn. The empirical framework of this paper attempts to isolate the time-period influence on the structure-profits relationship, at least for food and tobacco product classes. Tests for significant differences in the relationship over time are presented.

The Data

One of the major strengths of this study is the care with which the data set was prepared. In developing the data set

considerable emphasis was placed on selecting Census industries and product classes that closely align with meaningful economic markets. The majority of the observations are at the 5-digit product class level of aggregation rather than the more commonly used 4-digit industry level. Most economists agree that 5-digit product classes better approximate relevant economic markets but choose the 4-digit industry level because of greater data availability.

Within food manufacturing, many 4-digit industries are defined so broadly that they clearly include noncompeting products (e.g., canned baby food and canned soup are in the same 4-digit industry but are in separate 5-digit product classes). Although this is often the case, there are instances where the 4-digit industry is the appropriate level of aggregation (e.g., beer is included as a 4-digit industry rather than using the product class data that separate canned from bottled beer). In one case, two 4-digit industries were combined because they produce products that are indistinguishable to the consumer (refined sugar made from sugar cane or from sugar beets). Other adjustments were made to the Census data to create a closer match between the Census data and economic markets.² (For a complete description of the data set see Rogers (1982).) A complete list of the data used in this study appears in the appendix.

² For example, the soft drinks industry has a two-tier market structure, with the syrup manufacturers classified in SIC 20873, flavoring syrups for use by soft drink bottlers, and the soft drink bottlers classified in SIC 20860, bottle and canned soft drinks. SIC 20873 and 20860 were combined to form one observation. Concentration data were taken from SIC 20873 and value-of-shipments data were taken from SIC 20860.

The Model

Weiss expressed preference for a model (pp. 201,227) that uses the price-cost margin as the measure of profitability and controls for advertising, central office expenses, growth, and capital-output ratios. The price-cost margin is calculated from census establishment data and avoids the problems associated with diversification that hinder approaches that use firm profit data. The price-cost margin, however, does include such things as advertising, central office expenses and taxes. Although the model used in this study is based on Weiss' preferred model, neither central office expenses nor taxes were controlled for. In reworking a study by Collins and Preston, Weiss found central office expenses to be an insignificant variable. The omission of taxes from the model can be assumed to pose a minimal problem here since the study is limited to food manufacturing industries, which should have tax rates that are more homogeneous than is the case across all manufacturing. The estimated model has the following form with all of the estimated coefficients expected to be positive:

 $PCM = a + b_1CR4 + b_2A/S + b_3G + b_4KO + b_5MES + e$ where:

- PCM = the product class price-cost margin [(VOS CM PR)/VOS], where VOS is value-of-shipments, CM is cost of materials, and PR is payroll.
- CR4 = product class four-firm concentration ratio.
- A/S = product class advertising-to-sales ratio based on 3 media (network television, network radio, and magazines) that were available in each year: 1954, 1967, 1972, 1977.

- G = product class VOS growth rate from the preceding census year to the current census year.
- KO = industry capital-output ratio; gross fixed
 assets/VOS.
- - e = the error term.

The model was then estimated by ordinary-least-squares (OLS) for each census year i, where i= 1954, 1958, 1963, 1967, 1972, 1977.

The following substitutions were necessary:

when i = 1954: G was from 1954 to 1958, KO and MES were from 1958

= 1958 : A/S was from 1954

= 1963 : A/S was from 1967, MES was from 1958

= 1967 : MES was from 1972

= 1977 : MES was from 1972

The substitutions were necessary because the data are not available or were not constructed for every census year. Only PCM, CR4, and G (in 1954 G must be measured over the period 1954 to 1958 because data prior to 1954 are unavailable) were constructed for each census year. In 1958 about half of the observations did not have KO data and 1963 data were substituted. MES values were calculated only for 1958 and 1972 because of time limitations. Both KO and MES were measured at the 4-digit industry level since the necessary data are unavailable at the 5-digit product class level. Advertising data were collected for only four of the six years.

These data substitutions are not serious problems. The use

of 4-digit data for KO and MES should be superior to omitting the variables from the model on the assumption that they would be equal across all food and tobacco product classes. Moreover, 13 of the 50 observations in the sample (26%) are 4-digit observations in any case. One year's KO data are a good measure of another year's because the variable was quite stable over time (e.g., the simple correlation between KO67 and KO72 was .95). This stability was true of the MES variable as well (MES58 and MES72 had a simple correlation of .86). The two years used for the MES variable capture any major changes over the entire 1954 to 1977 period. Advertising data were collected for only four of the six years, but again, these data are highly correlated over time (simple correlations usually exceeded .90) and the included years cover the entire time period. The advertising data were constructed by Rogers (1982) to match the census data. He assigned advertising expenditures for individual products to their appropriate product class creating a rare match between the census and advertising data (see Rogers (1982) for more detail and comparisons to other advertising data sources).

Many authors, including Weiss, used a geographic dispersion variable in their models to account for markets of varying size. Such a variable was not used here but local markets were excluded from the sample (e.g., fluid milk). This procedure eliminates the gross variability in market scope and permits the omission of such a variable.

The Results

The regression results (table 1) are best discussed by observing each independent variable's effect across the six years rather than discussing each equation in turn. First, the effect concentration (CR4) on price-cost margins was positive in all years but was not statistically significant at the 5% level in the first three census years. The estimated coefficient increased in magnitude and significance from 1954 to 1967, when it was significant at the 1% level, and then stabilized in the next two census This pattern is opposite to Weiss' expectations. He concluded that the best period for observing the relationship between concentration and profitability was in the years 1953 to 1967. For these food and tobacco product classes, the relationship was not apparent in 1954 and was marginally evident in 1958 and 1963, and was much stronger in 1967, 1972, and 1977. Although Weiss predicted strong results for 1967, he also predicted that the inflation and price-controls of 1972 would not allow the relationship to surface in that year. Here, 1972 presented the strongest results for concentration's effect and for the entire model as measured by the adjusted R^2 . These findings are similar to Rogers' (1978) structure-profits study for a sample of food firms where yearly regressions were estimated over the period 1964 to 1970. He concluded that food firms were less sensitive to the business cycle than other manufacturing firms. This view is held by many business analysts that regard the food and tobacco industries as less influenced by macroeconomic conditions than many other manufacturing industries.

Table I. Estimated Price-Cost Margin Models for 50 U.S. Food and Tobacco Product Classes, 1954 to 1977

Year	Constant	Concentration (CR4)	Advertising-to Sales (A/S)	Growth (G)	Capital- Output (KO)	Plant Economies (MES)
1954	.062 (.033)	.0750 (.563)	1.957	.1048**	.3568**	.1024**
1958	.026 (.030)	.8163 (.5533)	2.404 (.840)	.1452** (.0558)	.3814**	.0841** (.0278)
1963	.026 (.040)	1.129 (.734)	2.138 (.808)	.1342* (.0582)	.3555**	.0703* (.0379)
1967	016 (.036)	1.780**	2.233* (.700)	.1926** (.0620)	.3729** (.1008)	.0552 (.0331)
1972	.009	1.742** (-578)	4.687** (.857)	0097 (.0371)	.3923** (.0969)	.0240 (.0306)
1977	.015	1.604** (.673)	3.430** (.876)	.0487	.2749* (.1343)	.0301 (.0360)
All	.020	1.148*** (.2525)	2.854** (.324)	.0580***	.3886**	.0599 ** (.0133)

Notes:

The standard error for each regression coefficient appears below it.

All significance tests were one-tail.

* The estimated coefficient was significantly different than zero (one in the case of A/S) at 5 percent.

** The estimated coefficient was significantly different than zero (one in the case of A/S) at 1 percent.

For agreement with the data published in the appendix the estimated coefficients and standard errors for CR4 must be divided by 1000, for A/S and G they must be divided by 100, and for MES they must be divided by 100. by 10.

The second variable, the advertising-to-sales ratio (A/S), had a positive effect in every year. This is not surprising for two reasons. First, the PCM, as calculated from census data, leaves advertising expenses in the margin, and thus advertising appears on each side of the equation. This is why Weiss maintains that advertising must be controlled for in using PCM models. Second, advertising is a proxy for product differentiation which is expected to be positively related to profit levels. To test the product differentiation hypothesis while accounting for the presence of advertising in the PCM requires testing that the estimated coefficient for A/S is greater than one, its base value given it is on both sides of the equation. 3 Since only the product differentiation hypothesis is of interest, the estimated coefficients of A/S were tested to determine if they were significantly greater than one, rather than zero as is the case with all the other variables. In the first three census years the estimated coefficients for A/S were not significantly greater than one at a 5% level of significance, but the statistical significance improved with time. By 1967 advertising's estimated coefficient was significant at the 5% level, and in 1972 and 1977 it was significantly greater than one at the 1% significance level. Thus, the hypothesis that product differentiation is positively related to profit levels received statistical support, especially in the more recent years.

³ To agree with the units of the raw data in the appendix, the test should be against .01, but the value one is used in the text to agree with the tables.

The third variable, growth (G), had the expected positive and significant effect in the first four census years but then became insignificant in 1972 and 1977. This deterioration in significance may be due to measuring growth in nominal terms, since 1967 to 1977 marked the inflationary period (food prices nearly doubled in this decade). The sharp increase in nominal growth from 1967 to 1977 may account for the abrupt drop in the size of the estimated coefficient on growth in 1972 and 1977. To test this idea the equations were re-estimated with G replaced by the percentage change in physical output (G-Q) since the last census year.4 Although without knowledge of the price elasticity of demand one cannot predict the relationship between the two growth measures, the correlations between the two growth measures varied from .55 to .75, depending on the year. The results with G-Q paralleled those already reported for G, except the significance level of the estimated coefficient for G exceeded that for G-Q in every census year except 1977. The largest estimated coefficient for G-Q appeared in 1967 and in 1972 G-Q had a negative, yet insignificant, estimated coefficient. In 1977 the estimated coefficient of G-Q regained its positive sign, but unlike the result with G it had a magnitude similar to the pre-1972 levels and was significant at the 5% level. Thus, inflation appears to explain the drop in the size of nominal growth's estimated coefficient in 1977, but the result in 1972 is left unexplained.

⁴ Those industries that lacked physical output data were omitted from the re-estimation, leaving the following sample sizes: in 1977, n=47; in 1972, 1967 and 1963, n=48; and in 1958, n=43. The 1954 equation was not re-estimated.

The fourth variable, the capital-output ratio (KO), proved a powerful explanatory variable indicating that omitting it on the assumption that it would be nearly constant across food manufacturing's product classes would be wrong. As hypothesized, KO was positively related to price-cost margins. Its estimated coefficient and its standard error did not vary much from year to year.

The last variable, the plant technical economies of scale variable (MES), had a very strong effect in 1954, but then fell in significance over time. The standard error remained virtually constant over time so the decrease in significance is attributable to the declining size of the estimated coefficient. This pattern stands in stark contrast to the pattern found for concentration. Whereas MES was significant at a 5% level in the first three years and not in the last three years, the reverse was true of concentration. To gain confidence that the increase in concentration's effect was not a statistical artifact dependent upon the decrease in MES's estimated coefficient, the models were rerun with MES and KO omitted from the equations, since both MES and KO are positively correlated with concentration. The same pattern was found in these models; concentration became more significantly related to price-cost margins over time. This pattern is also clear when only years 1958 and 1972, the two years for which the MES variable were calculated, are considered. It appears that plant economies of scale were less of a factor in explaining price-cost margins in the later years and concentration became an important explanatory variable despite its earlier insignificance.

The results in table 1 clearly suggest that some of the estimated coefficients had a definite trend over the 23 year

period, especially CR4 and MES, and possibly A/S. However, Chow tests for structural change⁵ between any two years, including the maximum time-spread possible, 1954 and 1977, failed to reject the null hypothesis of parameter constancy. Moreover, the generalized Chow test for all six equations favored pooling the data for the six census years.

Analysis of Pooled Data

The data for the six census years were pooled and estimated with a single equation (table 1, last equation). With all 300 observations in a single equation, all of the estimated coefficients in the model were significant at the 1% level. The full period was then split in half: 1954 to 1963 and 1967 to 1977. Pooling of the three census years within each of these two periods resulted in 150 observations for each period. This pooling allows for increased efficiency in estimation while retaining the possibility that the parameter estimates differed from the earlier period to the later period. The structural change test for these two equations rejected the null hypothesis of parameter constancy at the 5% significance level. This supports the observed trends in table 1, where the estimated coefficients for CR4 and A/S were not significant in the first three years (1954 to 1963) but were significant in the last three years (1967 to 1977). An opposite pattern occurred for MES and growth.

 $^{^{5}}$ For a discussion of the Chow test see Johnston pp. 207-225.

Although the above test indicates a significant difference between the estimated equations for the two periods, it does not identify which of the coefficients were responsible for the significant difference. To determine this the two equations were stacked and estimated as a system of equations with two-stage least squares (2SLS). Each estimated coefficient from the first period's equation was tested against its counterpart in the second period's equation. These individual coefficient tests showed significant increases for CR4 and A/S, and a significant decrease for MES (all at the 5% level).

The full time period was then separated into three decades; the 1954 data were pooled with the 1958 data, the 1963 data with the 1967 data, and the 1972 data with the 1977 data. The model was estimated for each decade with each estimated equation having 100 observations. The results from estimation by OLS are shown in table 2. The patterns seen in table 1 are repeated here. The coefficient on CR4 increased over time whereas the coefficient on MES declined. A generalized Chow test for structural change rejected the null hypothesis of parameter constancy at the 5% level thereby discouraging further pooling of the years.

To test for individual differences in the estimated coefficients, the 1950's equation and the 1970's equation were stacked and the system was estimated by 2SLS. The results of testing each coefficient from the 1950's equation against its counterpart from the 1970's equation showed that the coefficient of CR4 had increased significantly at the 5% level, whereas the coefficient of MES had decreased significantly at the 1% level. In addition, the coefficient for A/S had increased significantly at the 1% level.

Table 2. Estimated Price-Cost Margin Models From Pooling Years 1954 with 1958, 1963 with 1967, and 1972 with 1977.

Year	Constant	Concentration (CR4)	Advert1sing-to Sales (A/S)	Growth (G)	Capital- Output (KO)	Plant Economies (HES)
1954 and 1958	.0440	.4169 (.3868)	2.214*	.1240** (.0403)	.3705** (.0588)	.0936** (.0020)
1963 and 1967	.0067	1.457** (.472)	2.215* (.501)	.1552**	.3634** (.0744)	.0607** (.0024)
1972 and 1977	.0161	1.649**	3.832** (.604)	.0182 (.0213)	.3542** (.0770)	.0319 (.0023)

Notes:

The standard error for each regression coefficient appears below it.

All significance tests were one-tail.

* The estimated coefficient was significantly different than zero (one in the case of A/S) at 5 percent.

** The estimated coefficient was significantly different than zero (one in the case of A/S) at 1 percent.

For agreement with the data published in the appendix the estimated coefficients and standard errors for CR4 must be divided by 1000, for A/S and G they must be divided by 100, and for MES they must be divided by 10.

Neither the coefficients of G nor KO showed any significant change. The results of these tests give statistical support to the observed trends first seen in table 1.

Summary

Overall, this structure-price-cost margin model supports the numerous other structure-profits studies. It is unique in that it examines the relationship in each census year over a 23 year period with the same 50 national food and tobacco product classes. The results indicate that the positive relationship of four-firm concentration and price-cost margins became stronger over time. The reverse was true for the relationship between plant economies of scale and price-cost margins. The positive effect of product differentiation, as measured by a media advertising-to-sales ratio, on price-cost margins grew stronger and more significant over time.

The findings support the view that the food and tobacco manufacturing sector is less affected by business cycles than other manufacturing sectors. The results indicate that in food and tobacco manufacturing the influence of market concentration on profits does not disappear during inflationary periods, as many industrial organization economists have hypothesized for industries in general. Indeed, in this analysis, the concentration-profit relationship was strongest during the 1967 to 1977 period—a period of relatively high inflation.

APPENDIX

This appendix includes the data sources, a list of the data, and a correlation matrix of the variables used. Since this data set is largely from Rogers (1982) the interested reader is urged to consult Chapter 4 and appendix B of that work.

I. Data Sources

A. Dependent variable

The price-cost margin (PCM) was calculated from Table 5a (establishments with this product class primary), Census of Manufacturers: Industry Report Series, Washington, D.C.; U.S. Department of Commerce, 1977 and earlier years. As an example, the calculation of the PCM77 for SIC 20112, Veal, was as follows:

B. Independent variables

- 1. Concentration (CR4) and value-of-shipments (VOS), used to calculate growth (G), were from Rogers (1982). His basic source was Table 9 in 1977 (Table 6 in 1972), Census of Manufacturers: Concentration Ratios in Manufacturing (MC77-SR-9), Washington, D.C.: U.S. Department of Commerce.
- 2. The advertising-to-sales ratio (A/S) was from Rogers (1982). His basic source for the media advertising data was Leading National Advertisers, Inc., 1977 and earlier years. Value-of-shipments (VOS) was used as the denominator.
- 3. The capital-output ratio (KO) was calculated from Table la of the same source as for PCM. It was the ratio of gross value of fixed assets to VOS. In 1977 the assets data were unavailable so 1976 data were used for both assets and VOS. For 1963 and 1958 the source was the Annual Survey of Manufacturers: 1964 and 1965, Bureau of the Census, Washington, D.C.; U.S. Government Printing Office, 1968, Chapter 7, pp. 149-169. Neither 1963 nor 1958 had assets data hence 1962 and 1957 assets data were used but VOS were from 1963 and 1958 respectively. If no assets data were available for an industry in 1957, the KO from 1963 was used for the 1958 KO value.
- 4. The plant minimum efficient size variable (MES) was calculated by the percentage of total industry value-added contributed by the plant estimated to be at the midpoint of the distribution, using value-added per employee to interpolate within the proper employment size class (see Weiss's "Factors in Changing Concentration", The Review of Economics and Statistics, XLV, 1963, for more detail). The source of the MES variable was table 4 of the same source as for PCM.

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PRICE-COST MODEL FOOD & TOBACCO COMPARE 1954 TO 1977

DESCRIPTIVE STATISTICS UNBIASED ESTIMATES

VARIABLE NOS. NAMES	SUM	MEAN	STANDARD DEVIATION	VARIANCE	RELATIVE ERROR BOUND	MINIMUM
10 CR454 11 CR458	.24670+004 .23560+004	.49340+002 .47120+002	.22215+002 .22052+002	.49349+003 .48631+003	.52334-15 .49082-15	. 18000+00
12 CR463	.23590+004	.47180+002	.22642+002	.51264+003	.47104-15	. 14000+00
13 CR467	.23490+004	.46980+002	.21652+002	.46880+003	.50343-15	. 15000+00
14 CR472	.24480+004	.48960+002	.21335+002	.45518+003	.55283-15	. 16000+00
15 CR477	.25530+004	.51060+002	.22398+002	.50165+003	.54671-15	.18000+002
86 G7277	.32708+004	.65417+002	.36324+002	. 13194+004	.37380-15	28296+00
16 PCM77	.11619+002	.23238+000	.13529+000	. 18303-001	.34786-15	. 28000-00
17 PCM72	.11965+002	.23930+000	.13977+000	. 19537-001	.34616-15	.52000-001
18 PCM67	.11749+002	.23498+000	. 13811+000	. 19073-001	.34295-15	.49000-0
19 PCM63	.11212+002	.22424+000	.14078+000	. 19819-001	.31129-15	.19000-00
20 PCM58	.10214+002	.20428+000	.12008+000	.14418-001	.34290-15	.30000-00
21 PCM54	.97340+001	. 19468+000	.11146+000	. 12424-001	.35673-15	. 20000-00
	.98530+001	.19706+000	.10133+000	.10267-001	. 42149-15	. 68000-00
23 K072	.11662+002	.23324+000	.11322+000	.12818-001	.46237-15	.78000-00
	.11686+002	.23372+000	.11535+000	. 13306-001	.45007-15	.88000-0
125 K063	. 10474+002	.20948+000	.11605+000	. 13467-001	.37513-15	.84000-001
27 K058E	.10149+002	.20298+000	.11813+000	. 13955-001	.34804-15	.69000-00
28 MES72	.12430+003	. 24860+001	.39644+001	. 15717+002	. 12154-15	.80000-00
	1.11268+003	.22536+001	.43218+001	.18678+002	. 11080-15	.50000-00
_	.48043+002	.96086+000	. 15699+001	. 24646+001	.11989-15	.00000+000
	.71286+002	.14257+001	.20829+001	.43385+001	.12820-15	.00000+000
	.54440+002	.10888+001	.14957+001	. 22371+001	.13364-15	.00000+000
	.61457+002	.12291+001	.17566+001	.30857+001	.13007-15	.00000+000
	.71719+003	.14344+002	.17847+002	.31853+003	.14390-15	36358+007
49 65863	.88517+003	. 17703+002	.23574+002	.55572+003	. 13665-15	32651+002
50 G6367	.90762+003	.18152+002	.18565+002	.34466+003	.17135-15	29927+002
51 G6772	. 15521+004	.31042+002	.28044+002	.78644+003	. 19518-15	24634+002

NUMBER OF OBSERVATIONS

50.

PRICE-COST MODEL FOOD & TOBACCO COMPARE 1954 TO 1977

150 G6367																										10 CR45	NO. NA	VARIABLE	CORR
57	သ	58 8	7	~	7	+-	58	72	Œ.	w	7		U ,	4	8	33	37	72	7	7	7	2	7	ü	æ	4	NAME	NO.	ELAT
079	051	. 129	. 343	.305	.426	. 530	. 480	. 345	053	.014	.056	.052	.044	. 353	.462	. 400	. 403	.378	.340	182	. 794	. 830	. 895	.945	.974	1,000	CR454	10	I O N M
067	.006	. 114	.419	. 394	.507	. 591	.516	. 403	003	.071	. 124	. 132	. 112	. 406	.515	.436	. 459	. 465	. 411	187	.869	.902	.941	.975	1.000		CR458	=	MATRIX
030	. 052	. 127	.476	. 454	.542	.610	.532	.428	.010	. 094	. 167	. 167	. 168	.471	.579	.507	.550	. 539	. 464	129	.906	.934	.977	1.000	! }		CR463	12	
.028	.073	. 183	.492	475	.543	.610	. 525	.416	.050	. 130	. 218	.219	.217	. 495	.617	.548	. 603	. 583	.509	094	.946	.970	1.000)			CR467	13	PAGE
- 045 - 076	. 142	. 195	.534	.510	.569	625	. 559	. 449	. 102	. 184	. 281	. 294	. 292	. 562	. 668	.589	. 649	. 647	.586	066	.977	1.000)				CR472	14	
.072 149	144	. 174	.525	. 482	.041	.586	. 55	. 469	. 150	. 226	.325	. 350	. 335	.5/3	. 6/5	. 597	. 662	. 651	. 605	036	1.000						CR477	15	
. 316 . 059	. 259	.053	.047	.027	1,016	.002	.031	. 060	. 378	. 330	. 332	. 33/	. 200	/5	. 14/	. 142	. 197	. 151	. 189	1.000							G7277	8 6 1	
. 264	514	.41/		. 696	. 583	632	. 539	.4/6	. 336	. 415	. 486	. 538	. 520	. 600		. 885	. 933	. 935	. 000								PCM / /	116	
. 235 . 058	.414	. 350	. /6/		. /46	.6/8	. 562	100		. 439	. 5	. 500	. 55	100		. 915	. 957										PCM/2	117	
. 333 . 091	. 430	.390	. / 30	. / - /	. 080	. 633	. 552	10 10 14 14 14	. 320		. 4.	. 5 . 5	1 @		. 940	. 946	- 000										PCM6/	118	
. 115	.3//	. 416	. / 10	. 0 / /	. 623	. 650	. 0 . 0	. 44.0		. 40	. 5 / /		1 U	. 00	, n n 1	. 000	2										PCM63	119	
. 143	. 367	. 422	. / 08	. 6/9	. 670	. 659	. 602	. 490	.443	. 0		. 007	. 022	- c - c	. 000					-							TCM56	120	

PRICE-COST MODEL FOOD & TOBACCO COMPARE 1954 TO 1977

148 G5458 149 G5863 150 G6367 151 G6772	VARIABLE NO.	121 PCM54 122 K076 123 K072 124 K067 125 K063 127 K058E 128 MES72 129 MES58 130 AS54 131 AS77 132 AS72 133 AS77 148 G5458 149 G5863 150 G6367	CORRELA VARIABLE NO. NO. NAME
1.000 .335 .459 .251	148 G5458	1.000 .622 .596 .596 .438 .438 .464 .464 .597 .591 .591 .591 .591 .592 .593	T I O N N 121 PCM54
1.000 .459 .226	149 G5863	1.000 .938 .902 .850 .788 .257 .257 .257 .262 .316 .316 .357 .404 .181	MATRIX 122 K076
1.000 .167	150 G6367	1.000 .904 .904 .861 .294 .294 .279 .285 .315 .357 .185	123 K072
1.000	151 G6772	1.000 .952 .912 .163 .247 .220 .223 .267 .287 .123	PAGE 124 K067
		1.000 .979 .061 .154 .177 .203 .228 .145 .243	2 125 K063
		1.000 068 .028 .095 .095 .129 .129	127 K058E
		1.000 .864 .450 .451 .511 011	128 MES72
		1.000 .576 .516 .553 .553 .741	129 MES58
		1.000 .906 .800 .884 .280 .192	130 AS54
		1. 000 .908 .903 .254 .182	131 AS67
		1.000 .920 .221 .231	132 AS72
		1.000 .220 .316 .269	133 AS77

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