Retail Market News
AS AN AID IN MARKETING

A study of opportunities for making further use of retail market news as an aid in the marketing of food products

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PREFACE

With the United States Department of Agriculture and many State governments reporting wholesale market news on agricultural products as an aid to better marketing, the question frequently has been raised as to whether retail market news would be useful to help give the complete marketing picture. In fact, retail market news reporting has been undertaken by several States and one city government.

This study examines some of the needs for better retail market information, as reflected by market price behavior; it shows the extent and kind of uses made of retail market news by retailers, wholesalers, processors, shippers, farmers, and homemakers; and it sets forth methods of reporting and costs of retail market news.

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James C. Kellam, marketing specialist, of the Marketing and Facilities Research Branch, Production and Marketing Administration, who supervised the collection of weekly information from the independent grocery stores and prepared the wholesale-retail price comparison reports, and Sloane H. Hoopes, field enumerator, also of the Marketing and Facilities Research Branch, who, in addition to doing enumeration work, prepared the monthly report on deliveries of consumer-size packages of frozen foods.

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SUMMARY

Retail market news is reported in Boston by the Massachusetts State Department of Agriculture, in Providence by the Rhode Island State Department of Agriculture, in New York City by the Department of Markets of New York City, and in Baltimore by the University of Maryland Extension Service.

To further explore the possibilities of retail market news, and to test the gathering of market news from retail stores by statistical sampling, an experimental retail market news service was conducted in Baltimore for a trial period, April 1949 to December 1950.

An analysis of the data gathered by the experimental service showed there were numerous and occasionally large maladjustments between retail and wholesale prices. Such maladjustments in pricing make it impossible to determine the complete marketing picture from wholesale market news reports alone, and they also seriously impair the effectiveness with which the marketing system operates.

This study showed that retail prices frequently failed to adjust adequately to price reductions made by wholesalers and producers. As a result there was no incentive for consumers to increase their purchases, and supply conditions were not relieved. The homemaker at the same time was not getting as much for her money as she should have received.

There were times when strengthened demand caused prices to rise at retail, yet these increases were not reflected in higher wholesale prices. Under such conditions the incentive needed to attract increased supplies into the city was lost.

It also was observed that retail mark-ups over wholesale on individual commodities varied widely. As a result, some commodities were required to pay the cost of marketing others, and consumer attention was frequently directed away from those items in relatively large supply to those items in relatively short supply.

These maladjustments result from individual decisions (or the failure to make decisions) in pricing or buying a large number of individual commodities, and when retailers, wholesalers, processors, shippers, farmers, and homemakers were provided with retail market news it was found that each, acting in his own interest, used the information in ways that tended to bring about over-all economic improvements and worth while reduction of these maladjustments.

Eighty-four percent of the retail grocers in Baltimore used the retail market news reports which were sent to them. They were better able than otherwise to keep up-to-date with competitive price changes on the large number of commodities they handle. They were better prepared to determine what price they could afford to pay and still sell competitively.

Fifty-five percent of a representative sample of homemakers were sufficiently interested in doing a better job of food buying to make use of the retail prices and best-buy information supplied them. As a result of the information in the reports these homemakers substantially increased their purchases of the items that were shown to be currently better values.

Forty-nine percent of Baltimore wholesalers, 39 percent of processors, 28 percent of shippers to Baltimore, and 4 percent of Maryland and Virginia farmers who received the report said they used the information sent them.

The reporting of a weighted average retail price or a "most general" price in addition to a price range makes retail market news more useful than when a price range alone is reported. The ranges in retail prices are usually so wide that by themselves they frequently are not good indicators of price level or changes.

The experimental reporting of retail market news showed that accurate retail prices on a large number of commodities in a city the size of Baltimore costs approximately $21,000 a year. This cost is comparable with or lower than that for reporting wholesale market news on the same number of commodities. Instead of the daily reports which are usually needed for wholesale reporting, weekly reports can be used satisfactorily in retail reporting. Instead of having separate market news services for each commodity group, as is usually done in reporting at wholesale, it is more effective in reporting retail market news to have one reporter in charge of gathering the information on all commodities.

RETAIL MARKET NEWS AS AN AID IN MARKETING

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INTRODUCTION

The object of the study on which this report is based was to inquire into the benefits, practicability, and costs of further developing retail market news reporting as an aid in marketing farm products. Existing retail market news services were examined, and the users of these services were surveyed. In addition, an experimental retail market news service was conducted for a trial period in Baltimore, Md.

The reporting of information to help in the making of marketing decisions has long been recognized in the United States as a useful and valuable service. The first strong expression of interest for better marketing information originated at the producer end of the marketing channel and then extended from crop reporting (started in 1841 by the U. S. Patent Office) 1/ to shipping point market news and city wholesale market news (both started in 1915 by the U. S. Department of Agriculture). In more recent years there has been some limited reporting of retail market conditions.

Retail market news is now reported at Boston by the Massachusetts State Department of Agriculture, at Providence by the Rhode Island State Department of Agriculture, at New York City by the Department of Markets of New York City, and at Baltimore by the University of Maryland Extension Service. Also, retail market information is gathered by some trade organizations for the use of their members and by some commercial survey companies for sale.

The largest gatherer of retail prices is the United States Bureau of Labor Statistics which gathers retail prices for the purpose of computing the monthly Consumers Price Index. Retail prices are also gathered monthly by the New Jersey State Department of Labor to reflect conditions in the State of New Jersey. These prices are not considered to be retail market news because when the prices are released it is usually too late for them to be of much assistance in making current marketing decisions.

1/ The reporting of size of crops is listed as marketing information for the reason that its most important use is as an aid in determining market values.

To explore the possibilities of retail market news more fully than had been done before, and to test the gathering of market news data from retail stores by statistical sampling, an experimental retail market news service was conducted for a trial period in Baltimore in cooperation with the University of Maryland Extension Service. 2/

In conducting this experimental retail market news service, a comprehensive survey first was made of retail food stores in Baltimore to provide a basis for the work and the selection of representative samples of stores. From April 1949 to December 1950, new methods and techniques for gathering retail market news on prices and volume of sales were developed and tested, including a method for reporting weighted average retail prices. From January through December 1950, alternative styles of weekly retail market news reports were distributed to retailers, wholesalers, processors, shippers, farmers and homemakers. The prices and other information were tabulated and studied. Then near the end of the trial period, surveys were made of those who had received the reports to determine the use made of them.

2/ The University of Maryland Extension Service utilized the retail market news information gathered by the Marketing and Facilities Research Branch, during the trial period it was available, and prepared the reports which were sent to homemakers to test their uses of the service. This experimental retail market news service, however, should not be confused with the regular retail price reporting of the University of Maryland which is discussed in Part IV. Retail prices are not regularly reported by a market news service in Baltimore, therefore, the University Extension Service gathers this information itself for use in its consumer education work. They resumed their gathering of retail prices following the discontinuance of the experimental service.

PART I

NEED FOR RETAIL MARKET NEWS AS SHOWN BY MARKET PRICE BEHAVIOR

Numerous and occasionally large maladjustments were found between retail and wholesale prices. Sometimes these maladjustments seriously reduced the effectiveness of the marketing job being done. They also made it impossible to determine the complete marketing picture from the wholesale market news reports alone.

Frequently retail prices failed to adjust adequately to price reductions made by producers and wholesalers. As a result there was no increased incentive for consumers to increase their purchases, and supply conditions were not relieved. The homemaker at the same time was not getting as much for her money as she should have received.

There were times when strengthened demand caused prices to rise at retail, yet these increases were not reflected in higher wholesale prices. Under such conditions the incentive needed to attract increased supplies into the city was lost.

It was also observed that while retailers priced their products so that total charges covered total expenses the marketing charge on individual commodities varied widely. The result of this was that some commodities were required to pay the cost of marketing others, and that frequently consumer attention was directed away from those items in relatively large supply to those items in relatively short supply.

These maladjustments result from individual decisions (or the failure to make decisions) in pricing or buying a large number of individual commodities. If through retail market news consumers were better informed as to prevailing market prices they, in their own interest, would be more effective in seeking out the values. In turn, there would be a greater incentive for retailers to keep their selling prices on individual commodities more closely in line with market changes, and to do this retailers need to be better informed. With reliable retail prices published, those who are selling farm products at wholesale would know better when to ask and get higher prices because of strengthened consumer demand, and they would be less likely to sell at lowered wholesale prices when retail prices were holding steady.

Failure of Retail Prices to Adjust to Wholesale Price Changes

On nearly all items studied there was a stickiness in retail prices in adjusting to wholesale price changes. Sometimes the retail prices did not change as much as wholesale prices. In other instances, retail prices lagged several weeks before adjusting to wholesale price changes. Then there were instances when the retail prices continued unchanged for long periods with very little regard for wholesale price changes.

Cauliflower Prices

The failure of retailers as a group adequately to adjust their prices on cauliflower to the decline in wholesale prices which occurred during March gave consumers no incentive to increase their purchases and thus relieve the supply situation that was forcing wholesale prices down (fig. 1).

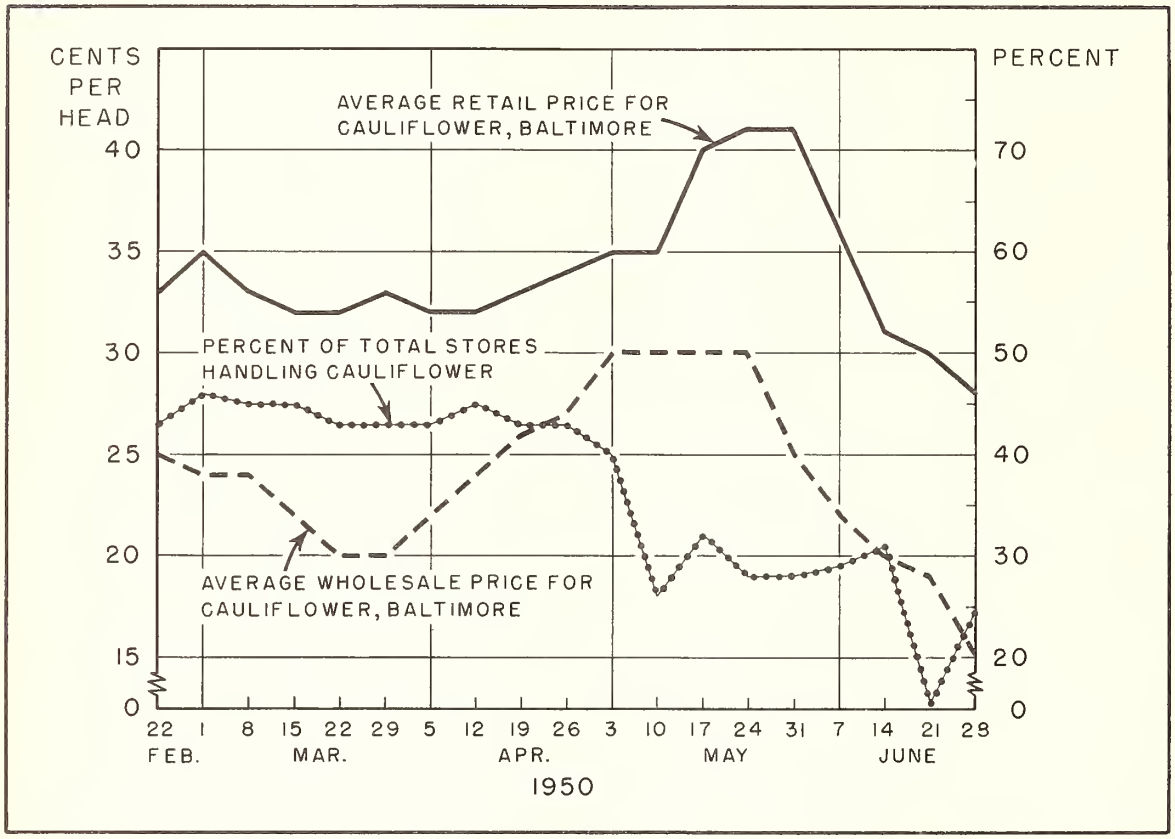

Figure 1.--Retail and wholesale prices of cauliflower and percentage of total stores handling it.

When wholesale conditions finally improved and wholesale prices rose during April, only a few retail stores made the price adjustments that resulted in the small average retail price increase. Finally in May there was a sudden general awakening among retail store operators to the fact that there was not much profit in handling cauliflower. About one-third of those who had been handling cauliflower dropped it, and most of the others increased their prices sharply. The total effect was that the volume of cauliflower moving was reduced just as surely as when a faucet is turned to stop the flow of water. Wholesale prices dropped from

30 to 15 cents a head, and while prices were falling there was no recovery of interest among the stores to resume handling cauliflower. No one gains by such erratic fluctuations in commodity pricing except possibly a few speculators.

Bacon Prices

Wholesale prices for meat cuts were not quoted in Baltimore, so it was not possible to follow the wholesale-retail price relationships for meat as closely as for fruits, vegetables, and eggs. By using New York wholesale prices, however, the same general inconsistencies between wholesale and retail prices on meat products seemed to show up as on other commodities. 3/

As bacon prices at wholesale rose during July, August, and September 1949, the retail prices rose much more slowly, and then when wholesale prices declined in October and November, the retail prices made only a partial adjustment (fig. 2). As a result of the slowness in retail

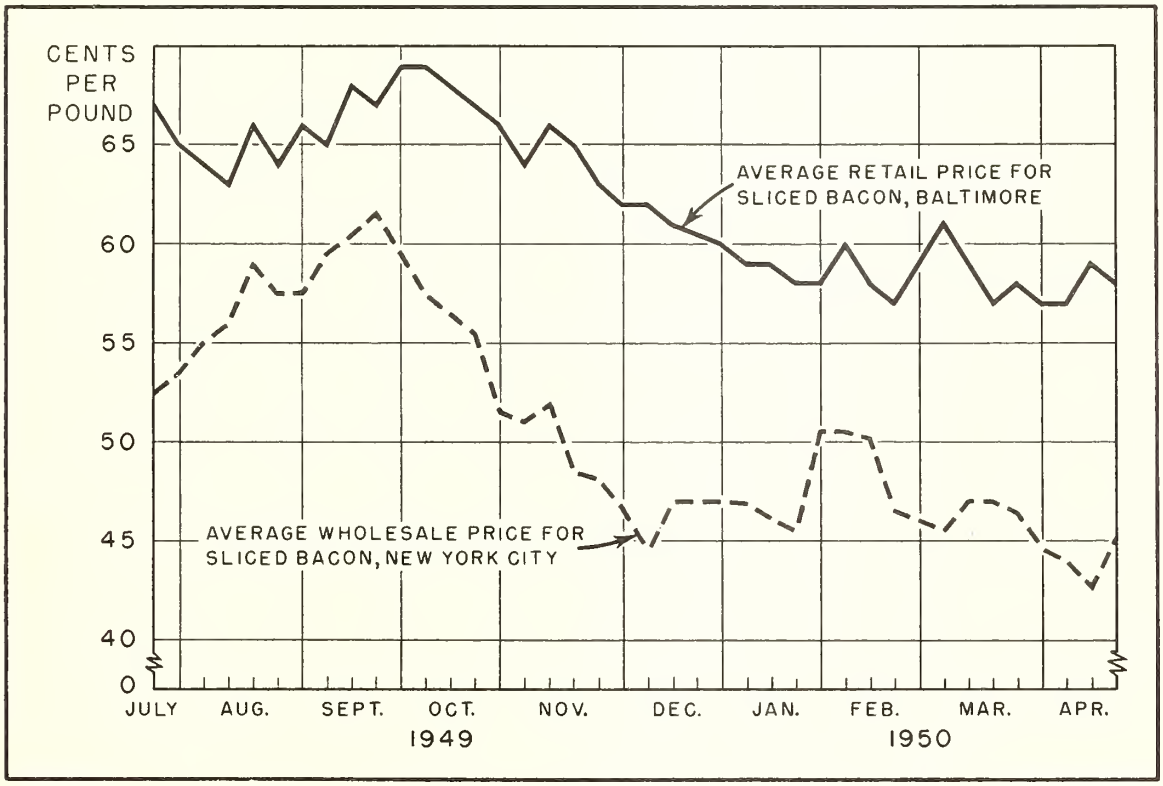

Figure 2.--Retail and wholesale prices of sliced bacon.

3/ There is a large amount of cross hauling of meat between the East Coast cities which under normal conditions should make the New York wholesale quotations a reasonable measure of wholesale prices in Baltimore. Some packers in the New York area deliver regularly in Baltimore, and some Baltimore packers regularly deliver in the New York area.

prices to adjust, the marketing charges between wholesale and retail increased 129 percent, from 7 cents a pound in September 1949 to 16 cents a pound in December. If in October and November, 1949 retail prices had made a better adjustment to wholesale prices, it likely would have helped sales and prevented wholesale prices from falling as far as they did.

Butter Prices

The retail prices for butter in Baltimore (a large part of which comes from the Midwest) held steady for long periods of time even though wholesale prices changed (fig. 3).

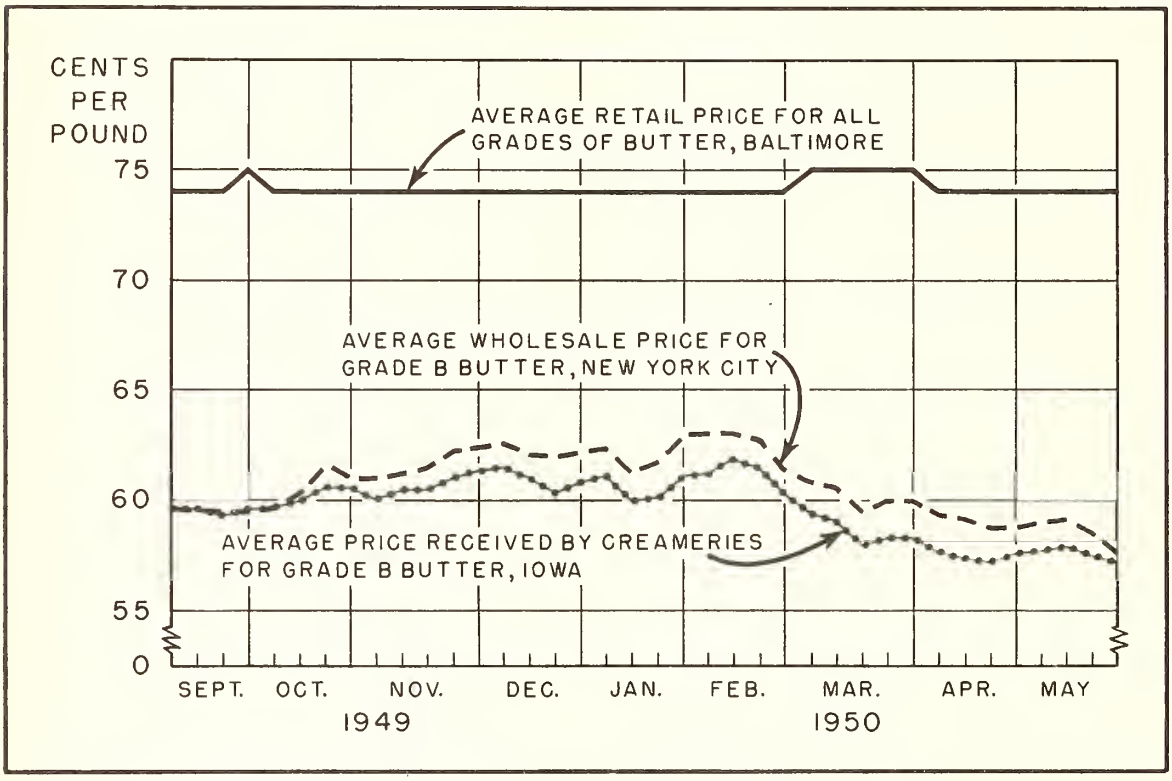

Figure 3.--Retail and wholesale prices of butter.

The increase in the retail price from 74 to 75 cents a pound in March 1950 apparently was a delayed response to the gradual increase in wholesale prices from 59.5 cents a pound in September 1949 to 63 cents in February 1950. This retail price increase, however, came after wholesale prices had started downward and could not have been more poorly timed. It retarded retail butter sales just when they were most needed and gave a downward shove to the already declining wholesale prices.

Canned Orange Juice

There were no weekly wholesale prices available on canned foods to compare with the retail prices, but an examination of the retail prices charged by individual stores showed that some of the stores could not have been following market changes. One-third of the stores made hardly any changes in the price of canned orange juice from July 1949 through March 1950--a period during which other stores changed their prices by large amounts (fig.4).

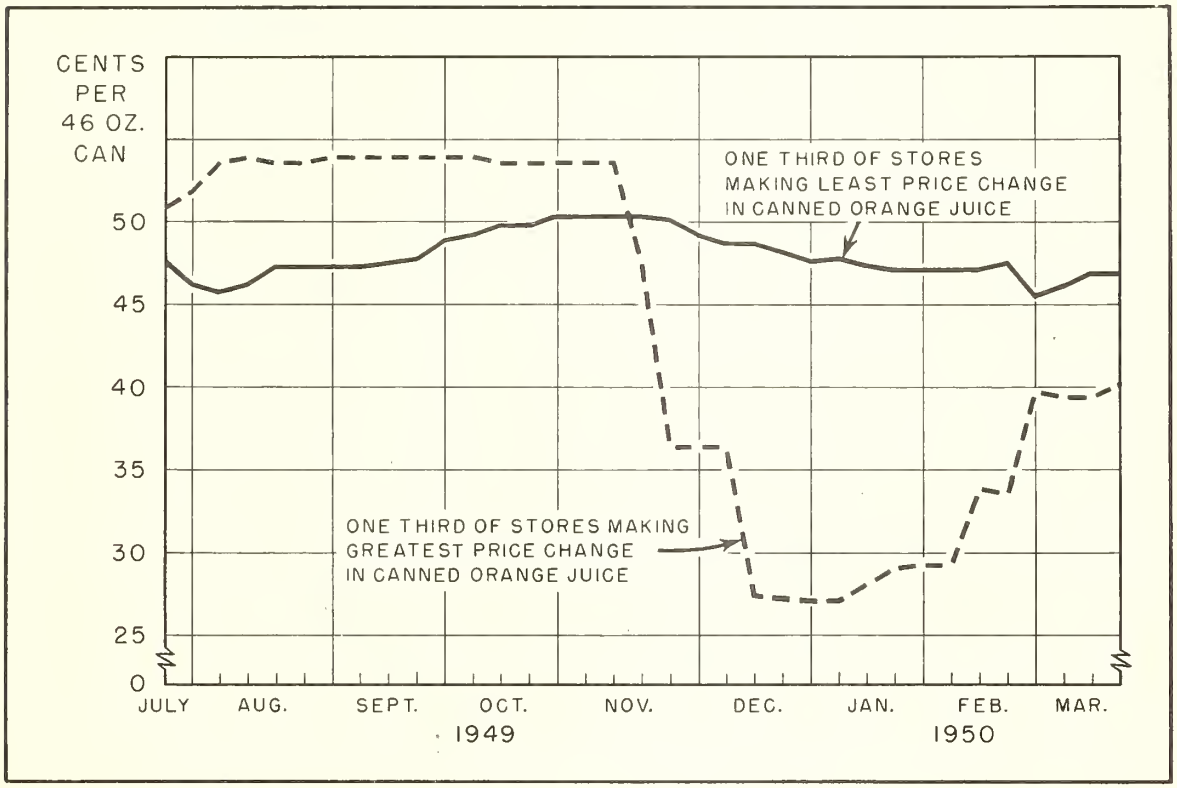

Figure 4.--Stores making greatest and least change in canned orange juice prices.

The stores who held their prices steady were sometimes lower and sometimes higher in price than those making the greatest change. When supplies were short in the fall of 1949, they made only a very small and slow price adjustment upward. Then in December and January when a large supply of new pack of canned orange juice came on the market, these stores gave very little aid in moving the larger supply into consumption.

Failure of Wholesale Prices to Rise With Retail Prices

Occasionally wholesale prices failed to take advantage of retail price increases, with a consequent loss in returns to the processor and farmer.

Sweetpotato Prices

Prices of sweet potatoes held fairly steady at both wholesale and retail in Baltimore during the first 3 months of 1950 (fig. 5). Then in April 1950 when Baltimore truck and rail receipts of sweetpotatoes declined, there was an accompanying rise in retail prices but no rise in wholesale prices. Even when truck and rail receipts continued low through May and June, there was no strengthening in the wholesale prices.

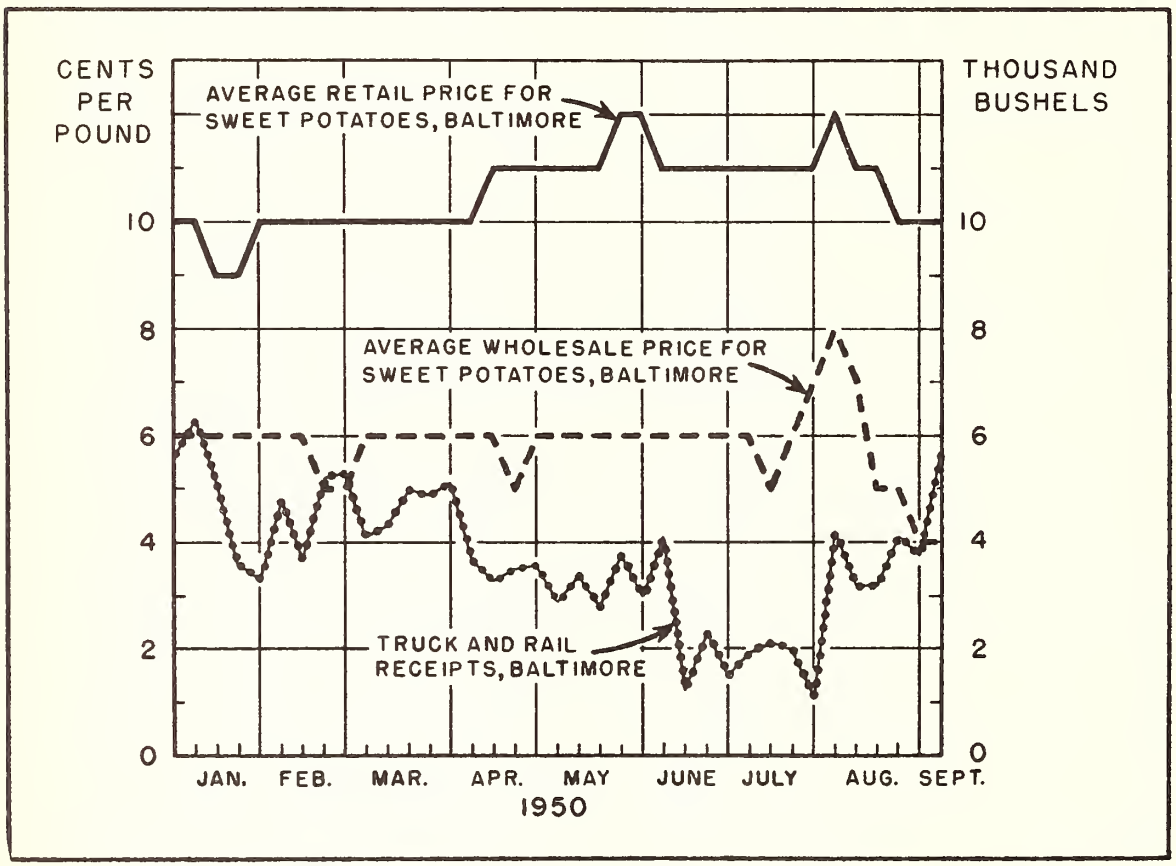

Figure 5.--Retail and wholesale prices and receipts of sweetpotatoes.

Not until the latter part of July when weekly receipts were only about one-half what they were earlier, did wholesale prices increase. Then prices went higher than could be maintained and fell to 4 cents a pound as shipments from the new crop increased the volume coming to Baltimore. If the wholesalers and shippers had been paying more attention to retail prices during April, May, and June, and had set higher asking prices commensurate with the higher retail prices, it appears likely that they could have obtained them.

Beef Prices

Wholesale prices in 1950 failed by a large amount to keep up with the rising retail prices of beef. Starting in April 1950, Baltimore retail prices for beef rose 12 cents per pound in three months, and wholesale prices during the same time rose only 6 cents. Both prices then leveled off for several months and not until November and December 1950 did the wholesale prices rise enough to begin reducing the higher marketing charge being taken (fig. 6).

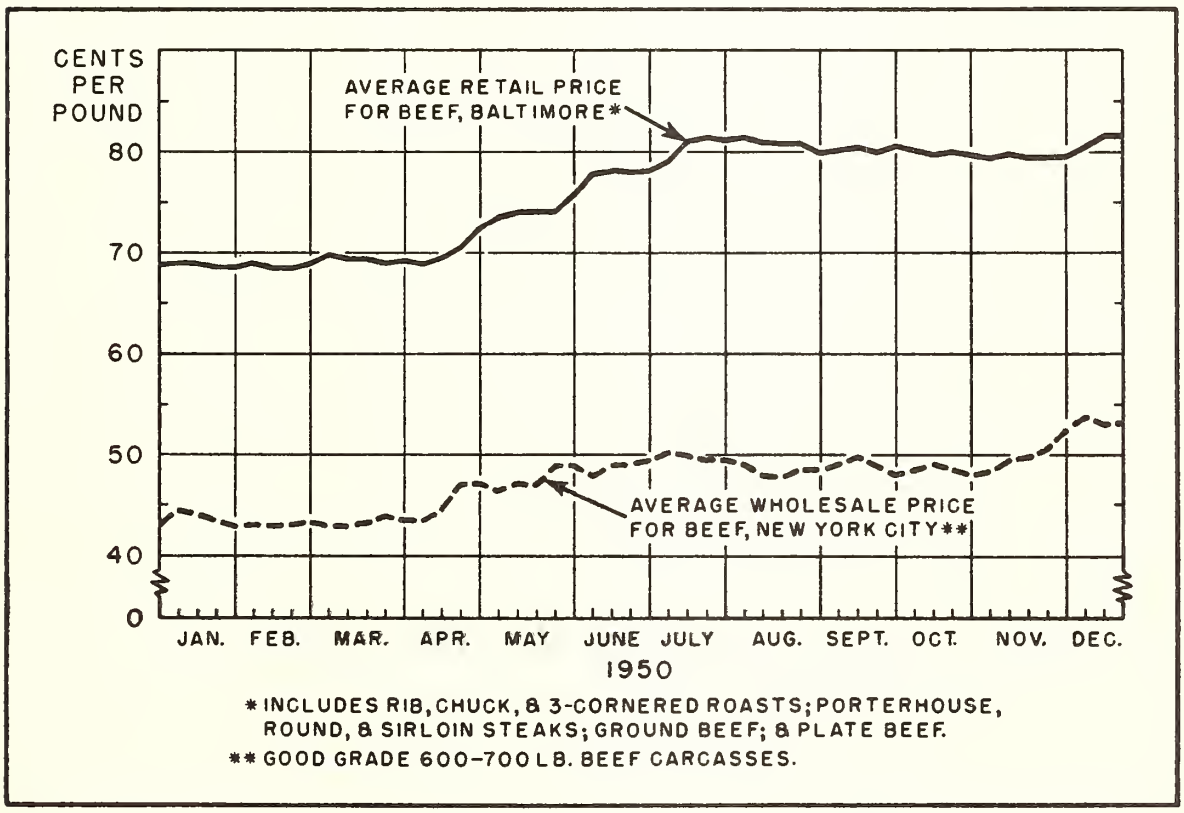

Figure 6.--Retail and wholesale prices of beef.

The average difference between wholesale and retail prices for beef for the 6 months, July through December 1949, was 25.0 cents per pound. From January 1950 through April 19, 1950, the wholesale-retail difference was about the same or 25.6 cents per pound. From April 26, 1950, through December 1950, however, the average charge for marketing beef from wholesale through retail had increased to an average of 29.7 cents per pound. This higher charge, when multiplied by the average per capita consumption of beef during this period, amounted to approximately 2 million dollars added to charges made for marketing beef in Baltimore. 4/

Wide and Damaging Differences in Marketing Charges

Some of the preceding charts have shown how the average charges made for marketing products from wholesale through retail varied by wide amounts at different times. In addition, at any one time, there were also wide differences in the marketing charges made by different stores in handling the same product and by the same stores in handling similar products.

Part of the difference in marketing charges between stores, of course, is accounted for by differences in services and convenience of store location. But when the mark-up of retail prices over wholesale is two and sometimes three times greater for some stores than for others, it is possible that the marketing charges assigned to individual commodities are sometimes too low and sometimes too high in relation to actual costs. A comparison of the lowest retail prices with the lowest wholesale prices on individual commodities during the same week and the highest retail prices charged with the highest wholesale prices gives some indication of the differences in mark-up that existed (table 1).

Table 1.—Price differences on specified commodities from the wholesale-retail comparison report, July 26, 1950 1/

Commodity	Unit	Difference between lowest retail price and lowest wholesale price	Difference between highest retail price and highest wholesale price
		Cents	Cents
Beans, lima	Pound	4.2	10.0
Beets	Pound	3.0	7.0
Carrots	Bunch	3.4	8.9
Lettuce, Iceberg	Head	5.6	10.0
Onions, green	Bunch	1.1	3.7
Lemons, size 432	Dozen	18.2	27.5

1/ See figure 10 page 23.

4/ This calculation assumes that the per capita consumption of beef in Baltimore was about the same as the national average.

During the week of July 26, 1950, the average retail mark-up on Jubilee and Elberta peaches over wholesale was 6 cents a pound, yet the mark-up on peaches of another variety (Hiley) was 10 cents a pound (see fig. 10, page 23). The condition of all varieties was approximately the same, and it does not seem likely that there could have been this much difference in the cost of handling them. The average mark-up on lima beans was 6 cents a pound, while the mark-up on Black Valentine beans was 9 cents a pound. During the previous week the charges were just reversed with the mark-up on lima beans 10 cents a pound and 5 cents a pound on Black Valentine beans. Pascal celery was bringing 15 cents a pound at wholesale and the retail mark-up was 9 cents. White celery which was bringing only 4 cents a pound at wholesale was carrying a retail mark-up of 12 cents.

This loose assigning of retail mark-ups to individual commodities without enough attention to marketing costs can only mean that some commodities must bear the cost of marketing others. It also means that consumers are not given the opportunity of adjusting their purchases to supply conditions at wholesale. For example, during the week of July 26, 1950, Black Valentine beans were bringing less at wholesale than the lima beans, yet at retail the Black Valentine beans cost more. The same situation existed with peaches. Jubilee and Elberta peaches were bringing more at wholesale yet were selling for less than the Hiley peaches at retail.

There is no reason why there should be any appreciable difference in the cost of handling large size grade B eggs from wholesale through retail as compared with large size grade A eggs. Yet, in August and September 1949, the average retail mark-up over wholesale for grade B eggs was 15 cents a dozen as compared with 11 cents a dozen for grade A eggs. Then in February and March 1950, grade B eggs were being handled for a retail mark-up over wholesale of only 7 cents as compared with an average of 11 cents per dozen for grade A eggs (fig. 7).

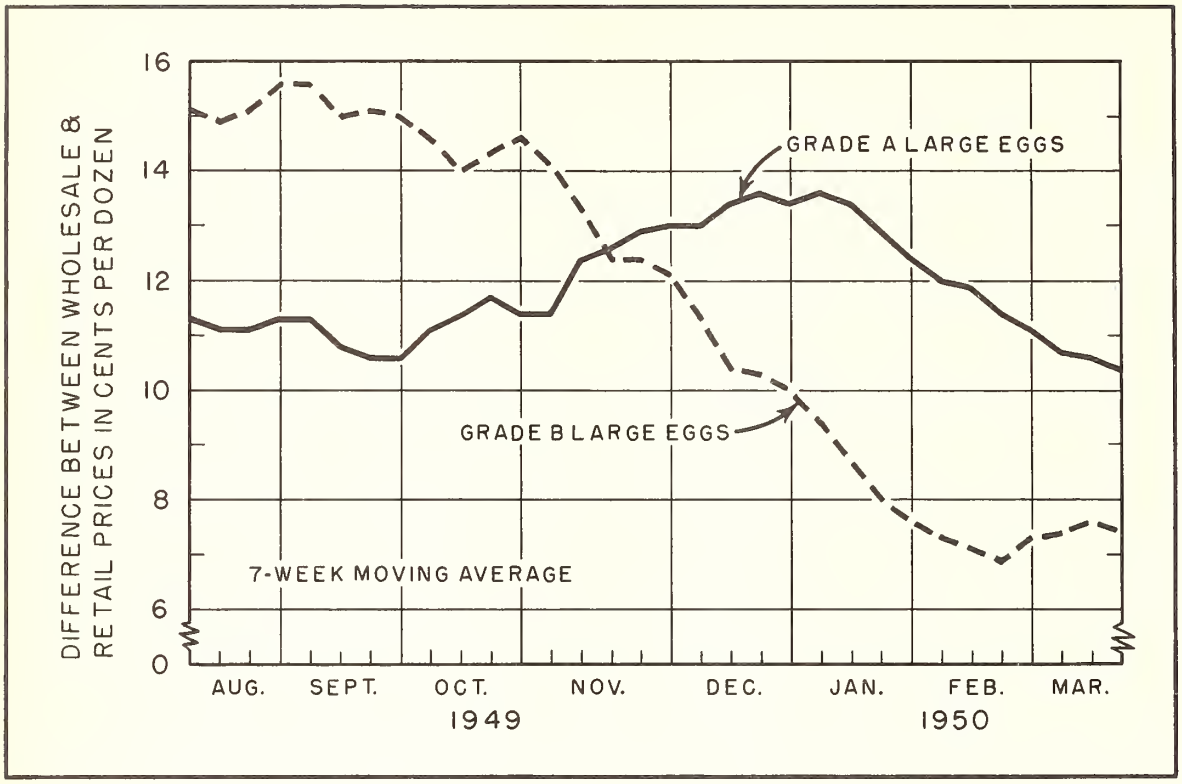

Figure 7.--Retail price mark-up over wholesale for grade A and grade B eggs.

An examination of retail prices showed that many stores were holding to a relatively fixed price difference between grade A and grade B eggs at retail, even though wholesale values were changing. Consumers in the city were not given an opportunity to respond to wholesale price changes so that the supply-demand situation between grade A and grade B eggs could adjust itself. This holding to a relatively fixed differential between grade A and grade B eggs at retail so distorted wholesale prices that while grade A eggs were selling at wholesale for 15.5 cents per dozen over grade B eggs in October 1949, by March 1950 they were only bringing 2.5 cents a dozen premium over grade B eggs. It is possible that this is one reason why producers sometimes become confused as to whether or not it is worth while to undertake the extra cost of delivering grade A eggs.

PART II

USES MADE OF THE EXPERIMENTAL RETAIL MARKET NEWS REPORTS

During the period January to December 1950 two experimental retail market news reports were mailed weekly to representative groups of retailers, wholesalers, processors, shippers, and farmers. One report gave the weekly average retail prices and price ranges for approximately 130 food items. The other report compared wholesale and retail prices for approximately 40 fresh fruits and vegetables. Also during 1950 a special weekly report was distributed to homemakers giving them retail price information together with suggested "best buys." Altogether a total of approximately 8,000 people were sent a report each week. 5/

The mailing lists were developed from the best sources available and the reports were sent with an explanatory letter stating that the report covered an experimental service to be conducted only for a trial period. Each occupation group was surveyed near the end of the year to determine the uses they had made of the information. The percentage of each group who made use of the retail market news information is shown in the following figure (fig. 8).

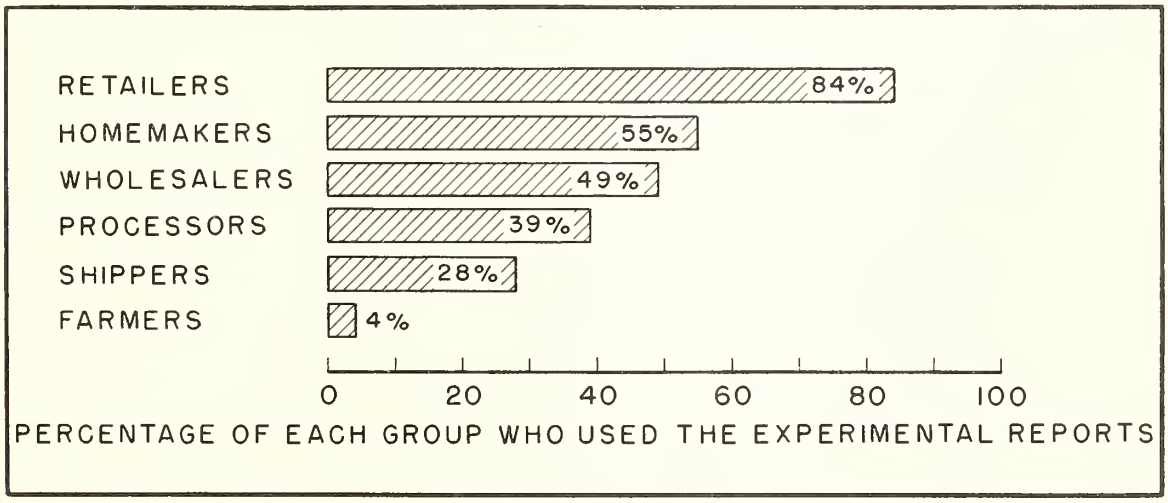

Figure 8.--Percentage of persons in each occupation group who used the experimental retail market news reports.

5/ The Marketing and Facilities Research Branch sent out reports to approximately 7,000 persons other than homemakers, and the University of Maryland sent out their reports to approximately 1,000 homemakers.

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In general, the nearer to retail the group surveyed was trading and the more commodities it was dealing with the greater was the proportionate number of people who used the reports. The typical retail grocer handles nearly all the commodities reported, and the prices quoted were on the exact level at which he was selling. The homemaker also trades at the retail level but has other interests to occupy her time in addition to food buying as contrasted to the grocer for whom the buying and selling of food products is a full-time job. The interest of the wholesaler, processor, shipper, or farmer is usually limited to the number of individual commodities in which he specializes. The wholesaler may specialize in either meats, butter and eggs, poultry, dry groceries, fresh fruits and vegetables, or frozen fruits and vegetables. The canner, packer, or shipper is usually interested in fewer commodities, and the individual farmer may be interested only in one or two commodities. Almost every week there are likely to be several significant price changes in a retail report of interest to a retailer, whereas the particulary commodity a canner or farmer is interested in may go for several weeks or, for the less perishable foods, for several months without a change.

Some evidence that the uses made of the experimental reports (particularly uses by retailers) were influencing Baltimore retail prices was observed by comparing retail prices in August, October, and December of 1950 (when the trial reports were being distributed) with prices during the same months in 1949 (when the reports were not publicly released). It was found during the time the reports were being distributed that the average variation among prices charged on individual commodities in the city was nearly 1 cent less than during the same months in 1949 when the reports were not being released. There was an average reduction in the coefficient of variation for individual commodity prices of 7.4 percent.

When retailers were asked what specific price changes they had made because of information in the experimental retail market news report, 60 percent of the changes reported were downward and 40 percent upward. This 20 percent excess of downward price adjustments over upward adjustments appears to be what could be expected in light of the tendency observed during this study (see Part I) for the higher retail charges normally to get farther out of line with wholesale prices and stay out longer than the lower retail charges. 6/

6/ Assuming for illustrative purposes that about equal volumes of individual food items were sold before and after prices were adjusted downward in this extra 20 percent of cases, then calculating from the size of the average price adjustments made during the time the Baltimore reports were being released, there would have been a reduction in marketing charges of about $1,500,000 a year in Baltimore. Actually, however, it is likely that a good part of such benefits would be shared by the stores in increased sales and customer good will, with the producers benefiting by expanded market outlets which had previously been blocked by excessive marketing charges assigned to individual commodities in this 20 percent of the cases.

Retail Grocers

Retail grocery managers and owners found the retail market news reports particularly useful for: (1) Competitive pricing, (2) buying from producers and wholesalers, (3) convincing customers that their prices were "in line" with the average and range of prices for the city, and (4) market information which enabled them to keep abreast of retail price changes each week.

After the reports had been sent out to retailers for about 6 months, the Independent Retail Grocers and Meat Dealers Association wrote that at a meeting of their Board of Directors "it was the opinion of every member present that this was one of the finest services ever rendered to the small businessman."

A survey of a representative sample of 274 retail grocers in the city of Baltimore and the five surrounding counties showed that 96 percent had read at least some of the reports and that 76 percent had read all of the last 10 reports that they received (fig. 9). 7/ 8/ Eighty-four percent

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7/ The survey was made in October 1950, and they had been receiving the reports since January 1950. The sample was designed to represent all stores except the three national and regional chain organizations in the city, which were surveyed separately. In the metropolitan area the sample was drawn from the original area survey made of grocery stores in the city. Stores in the five surrounding counties of Anne Arundel, Baltimore, Carroll, Harford, and Howard were selected at random from a list of all stores in these counties as obtained from the November 1951 Dun and Bradstreet Directory. Those stores that were found to be out of business were not included in the tabulation of survey results.

To avoid bias, two precautions were taken: (1) Stores supplying price and/or volume information during the study were not included in the sample; (2) the weekly reports were sent to all known retail food stores in the city and the five surrounding counties. This mailing list was developed from lists supplied by the Baltimore newspapers, the Independent Grocers and Retailers Association, and the November 1951 Dun and Bradstreet Directory.

8/ This report was prepared by personnel of the Marketing and Facilities Research Branch for distribution to other than consumer groups.

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Marketing and Facilities Research Branch, 37 Commerce St., Baltimore 2, Md.

Vol. 11 No. 25

RETAIL MARKET REPORT FOR BALTIMORE

June 21, 1950

ITEM	UNIT	WEIGHTED AVERAGE PRICES Last Wed.	This Wed.	CHANGE	80% PRICE RANGE
CANNED FRUITS					
Applesauce	303	15	15		13 - 16
Applesauce	2	16	16		15 - 19
Apricots	2½	30	30		27 - 33
Fruit Cocktail	303	21	21		20 - 25
Fruit Cocktail	2½	35	35		34 - 39
Grapefruit Juice	2	18	18		15 - 21
Grapefruit Juice	46 oz.	41	41		36 - 45
Orange Juice	2	19	19		16 - 23
Orange Juice	46 oz.	41	41		37 - 45
Blended Juice (O & GFT)	2	18	18		16 - 21
Blended Juice (O & GFT)	46 oz.	40	41	∤ 1	36 - 49
Peaches	303	18	18		17 - 20
Peaches	2½	27	26	- 1	24 - 31
Pears	2½	37	38	∤ 1	35 - 40
Cherries, RSP	2	30	30		27 - 35
CANNED VEGETABLES					
Beets, cut	2	15	15		13 - 17
Beans, cut, green	2	16	16		15 - 19
Corn, GCS	2	15	15		13 - 19
Corn, GWK	2	18	17	- 1	15 - 20
Corn, GWK	2 vac.	17	17		15 - 19
Peas, green, sweet	303	19	19		18 - 21
Peas, green, sweet	2	18	18		16 - 20
Spinach	2	17	17		15 - 18
Spinach	2½	21	21		20 - 25
Tomatoes	2	15	15		14 - 17
Tomatoes	2½	22	22		21 - 25
Tomato Juice	2	14	13	- 1	12 - 15
Tomato Juice	46 oz.	29	29		26 - 31
FROZEN FRUITS AND VEGETABLES					
Orange Juice (Conc.)	6 oz.	29	29		25 - 33
Peaches	16 oz.	31	32	∤ 1	31 - 33
Strawberries	16 oz.	51	51		47 - 59
Beans, cut, green	10 oz.	24	25	∤ 1	23 - 25
Beans, lima, fordhook	12 oz.	35	35		33 - 36
Spinach	14 oz.	25	24	- 1	24 - 26
Peas, green	12 oz.	25	25		25 - 26
Dried Prunes	lb.	25	25		21 - 28

Comments--Canned fruits and vegetables continue fairly steady. Blended orange and grapefruit juice (large size) and pears are up one cent, while No. 2½ size peaches, No. 2 GWK corn, and No. 2 tomato juice are one cent lower. In frozen foods peaches and beans are higher and spinach is lower.

NOTE:-The 80% price range shown on the report is arrived at by dropping the upper and lower 10% of all prices quoted. This method, plus the weighting of prices by the volumes sold, makes this range a measure of the price at which the greatest volume is sold.

Frederick J. Poats
Local Representative

Figure 9.--Sample of experimental weekly retail market news report sent to retailers, wholesalers, processors, shippers, and farmers.

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Marketing and Facilities Research Branch, 37 Commerce St., Baltimore Md.

Vol. 11 No. 25 RETAIL MARKET REPORT FOR BALTIMORE June 21, 1950

ITEM	UNIT	WEIGHTED AVERAGE PRICES Last Wed.	This Wed.	CHANGE	80% PRICE RANGE
MEATS (good and choice)					
Rib Roast (6-7 in)	lb.	74	75	∤ 1	69 - 79
Chuck Roast (bone in)	lb.	60	60		57 - 65
Three Cornered Roast	lb.	84	85	∤ 1	77 - 95
Steak, Porterhouse	lb.	1.06	1.07	∤ 1	98 -1.20
Steak, Round	lb.	1.01	1.01		95 -1.05
Steak, Sirloin	lb.	1.01	1.00	- 1	98 -1.10
Beef, Ground	lb.	60	60		51 - 69
Beef, Plate	lb.	36	37	∤ 1	30 - 39
Veal, Rump	lb.	65	65		59 - 69
Veal, Cutlets	lb.	1.22	1.21	- 1	1.00 -1.35
Pork, Roast	lb.	63	62	- 1	55 - 69
Pork, End Chops	lb.	56	54	- 2	49 - 62
Pork, Center Chops	lb.	78	78		69 - 89
Pork, Fresh Shoulder	lb.	41	42	∤ 1	38 - 45
Pork, Smoked Shoulder	lb.	45	45		42 - 48
Ham, Ready-to-eat, whole	lb.	68	68		65 - 73
Ham, Regular, whole	lb.	63	63		59 - 67
Sausage, Fresh	lb.	42	42		39 - 50
Bacon, Sliced	lb.	58	59	∤ 1	55 - 64
Fat Salt Pork	lb.	20	20		17 - 23
Spareribs	lb.	48	48		45 - 49
Lamb, Leg	lb.	77	77		75 - 85
Lamb, Rib Chops	lb.	1.15	1.16	∤ 1	95 -1.25
Lamb, Loin Chops	lb.	1.32	1.32		1.20 -1.35
Liver, Beef	lb.	76	75	- 1	72 - 79
Liver, Calves	lb.	1.41	1.42	∤ 1	1.25 -1.50
Liver, Pork	lb.	37	37		35 - 39
Chicken, Fryers	lb.	44	44		41 - 49
Chicken, Roasters	lb.	50	50		46 - 53
Chicken, Fowl	lb.	40	41	∤ 1	39 - 42
Duck	lb.	38	39	∤ 1	38 - 39
Turkey, dressed, under 20 lb.	lb.	56	56		51 - 63
DAIRY AND OTHER					
Butter	lb.	74	74		70 - 79
Cheese, Natural, Cheddar	lb.	60	59	- 1	49 - 61
Eggs, Large A	doz.	52	53	∤ 1	49 - 57
Eggs, Medium A	doz.	47	48	∤ 1	45 - 49
Eggs, Large B	doz.	45	48	∤ 3	48 - 49
Oleomargerine (uncolored)	lb.	32	32		29 - 34
Lard, Pork	lb.	16	16		15 - 18

Comments--The upward trend continues in some beef cuts while one declined. Most pork items are down one to two cents. Poultry and eggs are firmer, eggs showing a one to three cent increase.

Frederick J. Poats
Local Representative

Figure 9.--Sample of experimental weekly retail market news report sent to retailers, wholesalers, processors, shippers, and farmers.--Continued

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Marketing and Facilities Research Branch, 37 Commerce St., Baltimore 2, Md.

Vol. 11 No. 25 — RETAIL MARKET REPORT FOR BALTIMORE — June 21, 1950

ITEM	UNIT	WEIGHTED AVERAGE PRICES Last Wed.	This Wed.	CHANGE	80% PRICE RANGE
FRESH VEGETABLES					
Asparagus, East	bun.	45	45		39 - 51
Beans, green	lb.	16	16		13 - 20
Beans, lima	lb.	17	18	∠ 1	13 - 20
Beets	bun.	13	10	- 3	08 - 15
Broccoli	bun.	35	32	- 3	29 - 35
Cabbage	lb.	07	06	- 1	05 - 08
Carrots	bun.	11	11		10 - 15
Cauliflower	head.	31	30	- 1	25 - 35
Celery, white	bun.	17	18	∠ 1	14 - 24
Celery, Pascal	bun.	22	24	∠ 2	19 - 27
Corn	3 ears	24	23	- 1	18 - 29
Cucumbers	each	08	07	- 1	05 - 10
Eggplant	lb.	16	15	- 1	12 - 19
Kale, loose	lb.	10	10		08 - 13
Kale, packaged	lb.	22	22		20 - 22
Lettuce, Boston	head	12	12		10 - 15
Lettuce, Iceberg, all sizes	head	17	16	- 1	13 - 19
Onions, green	bun.	05	05		04 - 05
Onions, Texas, Bermudas	lb.	09	09		07 - 10
Onions, white	lb.	14	16	∠ 2	15 - 19
Peas, green	lb.	19	19		19 - 21
Peppers	each	06	06		05 - 08
Potatoes, new	lb.	06	06		04 - 08
Potatoes, old	lb.	05	05		05 - 06
Potatoes, Cal.Long,whites	lb.	07	07		06 - 08
Sweets, Goldens	lb.	11	11		10 - 13
Sweets, Puerto Ricans	bun.	11	11		10 - 13
Radishes	bun.	05	05		04 - 08
Rhubarb	lb.	11	10	- 1	08 - 15
Spinach. loose	pkg.	14	15	∠ 1	15 - 20
Spinach, prepkg.	lb.	22	23	∠ 1	19 - 25
Squash, white	lb.	12	14	∠ 2	12 - 15
Squash, yellow	lb.	12	14	∠ 2	12 - 15
Squash, acorn	lb.	13	13		13 - 15
Tomatoes, loose	pkg.	29	34	∠ 5	30 - 40
Tomatoes, carton		30	35	∠ 5	30 - 39
FRESH FRUITS					
Apples, East, 1/	lb.	15	16	∠ 1	13 - 19
Apples, West. Winesaps	lb.	17	18	∠ 1	15 - 20
Bananas	lb.	16	16		15 - 18
Blackberries	qt.	42	39	- 3	35 - 43
Cantaloupes, all sizes	each	25	27	∠ 2	25 - 30
Cherries, bing	lb.	47	49	∠ 2	45 - 60
Grapefruit, 54	each	13	13		12 - 16
Grapefruit. 64	each	12	11	- 1	10 - 13
Honeyballs, 36, 45	each	31	28	- 3	21 - 31

1/ Delicious, Romes, Winesaps

(over)

Figure 9.--Sample of experimental weekly retail market news report sent to retailers, wholesalers, processors, shippers, and farmers.--Continued

FRESH FRUITS (continued)		Last Wed.	This Wed.		
Lemons, 360	doz.	49	51	+ 2	45 - 59
Lemons, 432	doz.	38	38		35 - 40
Oranges, Cal., Nav. 126	doz.	84	76	- 8	70 - 86
Oranges, Fla.,176	doz.	50	50		49 - 55
Oranges, Fla., 216	doz.	43	42	- 1	39 - 49
Plums	lb.	32	31	- 1	25 - 35
Strawberries	qt.	42	39	- 3	35 - 45
Watermelons	lb.	06	05	- 1	04 - 06

Comments--Pascal celery, white onions, white and yellow squash and tomatoes show the largest advances this week, while beets and broccoli show the largest declines.

In fresh fruits, apples continue firm; also cantaloupes, cherries and lemons. Blackberries, strawberries, honeydews and California 126 size navel oranges show a decided decline for this week.

Frederick J. Poats
Local Representative

Figure 9.--Sample of experimental weekly retail market news report sent to retailers, wholesalers, processors, shippers, and farmers.--Continued

said they used the information contained in the reports and explained how they used it. Typical explanations given were as follows:

From the stores in the city:

Check and compare my prices--show to customers.

General idea of average prices. I might price some items too high or low; report helps me to keep in line.

The report has been a big help to me. Since receiving it I have always known where I stood, relative to competition, something I knew very little about before. I have kept my prices in line and my business is gradually increasing. 9/

Base my prices according to reported range. It is very helpful as I have considerable competition, more than I can keep up with without report.

I checked prices of vegetables and canned foods to see if I can buy cheap enough to sell at reported prices.

I show report to wholesalers and tell them that prices are down and that they should be in line.

I use it to price my merchandise, especially meats. They change so frequently I can't keep up without some kind of help.

Keeps me in contact with other city stores so I know what they are doing on prices.

From stores in outlying counties:

Gives me a line on how to meet competition--to keep in line with the Baltimore price . . . To show to customers that I am in line with the stores in the city. I use it on every item.

I get a good guide to prices that others are charging. We have to keep in line with Baltimore or our customers go there to buy except for bread and stuff--you can't keep store open on that kind of business.

I use it to check on my wholesaler and the prices I can pay. It's a big help.

9/ This man was very uncooperative when contacted during the original area survey.

Hucksters sell me fruits and vegetables, I use it to check their prices. It also tells me what's new in the market and what plentiful items I can feature.

I use it several times everyday--keeps me posted, particularly on fresh fruits and vegetables and on fresh meats. I would like to see more information on fresh fruits and vegetables plentiful in local supply. If I knew more about their prices, I could buy here and save, as well as sell at lower prices than if I bought from Baltimore.

I use it when buying stuff from farmers; we're both satisfied when we go by it.

Twelve percent of the total sample read the report but either said they did not use the information or did not give a statement of how they used it. Typical statements of those who said they did not use it are as follows:

I don't handle much stuff. What I do is price according to what I pay and leave it that way until I buy again.

Service station with beer and wine is my main line, groceries are just a convenience for a few folks. I don't pay much attention to prices after I put them on the shelf.

If it was received another day, might have time to read it. (He said he got reports on Saturday.)

Four percent of the store operators did not read the reports. Included in this group were two who were illiterate and one who was blind.

Did the reports help retailers in deciding on price changes? Fifty-six percent of all the retailers said they had used the reports in deciding on changes in selling prices. Commodities on which they made changes and which they mentioned most often were: (1) Meats, (2) fresh fruits and vegetables, and canned and frozen fruits. A tabulation of the price changes that they said they made because of the reports showed that 60 percent were changes to lower prices and 40 percent were changes to higher prices. All such changes, whether up or down, were to price their products more nearly in line with competitive conditions.

Pricing of the various retail cuts of meat offered a problem to the average retailer, and they said the reports helped by providing price relationships between cuts, with the result that they could do a better job of pricing and still have the same margin of return for the wholesale cut.

Did the reports help in deciding on what items to handle and feature? Decisions retail store operators make with regard to when to promote the sale of individual items and decisions they make as to when to carry items vitally affect sales. Five percent of the retailers said they used the reports in deciding on what items to feature, and an additional 11 percent said that they used the reports in buying or otherwise deciding on what items to carry.

Because all of the retailers who read the reports would have become better acquainted with prices and price changes, it appears likely that the reports must have had some indirect effects on their decisions as to what to buy and handle—even though they may not have thought to mention this use when filling out the questionnaire.

What effect did the reports have on customer relations? Forty-seven percent of all retailers surveyed found the reports useful in their relationships with customers—in avoiding arguments over prices, in attracting customer interest to their prices in relation to average prices for the city, and in discussing prices and price changes with their customers.

On what day of the week should the reports be received to be most useful? The retail market reports were put in the mail on Thursday of each week and some retailers received them the same day, although most were received on Friday and a few were not received until Saturday. When asked, "On what day of the week would it be most useful to you to receive the report?" the majority of retailers said Friday, the second preference was Thursday, a few mentioned Wednesday, Tuesday, or Monday but none mentioned Saturday.

The impression that the store operators gave the enumerators when discussing this question was that they would like to get the reports as early as possible: Provided, That they got them during the same week in which the information was collected. They realized that it took time to gather and mail the information, so most of them mentioned Friday as being suitable. In most cases they would be too busy to receive and read the reports if they received them on Saturday. Because a large share of the retail grocery business is done on the week end, it seems important to get the reports to retailers in ample time for them to study them and review their prices in time to be ready for the big volume of week end business.

Was the report comparing wholesale and retail prices useful to retailers? It was thought that a report comparing wholesale and retail prices might be useful to retailers by indicating profit opportunities when the margins between wholesale and retail prices were unusually wide and, by doing so, bring about more prompt price adjustments between wholesale and retail prices. For this reason a supplemental report was prepared comparing wholesale and retail prices of fresh fruits and vegetables and was mailed to retailers in addition to the regular weekly retail market report (fig. 10).

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Marketing and Facilities Research Branch, 37 Commerce St., Baltimore 2, Md.

RETAIL AND WHOLESALE PRICES AND PRICE CHANGES FOR FRESH FRUITS AND VEGETABLES
Baltimore, Md.---July 26,1950

Commodity	UNIT	WHOLESALE PRICES 1/ Range	WHOLESALE PRICES 1/ Av.	WHOLESALE PRICES 1/ CHANGE from last week	RETAIL PRICES 2/ Range	RETAIL PRICES 2/ Av.	RETAIL PRICES 2/ CHANGE from last week	DIFF.BETWEEN WHOL. & RETAIL Av.	DIFF.BETWEEN WHOL. & RETAIL Change fr. last week
		--cents--							
Beans, B.V.	lb	6.0- 7.4	7	-4	13-20	16		9	+ 4
Beans, lima	lb	7.8-10.0	9	+1	12-20	15	-3	6	- 4
Beets	bun	2.0- 3.0	2		5-10	8		6	
Broccoli	lb	16.7-20.8	19		25-30	28	-1	9	- 1
Cabbage	bun	1.3- 2.0	2		4- 8	6		4	
Carrots	bun	5.6- 6.1	6		9-15	11	-1	5	- 1
Celery, wh	bun	3.2- 4.6	4		10-21	16		12	
Celery, Pas.	doz	13.6-15.6	15	-3	20-28	24		9	+ 3
Corn	lb	26.6-40.0	33	-2	72-80	76	-8	43	- 6
Kale, loose	hd	3.9- 4.1	4	+1	8-13	9	-1	5	- 2
Lettuce, Ice.	hd	7.4- 8.0	8	+1	13-18	15		7	- 1
" Boston	bun	3.8- 4.5	4		10-15	11		7	
Onions,green	lb	3.9- 4.3	4		5- 8	7		3	
" Yel.Med.	lb	3.8- 4.7	4	-1	7-10	8		4	+ 1
" Yel.Lg.	lb	4.9- 5.0	5		9-10	10		5	
Peas	lb	8.6- 9.7	9		15-23	19		10	
Potatoes,new	lb	1.7- 2.0	2		4- 6	5		3	
" Long,white	lb	4.6- 4.7	5	+1	6- 8	7		2	- 1
Radishes	bun	3.0- 3.3	3		5- 8	5	-1	2	- 1
Sweets,golden	lb	5.0- 7.3	6	+1	10-15	11		5	- 1
Tomatoes,loose	lb	5.0- 5.6	5	-2	13-20	17	-5	12	- 3
" carton	pkg	12.2-13.5	13	-3	19-25	21	-6	8	- 3
Turnips,white	lb	3.0- 3.3	3		6-10	7	-1	4	- 1
Apples,East.	lb	3.9- 6.1	5		10-17	13	+1	8	+ 1
Blueberries	pt	20.0-25.0	22	-1	25-35	29	-2	7	- 1
C'loupes,36,45	ea	16.7-18.9	18	+4	25-30	26	+1	8	- 3
Cherries	lb	25.9-33.2	30	+4	35-50	42	+1	12	- 3
Grapes,Seedls.	lb	21.4-22.9	22		35-49	40	+6	18	
Honeydews9,12	ea	38.1-40.5	39	+2	46-56	49	-1	10	- 3
Lemons,360	doz	14.3-23.7	19	-2	35-50	42	-2	23	
432	doz	10.8-17.5	14	-4	29-45	36	-3	22	+ 1
Oranges,C.V.176	doz	30.9-41.3	36		53-60	58	-2	22	- 2
" 220	doz	25.0-28.8	27	+2	39-50	44	+2	17	
Peaches, Hiley	lb	9.0-10.5	10	-4	18-25	20		10	+ 4
" Jub.&Elb.	lb	12.0-13.7	13		19-20	19	-2	6	- 2
Pears,Bartlett	lb	9.5-12.2	11	-2	15-25	20	-4	9	- 2
Plums	lb	15.0-23.8	19	+2	20-35	28	+4	9	+ 2
Watermelons	lb	1.5- 1.8	1½		3- 4	4	+1	2½	+ 1

1/ "Mostly" prices for Monday,Tuesday, and Wednesday as reported by Federal-State Market News Service, converted into retail units and rounded to the nearest whole cent. The average is estimated on the basis of available knowledge as to prices within the "mostly" range at which the largest quantities were sold.

2/ Retail prices are quoted as of Wednesday for a representative sample of stores and market stalls throughout the metropolitan area.

Frederick J. Poats
Local Representative

James C. Kellam
Marketing Specialist

Figure 10.--Sample of experimental weekly retail market news report comparing retail and wholesale prices for fresh fruits and vegetables.

Only those retailers carrying fresh fruits and vegetables (which represented about 77 percent of all grocery stores in Baltimore) were included in the survey to determine what uses they had made of this supplemental information. Forty percent of these retailers carrying fresh fruits and vegetables said that it had been useful to them. Typical comments were as follows:

To check wholesale prices to see if they compare with the report.

Able to tell wholesaler off if prices unfair.

Checks on jobbers' price.

I like to keep a check on the margin of profit between the different commodities.

Check on wholesaler to see if his price is in line.

Guides me in basing my prices.

The retailers who used the wholesale-retail price comparison reports for checking prices they were paying did it in two ways: (1) They computed the prices they could pay and still stay in line with the retail prices; or (2) they made direct comparisons with the wholesale prices. It appears likely that the latter group could just as well have used the regular Federal-State wholesale fresh fruit and vegetable report if it had been made available to them.

Sixteen percent of the retailers reported that the comparison report had helped them in deciding on changes in selling prices. Four percent reported that they had begun carrying new items which the report had called to their attention as being profitable. The items mentioned were apples, broccoli, cauliflower, corn, green beans, kale, spinach, and sweetpotatoes.

In the outlying sections of Baltimore some of the retailers made use of the comparison reports when buying directly from producers. In one instance, cited by a rural grocer, the report provided a basis by which he was able to buy potatoes for a higher wholesale price to the farmer than the farmer would have obtained otherwise, and still he could sell them at the average retail price with more profit to himself than if the potatoes had been handled through the downtown market.

One grocery store operator reported that he was being forced out of business, but that through the reports he negotiated better prices from his jobber and began to feature those items he could sell competitively. As a result, he said, he was now doing well, and that his store was on a sound financial footing.

Most retailers who did not use the comparison reports were those who handled very few fruits and vegetables, for example, just potatoes and onions. Others said that the wholesale-retail price comparison reports were too complicated for easy use. One said that the averages alone were enough and that "the other stuff just gets in the way."

Did the national and regional chain stores use the retail market reports? The chain store representatives said that the retail market reports were of some value as a measure of trends in prices and as a barometer of change. They also indicated that the reports comparing wholesale and retail prices were of some value to the men engaged in produce buying for reference material. They did not use the information in the same manner in which the majority of independent stores found it useful.

Each of the three major chain organizations in Baltimore reported that they had within their organization a good coverage of market conditions as it affected them.

They made several suggestions to improve the retail price report and make it more useful:

1. Report canned and frozen food prices by brand names or quality. Once a month reporting on these items would be adequate owing to the relatively few price changes for the group. This would help to reduce reporting costs.

2. Improve reporting of fresh fruits and vegetables, particularly showing size and grade of produce for which the price is given. Keep the range of quality and size as narrow as possible for each price quotation.

3. Report new items and specialty items as they come on the market, giving comments on movement and consumer acceptance. This would help store keepers to determine whether or not to stock these items.

4. Include frozen fish and poultry.

Homemakers

A majority of the homemakers who were sent the experimental retail market news reports, said the information helped them do a better job of buying. They said they planned their purchases in advance, compared store prices with the reports, increased their consumption of best buy items,

and saved money. 10/ Those showing the most interest in using the report were neither the comfortably well-to-do, as judged by their living accomodations, nor the very poor, but the in between, centering around or below the average family income for Baltimore, which in 1950 was approximately $3,500.

A randomly selected sample of 150 homemakers representing families in all sections of the Baltimore metropolitan area were sent a weekly retail report for a trial period of 7 weeks. This report contained a paragraph of comments on items in good supply and best buys and a listing of current retail food prices (fig. 11). 11/

When surveyed at the end of the 7-week trial period, 77 percent of the total sample of homemakers reported having read the information. Fifty-five percent told of specific uses they had made of it. 12/

10/ Many of the benefits that were reported by homemakers could be attributed to the prevailing practice of Baltimore homemakers to shop habitually at only one or two stores--usually one supermarket and one neighborhood store, which, because different services are offered, do not compete as directly with each other as would two supermarkets or two neighborhood-type stores. Because the homemakers did not normally shop between supermarkets or between neighborhood stores, the reports offered them a basis for making comparisons that they did not normally make. When surveyed at the beginning of the trial period, only 17 percent reported shopping in more than two stores, and for these a third place was usually a city market.

11/ To avoid duplication in work with consumers in this research study, the data gathered by the Marketing and Facilities Research Branch personnel were turned over to a food economist of the University of Maryland Extension Service who selected the best buys, prepared the report and distributed it to homemakers.

12/ The reader, if he wishes, may interpret these percentages directly in terms of the 330,000 family units in Baltimore that the sample of 150 homemakers was carefully designed to represent. For example, the 55 percent of homemakers who made specific use of the information in the reports can be considered to represent 55 percent or 182,000 Baltimore homemakers. Two confidence intervals (standard errors) for this size sample and this percentage response are plus or minus 8 percent. The statistical probability therefore is 95 chances out of 100 that somewhere between 155,100 and 207,900 homemakers would have used the reports in much the same way as did those in the sample if it had been sent to them. Any other percentage figures in this section can be applied to the family units in Baltimore in the same way. Two confidence intervals for this size sample are as follows for some of the other answers expressed as percentage in this section: 2 is from 0 to 4; 9 is from 4 to 14; 12 is from 7 to 17; 39 is from 31 to 47; and 77 is from 70 to 84.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

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BALTIMORE RETAIL MARKET REPORT

VCS 40

October 5, 1950

(*) Higher (-) Lower

Cauliflower production is in full swing now. Heavy supplies are arriving from Long Island, New York. Quality is good and prices are reasonable. Early October is the peak of the season. Other vegetable buys include beets, onions, sweet potatoes, eggplant, and cabbage. Apples are the best fruit "buy." Receipts of Florida grapefruit are increasing. Peare and grapes are moderate in cost. Pork prices are lower this week. Pork loins, shoulders, and smoked bams are good values. Frying chickens are another "buy." Grade A medium eggs are more plentiful. Crab meat, sea bass, and grey trout are the fish choices.

FRESH VEGETABLES

Commodity	Unit	Weighted Average Price	Price Range
*Beans, green	lb.	.20	.15 - .29
*Beans, lima	lb.	.14	.10 - .15
*Beets	bch.	.08	.05 - .10
-Broccoli	bcb.	.30	.29 - .35
-Brussels sprouts	qt.	.32	.25 - .39
Cabbage	lb.	.06	.04 - .08
-Carrots	bch.	.11	.10 - .13
Cauliflower	head	.26	.25 - .30
Celery, white	bcb.	.15	.10 - .19
Celery, pascal	bch.	.21	.17 - .25
*Corn	ears	.18	.13 - .25
*Cucumbers	each	.10	.08 - .13
Eggplant	lb.	.11	.10 - .13
*Kale, loose	2 lbs.	.22	.16 - .30
-Kale, package	pkg.	.21	.19 - .23
-Lettuce, iceberg	head	.15	.14 - .19
Mushrooms	pt.	.32	.28 - .35
-Onions, yellow, medium	lb.	.07	.05 - .10
-Onions, Spanish	lb.	.09	.08 - .10
*Parsnips	lb.	.10	.08 - .11
*Peas, green	each	.23	.19 - .25
Peppers	lb.	.05	.04 - .07
Potatoes, Eastern	lb.	.04	.03 - .06
Potatoes, Western, Bake	bcb.	.07	.06 - .08
Radisbes	2 lbs.	.06	.05 - .08
Spinacb	pkg.	.28	.20 - .30
Spinacb, packaged	lb.	.24	.23 - .25
*Squash, white	lb.	.10	.08 - .15
*Squash, yellow	lb.	.11	.08 - .15
Sweetn, Puerto Rican	lb.	.09	.08 - .11
*Tomatoes, loose	carton	.18	.15 - .23
*Tomatoes, repack	lb.	.22	.19 - .25
Turnips, white	lb.	.08	.06 - .10
-Turnips, yellow rutabagas		.06	.06 - .07

FRESH FRUITS

Apples, Eastern, cooking	lb.	.10	.08 - .12
Apples, eating	lb.	.12	.08 - .15
Bananas	lb.	.15	.15 - .18
-Cantaloupes 36's - 45's	each	.24	.19 - .25
Cranberries	lb.	.24	.23 - .25
Grapes, red	lb.	.17	.10 - .20
Grapes, seedless	lb.	.22	.19 - .25
Grapefruit 54's	each	.12	.10 - .15
-Grapefruit 70's	each	.09	.08 - .10
*Honeydews 9's - 12's	each	.48	.45 - .50
-Lemons 360's	doz.	.44	.33 - .49
Lemons 432's	doz.	.33	.29 - .40
Oranges, Cal. Val. 176's	doz.	.63	.59 - .69
*Oranges, Cal. Val. 220's	doz.	.51	.43 - .55
*Peaches, Elberta	lb.	.16	.13 - .20
-Pears, Bartlett	lb.	.18	.15 - .20
Pears, Seckel	lb.	.14	.12 - .17
Plums	lb.	.23	.20 - .29

Eggs-Cartoned, Doz.	Wgt. av.	Price Range
Fresh, Large A	.72	.65 - .79
-Fresh, Medium A	.60	.55 - .69
*Fresh, Small A	.45	.41 - .46
-Grade B Large	.60	.58 - .63
*Butter	.76	.75 - .79

DAIRY Commodity, Pound	Wgt. av.	Price Range
-Cheese, cheddar	.59	.55 - .63
Cheeee, Am.loaf	.59	.52 - .69
Oleomargarine, colored	.35	.34 - .37
Lard, pork	.23	.21 - .25

- over -

Figure 11.--Sample of experimental weekly retail market news report sent to homemakers.

October 5, 1950

(*) Higher (-) Lower

MEATS

Quotations Per Pound	Wgt. Av.	Price Range
Rib roast	.78	.69 - .85
*Chuck roast	.63	.59 - .65
3-cornered roast	.87	.79 - .95
*Steak, porterhouse	1.08	1.00 -1.15
Steak, round	1.03	.98 -1.10
*Steak, sirloin	1.03	.98 -1.10
Beef, ground	.64	.59 - .73
*Beef, plate	.38	.35 - .45
*Veal, rump	.68	.61 - .71
Veal, cutlete	1.25	1.10 -1.35
-Pork roast	.67	.59 - .75
-Pork, end chops	.62	.55 - .66
-Pork, center chops	.83	.75 - .89
-Pork, fresh shoulder	.49	.45 - .55
-Pork, smoked shoulder	.49	.45 - .55
-Ham, ready-to-eat	.71	.69 - .75
-Ham, regular	.63	.59 - .69
Sausage, fresh	.50	.45 - .55
*Bacon, sliced	.71	.59 - .77
Fat salt pork	.25	.19 - .29
*Spare ribe	.54	.49 - .59
*Lamb, leg	.77	.73 - .83
*Lamb, rib chops	1.19	.95 -1.29
*Lamb, loin chops	1.34	1.20 -1.39
Liver, beef	.76	.69 - .79
-Liver, calves	1.41	1.35 -1.47
Liver, pork	.43	.39 - .49

FOWL

-Chickens, fryers	.46	.43 - .54
-Chickens, roasters	.49	.45 - .55
-Chickens, fowl	.42	.39 - .45
Ducks	.42	.39 - .44
Turkeys, dreesed under 20 pounds	.58	.51 - .59

FISH

Commodity	Unit	Price
*Bass, sea	lb.	.39 - .43
-Bluefish	lb.	.35
-Butterfish	lb.	.35 - .50
Clams in shell	doz.	.45 - .50
-Crabmeat, regular	lb.	.75 - .95
Croakers	lb.	.39 - .45
-Fillet, haddock	lb.	.40 - .45
-Fillet, perch	lb.	.35 - .41
-Fillet, sole	lb.	.95 -1.00
-Flounder	lb.	.39 - .50
*Mackerel, Boston	lb.	.37
Spanish	lb.	.43 - .50
Norfolk spots	lb.	.39 - .45
Oysters, standard	pt.	.77 - .85
*Oysters, select	pt.	.89 - .95
-Perch, white, yellow	lb.	.39 - .45
Porgies	lb.	.19 - .25
Rock	lb.	.39 - .50
Salmon steak	lb.	.90
*Scallops	lb.	.79 - .80
Shrimp, jumbo	lb.	.90 - .98
Shrimp, cooked	lb.	1.50
Steakfish	lb.	.39
Swordfish	lb.	.75
Trout	lb.	.33 - .35
Whitefish, fresh	lb.	.99

CANNED FRUITS AND VEGETABLES

Applesauce	303	.15 - .18
*Applesauce	2	.15 - .20
*Apricots	2½	.29 - .35
*Fruit cocktail	303	.22 - .28
*Fruit cocktail	2½	.35 - .43
Grapefruit juice	2	.16 - .20
Grapefruit juice	46 oz.	.38 - .45
*Orange juice	2	.17 - .21
Orange juice	46 oz.	.39 - .46
Blended juice	2	.16 - .21
Blended juice	46 oz.	.38 - .47
Peaches	303	.17 - .21
Peaches	2½	.29 - .35
*Pears	2½	.36 - .40
Cherries	2	.22 - .35
Beans, cut, green	2	.15 - .19
*Corn GCS	303	.14 - .19
*Corn GCS	2	.13 - .19
Corn GWK	303	.11 - .19
Corn GWK	2	.15 - .20
*Corn GWK	2 vac.	.15 - .19
-Peas, green sweet	303	.12 - .22
Peae, green sweet	2	.15 - .19
Spinach	2	.16 - .19
Spinach	2½	.20 - .23
*Tomatoes	2	.15 - .17
Tomatoes	2½	.21 - .29
-Tomato juice	2	.13 - .15
Tomato juice	46 oz.	.28 - .32

FROZEN FRUITS AND VEGETABLES

-Orange juice	6 oz.	.20 - .29
-Peaches	16 oz.	.25 - .33
Strawberries	12 oz.	.49 - .59
Beans, cut, green	10 oz.	.24 - .26
Beans, fordhook lima	12 oz.	.25 - .36
Peas, green	12.oz.	.23 - .27
Spinach	14 oz.	.25 - .26

Virginia C. Sherburne

Virginia C. Sherburne
Food Economist

Figure 11.--Sample of experimental weekly retail market news report sent to homemakers.--Continued

Typical statements they made are as follows:

For the first time I sat down at home and figured out what I was going to buy before going to the store; bought best buys and compared price of one item with that of another.

I used all best buys of the week whenever possible; checked all prices on report with grocers' prices; and did not buy high-priced articles on report.

I bought frozen orange juice when it came down on the report, and bought smaller size eggs. Would not have noticed these except for report.

I compared prices at home, and made out a list of what to buy and what to pay.

I hadn't paid too much attention before; bought without considering value. Now I sit down with report and plan food purchases for week.

I compared prices on report with what store charged and tried to buy items that were relatively cheap.

I shopped for the best buys--checked the grocers' prices and tried to buy at city average prices.

Checked up on store prices and wouldn't buy unless price was at average or below.

A few homemakers (2 percent of the total sample) said they used the report to check store prices but that the report had no influence on items purchased, because they found the prices in the store in which they traded to be satisfactory.

Twelve percent of the total sample reported having read the reports but, when questioned, these homemakers were unable to give any specific use that they had made of the reports. Some of these explained that they did not use the reports because they had to buy at a store that was giving them credit; some were ill; some were too busy; some said food buying was not important; some were buying at wholesale; and some offered no reason for failure to use the information in the reports.

Did they save money? When asked, "Did the information help you to save any money on your food buying?" 39 percent of the 150 homemakers said they saved money. The amounts reported ranged from 15 cents to $5 per week and averaged $1.05 per family per week. Not all the benefits stated by homemakers, however, could be expressed in terms of savings.

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Did they increase their purchases of best buy items? The homemakers receiving the retail market news reports were asked to record their purchases of fresh vegetables each week on special sheets--called shopping lists--which were sent them along with the reports. (See fig. 12.) Nearly all homemakers cooperated in doing this, and as a group they substantially increased their purchases of those vegetables listed as best buys as compared with amounts bought of the same vegetables during the weeks when they were not listed as best buys. To avoid the possibility that these comparisons might reflect weekly city-wide changes in the consumption of these vegetables rather than responses to the retail reports, the quantities purchased of each vegetable each week by homemakers in the sample were adjusted for changes in city-wide per capita consumption as computed from truck and rail receipts, allowing a time lag for the products to move through retail stores. 13/ (table 2).

Table 2.--Purchases of fresh vegetables by homemakers and prices in the weeks they were listed as best buys as compared with other weeks during the trial period September 20 to November 9, 1950

Fresh vegetables	Unit	Percentage quantities purchased in best buy weeks were to quantities in other weeks	Average retail price in best buy weeks	Percentage price change from non-best buy weeks
		Percent	Cents	Percent
Green beans	Lb.	254	16	- 10
Cauliflower	Head	178	26	- 2
Lima beans	Lb.	170	14	- 8
Carrots	Bunch	161	11	- 4
Broccoli	Bunch	154	29	- 10
Cabbage	Lb.	140	6	1/ 0
Iceberg lettuce	Head	128	16	- 2
Yellow onions	Lb.	64	8	1/ + 4

1/ Reported as best buys because of excessive wholesale supplies. See also footnote 15.

The homemakers appeared just as eager to increase their purchases of the more expensive vegetables when they were listed as best buys as they were the less expensive provided there had been some reduction in retail prices. 14/ Cabbage sales increased when it was listed as a best

13/ Comparisons could not be made for kale and spinach because they were not reported as best buys during the trial period, or for sweetpotatoes because they were listed as a best buy every week.

14/ For additional evidence of the influence of price changes on response to recommended best buys, see appendix, Exhibit A.

Budget Bureau No. 40-R2217
Approval Expires 12/31/50
Form A

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Marketing and Facilities Research Branch

SHOPPING LIST

Friday Oct. 6 through Thursday Oct. 12, 1950

ITEM	Unit	Av. price in Balto. this week:	Quantity bought	Price per unit (Fill in either column)	or Total cost
BEST BUYS					
BEETS	Bun.	.08			
CABBAGE	Lb.	.06			
CAULIFLOWER	Head	.26			
EGGPLANT	Lb.	.11			
ONIONS, yellow medium	Lb.	.07			
SWEET POTATOES	Lb.	.09			
PLEASE NOTE YOUR PURCHASES OF THESE ITEMS ALSO					
Green Beans					
Lima Beans					
Broccoli					
Carrots					
Kale					
Lettuce					
Spinach					

Figure 12.--Sample of weekly "Shopping List" for fresh vegetables sent to homemakers. (In addition to serving as a list of best buys, this form was sent to homemakers receiving the retail market report to obtain a record of their weekly pruchases of fresh vegetables.)

buy although there was no price change. Yellow onions, which was the only vegetable that did not show a substantial increase in volume of sales during the weeks when they were listed as best buys was slightly higher priced in the best buy weeks. 15/

Did they change stores? Nine percent of the homemakers changed stores during the 7-week trial period when the retail market reports were being sent them. Five percent said they were influenced to change stores because of the information in these reports, and 4 percent changed stores for other reasons such as need for credit, search for variety in foods, and convenience.. Another nine percent of the homemakers stated that the report had given them more confidence in their stores because comparisons with food prices listed in the report showed that their stores were selling at reasonable prices when compared with the report.

Did they use the comments, price quotations, or best buys? Each homemaker who read the report was asked (1) whether she used the written comments in the report, (2) whether she used the prices, and (3) whether she used the list of best buys sent to her on the "Shopping List." The proportion of homemakers who reported having used each separately and in combination is as follows (no homemakers were counted as having used any of the information unless they could explain how they used it):

Retail market information	Percent
Prices, comments, and best buys on "shopping list"	35
Prices and best buys on "shopping list"	7
Prices and comments	3
Prices alone	3
Comments and best buys on "shopping list"	3
Comments alone	3
Best buys on "shopping list" alone	1
Read reports but gave no explanation of how used	12
Nonusers	33
Total	100

15/ Onions and cabbage were reported as a best buy in the report to consumers because supplies were excessive at wholesale. It was not until the following week that retail onion prices declined. With the decline from 8 to 7 cents per pound, the average weekly sales increased to 145 percent of the average weekly sales when onions were selling for 8 cents per pound.

With prices, comments, and separate best buy lists all available, very little reliance was placed on any of them alone. Rather, they were used in combination with one another.

Forty-eight percent of the homemakers reported using the prices either alone or in combination with other information; 46 percent used the best buy list either alone or in combination with other information; and 44 percent used the comments either alone or in combination with other information.

For what commodities did they use the information? The percentages of homemakers in the sample who reported using the price quotations from the report for each commodity group are as follows:

Commodity	Percent
Fresh vegetables	37
Meats	36
Fresh fruits	25
Eggs	23
Butter	17
Poultry	17
Canned fruits	17
Canned vegetables	17

Many homemakers mentioned more than one commodity.

The percentages of homemakers who reported the use of the comment information by commodity groups is as follows:

Commodity	Percent
Fresh vegetables	40
Meat	29
Fresh fruit	27
Eggs	24
Poultry	17

During the 7-week trial period the comments made no mention of canned or frozen fruits or vegetables.

Homemakers who did not use the reports. When first visited, 12 percent of the original sample of 150 homemakers did not wish to receive the reports. Typical reasons given were as follows:

A woman who worked late and had an invalid husband said she did not have time to do anything extra.

An old lady who had a broken hip said that her son did the shopping, and he could not bother with the report.

A lady said that convenience was more important than price to her because she and her husband both worked.

At one place the homemaker was very ill, and no one else in the family would bother with the report.

One homemaker reported that she obtained most of her food from her brother's farm and the little she did buy was not worth bothering about.

Two homemakers reported that they were satisfied with the prices they were paying. One said she always dealt with same store and never asked the price.

Thirteen percent of the total sample did not read the reports after they received them. Of this 13 percent some were eating out regularly, some said they were too busy, some were sick, one said her maid did the buying, one was illiterate, and one said she "would be ashamed to compare reported prices with store prices for fear the proprietor would notice."

Meat Wholesalers and Slaughterers

All meat wholesalers and slaughterers in Baltimore were sent page 2 of the weekly experimental retail market news report (see fig. 9). 16/ When they were surveyed they said they used the information in keeping track of the general market picture and in their work with retailers. One wholesaler and slaughterer explained the need for this work with retailers by saying that "many retailers need help on how to price cuts of beef to show a profit after the wholesale price has advanced a few times." Some of the wholesalers and slaughterers combined their wholesale operations with one or more company-owned or leased outlets--stalls in public markets, meat departments in grocery stores, and butcher shops. Most of these firms used the reports in the retail phase of their businesses.

Eighty-nine percent of the firms reported that one or more persons in their organizations read the reports regularly. Thirty-three percent reported two or more persons in the firm read the reports regularly. Members of the management staff and salesmen for the wholesalers and slaughterers were the persons most frequently mentioned. Fifty-nine percent of the firms reported making use of the information in their businesses. Typical comments of those who used the reports were as follows:

16/ Seventy wholesalers and slaughterers of fresh meats were listed in the Baltimore classified telephone directory, and the report was sent to all of them for the period August through December 1950.

Used it as a reference.

It gives a good idea of general market picture.

It gives a good picture of retail markets and also shows retail trend.

I was able to compare my prices at wholesale with the retail report.

It adds to knowledge of market. Also used as aid in teaching a training course for retail meat dealers and butchers given by the company.

I discussed the retail prices with my salesmen and saw that each salesman read the report.

Useful to help customers.

Show customers price range to give them some idea what to charge.

. . . used it in my retail stores . . . in my market stalls for pricing meats, particularly for pork items.

Sixty-nine percent of the meat wholesalers and slaughterers said the price reports would be of more value to them if they also showed wholesale prices for carcasses and cuts. As a group they did not consider that comparable retail prices for other large cities, or reports on weekly volume of sales of meats in Baltimore, would be of any value to them. Only 13 percent said they thought the addition of such information would be useful.

Those who did not use the reports gave such reasons as the following: They get their information from their salesmen; they were interested only in wholesale prices; they dealt in kosher meats only; they handled only a few products; or that they sold only to hotels, restaurants, and institutions.

Butter, Egg, and Poultry Wholesalers

The wholesalers of butter, eggs, and poultry in Baltimore were sent page 2 of the weekly "Retail Market Report for Baltimore" for the period August through December 1950 (see fig. 9). The chief interest in the reports, as expressed by those who used them, was as general information on price trends at the retail level. A few said they compared the retail price with their wholesale price, and one said that he posted the report for his customers to use when buying his products.

Eighty-seven percent of the butter, egg, and poultry wholesalers said that they read the weekly reports, and 29 percent said that they made use

of them. 17/ Each wholesaler surveyed was asked whether the reports would be of more use if any of the following kinds of information were added:

Information	Percentage of wholesalers in favor of information
Comparable retail prices in other large cities	8
Comparable retail prices on a national or regional basis	3
Wholesale prices for butter, eggs, and poultry in the Baltimore markets	75
Volume of weekly deliveries of butter, eggs, and poultry to retail outlets in Baltimore	67
Volume of weekly deliveries of butter, eggs, and poultry to retail outlets on a national or regional basis	6

The only kinds of information for which a strong interest was expressed were those of local wholesale prices and local volume of deliveries to wholesale stores.

Fresh Fruit and Vegetable Wholesalers

The wholesalers of fresh fruits and vegetables in Baltimore were sent the weekly reports comparing wholesale and retail prices for the period August through December 1950. 18/

When surveyed, nearly all of the wholesalers (94 percent) said the reports were of use to them either to check retail prices or to compare retail prices with wholesale prices. As a group, they were interested in the markups of retail prices over wholesale. Many wholesalers complained that apples were not moving because of excessively high prices

---

17/ Butter, egg, and poultry wholesalers were surveyed together since many of them are wholesalers of all three commodities. Those surveyed were the 38 wholesalers as listed in the Baltimore classified telephone directory. All received page 2 of the retail market report for Baltimore (see page 2 of fig. 9) for the period August through December 1950.

18/ Those surveyed were the 53 wholesalers of fresh fruits and vegetables listed in the Baltimore classified telephone directory.

at retail. 19/ Some wholesalers suggested that it would help if this information showing differences between wholesale and retail prices was published each week in the newspapers so that homemakers could be advised of the situation. It was their opinion that the homemakers would take care of the situations showing excessive margins and would ultimately buy more when the retail prices of these commodities were brought into line. A few fresh fruit and vegetable wholesalers used the reports when talking with retailers in order to encourage them to work on a closer margin and sell more produce.

Eighty-nine percent of the wholesalers said the reports would be more useful if they gave wholesale-retail price comparisons for other major cities. Only 17 percent said that the reports would be more useful if they contained national or regional data on the same basis.

Canned Foods Wholesalers

The wholesalers of canned foods in Baltimore were sent page 1 of the retail market report from August through December 1950 (see fig. 9). When surveyed the general attitude was that the retail price reports which had been sent them were of little value in their wholesale operations, but that they were good reports for the retailers served by them. 20/

Eighty-four percent of the wholesalers said they read the reports, and 25 percent said the reports had been of use to them. The majority of those who said they used the reports were in the retail business as well as the wholesale and applied the information from the reports to the retail part of their business.

Canned foods wholesalers also were asked if the reports would be of more use to them if any of the following kinds of information were added:

19/ The enumerator in his report on the survey results said, "All of the wholesalers were complaining that apples were not moving. The market had dropped to from $1.00 to $1.50 per bushel. The Baltimore processors are even beginning to make apple sauce again. On Friday of the week referred to, I walked into a large supermarket and found apple prices at 2 pounds for 29 cents. I talked with the produce manager and questioned his prices. He replied by showing me his bill. These apples were billed to him by his warehouse at $5.40 per bushel, when, at the same time, you could buy the best at $1.50 per bushel."

20/ All 37 firms listed as wholesalers of canned fruits and vegetables in the Baltimore classified telephone directory were surveyed.

Information	Percentage of wholesalers in favor of information
Comparable retail prices from other large cities	35
Comparable retail prices on a national or regional basis	35
Wholesale prices for canned foods in the Baltimore area	76
Wholesale prices for canned foods on a national or regional basis	76
Volume of weekly deliveries of individual canned items to retail stores in Baltimore	19
Volume of weekly deliveries of individual canned items to retail stores on a national or regional basis	14

As a group, they were more interested in wholesale prices than retail prices, and more interested in retail prices than volume of deliveries.

Canners of Fruits and Vegetables in Maryland

The interest of Maryland canners in the retail price report was for the most part limited to general uses of the information, and a number of the canners felt that the information they were already receiving from their brokers or from trade sources was adequate for their purposes.

They were sent page 1 of the retail price report (see page 1 of fig. 9) each week for a 6-month period, July through December 1950. When a random sample of these canners was surveyed, 80 percent said that they had read the reports, and 42 percent reported using the information. 21/ Typical comments of those who said they used the reports were:

General information.

Gives us an idea of what the market is doing.

21/ Page 1 of the Retail Market Report for Baltimore was sent to all Maryland canners of fruits and vegetables as listed in the 1948 Food Products Directory and the National Canners Association Directory for 1949, for the period July through December 1950. The sample survey consisted of 100 canners selected at random from this group. Those who were found to be out of business were not included in the survey tabulation. A mail survey was first made of the sample, and then a subsample of nonrespondents was surveyed by personal enumeration. The percentage figures in this section are based on all canners found to be in business. Two confidence intervals for some of the percentage figures used in this section are as follows: 80 is 75 to 85, 42 is 36 to 48, 38 is 32 to 44, 22 is 17 to 27.

Watched trend of canned corn prices.

Shows trends in retail trade.

Enabled me to keep up with changing prices.

Some of the comments of those who read the reports but did not use them were as follows:

Our interest is in wholesale prices for canned foods on national and regional basis and these are handled in most trade journals.

The report is of no help as (our) broker handles all established prices.

I have no contact with the retail trade.

The canners were asked whether the report would be more useful to them if it contained price information from other cities and on a national and regional basis. They were also asked if it would be more useful if it reported wholesale prices for canned foods and volume of sales to retail stores. Thirty-eight percent favored reporting retail prices from other large cities, and 30 percent favored reporting this information on a national or regional basis. Forty-seven percent favored wholesale prices for canned foods in the Baltimore area, and 41 percent favored national or regional reporting of wholesale prices. Only 21 percent favored the reporting of weekly sales of canned goods for Baltimore, and 19 percent thought such information on a national or regional basis would be useful.

The 22 percent not reading the reports gave such comments as the following:

Baltimore is not our market.

Report is of no interest to us.

Do contract packing only.

Frozen Food Packers and Distributors

The complete weekly reports on retail prices in Baltimore (fig. 9) and a monthly report on deliveries of consumer-size packages of frozen foods (fig. 13) were sent to a Nation-wide mailing list of frozen food

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
Marketing and Facilities Research Branch
Baltimore Office-- 37 Commerce St.
Plaza 8460 - Ext. 58 & 59

BALTIMORE FROZEN FOOD SURVEY

Deliveries of consumer-size packages of Frozen Foods as reported by seven Baltimore distributors of Frozen Foods for the four-week period from April 16, 1950, to May 13, 1950.

ITEM	PREVIOUS 4 WEEKS TOTAL DOZENS	THIS 4 WEEKS TOTAL DOZENS
GREEN BEANS	6,303	5,894
LIMA BEANS	14,813	13,865
GREEN PEAS	10,906	9,214
SPINACH	6,423	6,630
ORANGE JUICE	36,631	44,970
PEACHES	1,484	1,286
STRAWBERRIES	5,136	4,818

Sloane H. Hoopes
Statistical Investigator

Frederick J. Poats
Local Representative

Figure 13.--Sample of monthly report on Baltimore deliveries of consumer-size packages of frozen foods.

packers and distributors. 22/ These reports received many favorable comments from packers and distributors. The data in the reports were used for articles in trade journals and papers devoted to the frozen food wholesale distributors industry.

Because the frozen food processors and distributors were located in all different parts of the country they were surveyed by mail. Fifty-three percent of those in business at the time of the survey replied to the questionnaire. 23/ Of those from whom replies were received, 54 percent said the retail market news report was useful to them, and 48 percent said that the monthly report on volume of deliveries of frozen food was useful. 24/ Nearly all who used one of the reports used them both. Typical comments concerning the use of the price reports were as follows:

> It gives a clear picture of price decline and increase. I am a food broker and the reports have been helpful in selling.
>
> We are studying the relationships of the prices of canned, fresh, and frozen products in order to place the timing of our promotion of different products which we market, canned or frozen.
>
> We got a pretty good idea of what retail prices are necessary to create volume sales.
>
> It gave us ideas and estimates on eastern markets.
>
> We are buying in competition with all other major cities, and need to know what rest of the country is doing.

22/ The mailing list was made up of 423 packers and distributors of frozen fruits and vegetables as obtained from the Frozen Food Yearbook for 1949, published by the National Wholesale Frozen Food Distributors, Inc., and the 1949 Directory of Frozen Food Processors, published by the E. W. Williams Publications, Inc. of New York. The monthly report on volume of deliveries was sent out from March 1950 to July 1950 and the weekly retail price report was sent from March to October 1950.

23/ Those names not to be found in the Frozen Food Yearbook for 1950, or the 1950 Directory of Frozen Food Processors, were considered to be out of business and not surveyed.

24/ Of the total group surveyed, 29 percent reported using the retail market reports (53% x 54% = 29%) and 25 percent reported using the reports on volume of deliveries (53% x 48% = 25%). Others may have used the reports, but they did not reply and no personal-visit follow-ups were made of the nonrespondents.

Typical comments concerning the use of the volume reports were as follows:

> Gave us good idea of total volume in market by products and enabled us to plan sales and merchandising work accordingly.
>
> It helps us to evaluate the performance of our distributors against the total market activity.
>
> Those of us who have used this basic data are able to . . . compare our own industry position against the total market.
>
> Very helpful to watch volume of items we pack. We plan our coming pack accordingly.
>
> It is most helpful in showing the trend in popularity of certain items. We are better able to judge our inventories and ordering our future deliveries.

Of those who said that the reports from Baltimore were of no use to them, one-fifth said they would be interested in receiving such information from other cities in the United States, and an additional one-fifth said that they were not interested because they sold principally to institutional trade.

Sixty-six percent of those replying said the information would be useful for other cities. These cities in order of frequency mentioned were as follows:

1. Chicago
2. New York
3. Philadelphia
4. Los Angeles
5. San Francisco
6. Washington, D. C.
7. Detroit
8. Boston
9. Cleveland
10. Pittsburgh
11. St. Louis
12. Minneapolis
13. Dallas
14. Atlanta
15. Milwaukee
16. Kansas City, Mo.

Opinion was about equally divided as to whether individual city information or national and regional information would be more useful, with a few more favoring national and regional information.

Forty-two percent asked that additional commodities be reported. These commodities are listed in order of their frequency mentioned. 25/

25/ The frozen foods reported in the Baltimore retail price and volume of sales reports were: Green beans, lima beans, green peas, spinach, orange juice, peaches, and strawberries.

1. Broccoli
2. Corn
3. Poultry
4. Fish
5. Cauliflower
6. Asparagus
7. Brussel sprouts
8. Mixed vegetables
9. R.S.P. cherries
10. Meats, apples

In addition to the above items, the addition of "specialty" items 26/ and institutional sizes was requested.

County Agents and Home Demonstration Agents

Twenty-six Maryland county agents were sent both the weekly report on retail prices (fig. 9) and the wholesale-retail price comparison report (fig. 10) from October through December 1950, and during the same period, 22 Maryland home demonstration agents were sent the retail market report prepared for homemakers (fig. 11).

County agents. Eighty-eight percent of the county agents responded to a mailed survey. Of those replying, thirty-five percent reported some use for the information. 27/ The comments indicated that the reports were chiefly used for general information on the retail situation, and for discussion with farmers when the question of retail prices arose.

The types of farming in the area they were serving had a bearing on the usefulness of the information. In areas devoted largely to tobacco, livestock, and feed crops, the reports were found to be of little value since retail price information did not apply to the producers' marketing situation.

In three counties, where production of fruits and vegetables for the fresh market is of some importance, county agents indicated that the reports were useful in keeping these farmers informed about prices. Their comments indicated the reports were used as a basis of discussion at farmers' meetings and to advise regarding prices to charge when selling to retailers or directly to consumers.

26/ The frozen food industry defines a "specialty" as "any frozen food item other than standard fruits and vegetables. Pies, rolls, french fried potatoes and prepared meals are examples given. Most of these specialties do not have competition in cans, or are not otherwise found available to the public in equal quality." See Frozen Food Yearbook 1950 page 23, Nat'l Wholesale Frozen Food Distributors, Inc., New York, N.Y.

27/ In total, 31 percent of the county agents (85% x 35% = 31%) who were sent the reports, and 37 percent of the home demonstration agents (55% x 67% = 37%) who were sent the reports, answered the questionnaire and said that they used the information. Others may have used the information but they did not reply and no personal-visit follow-up was made of the nonrespondents.

Home demonstration agents. Fifty-five percent of the home demonstration agents responded to a mailed questionnaire, and of those replying, sixty-seven percent reported that the retail price information was useful in their work. They reported that its principal use was as a guide in budgeting and menu-planning. It also served as a basis for class discussion and demonstration in food budgeting for home economics and homemaker clubs. Three agents used the information in radio programs devoted to consumers.

Sixty-three percent of the home demonstration agents replying reported using the comments at the top of the page, particularly as indicators of "best buys;" 75 percent reported using the prices shown on the report, and all said that the reporting of average prices in addition to the price ranges increased the usefulness of the reports to them.

Shippers of Fruits and Vegetables to the Baltimore Markets

A mailing list of 61 shippers of fresh fruits and vegetables to the Baltimore market was obtained from Baltimore wholesale receivers and commission merchants, and they were sent the weekly reports giving wholesale and retail prices for fresh fruits and vegetables (fig.10), from July through December 1950. These shippers were located throughout the principal vegetable-producing areas in the United States, but mostly were in Virginia, Maryland, North Carolina, South Carolina, Florida, and California. The principal items they usually shipped were asparagus, green beans, peas, tomatoes, corn, lettuce, celery, spinach, new potatoes, and strawberries.

When surveyed by mail, 62 percent responded and, of this group, 45 percent said they found the report useful. 28/ They used it as general information on price trends and to compare the prices received in Baltimore with other markets. Several shippers expressed interest in the report because it showed the lack of response in retail prices to changes made at wholesale. One said he used it as "an information source to understand increased or decreased movement of produce."

The greatest interest was expressed in the column showing differences between wholesale and retail prices for each item. Other parts of the report noted most frequently were the wholesale price ranges in retail equivalents and the wholesale price changes from the previous week.

28/ This response is considered to be very good in view of the fact that the shipment of fresh fruits and vegetables is seasonable and many of the shippers may not have been engaged in shipping during the time the reports were sent them. Out of the total group surveyed, 28 percent reported using the information (62% x 45% = 28%). Others may have used it, but they did not reply and no personal-visit follow-up was made of the nonrespondents.

Each shipper was asked whether the report would be more useful if: (1) Retail-wholesale price comparisons also were made for other large cities, and (2) if retail-wholesale price comparisons were made on a national or regional basis. Nearly all who answered said that the addition of retail-wholesale price comparisons for other large cities would be useful, and more than one-half said that the addition of retail-wholesale price comparisons on a national basis would make the report more useful.

Farmers in Maryland and Virginia

A mailing list of 333 farmers was provided by the Maryland Farm Bureau and the Virginia Association of Potato and Green Crop Growers. Two weekly reports were sent to each producer from May through December 1950. They were the "Retail Market Report for Baltimore" and the "Retail and Wholesale Prices and Price Changes for Fresh Fruits and Vegetables" (see figs. 9 and 10).

A mailed survey indicated that only a small percent of these farmers used the retail market information. Responses were received from 20 percent of the mailing list. Of those who responded to the questionnaire, 20 percent found the retail price data useful, and their comments showed that its chief use was to determine prices for items retailed directly from the farm. 29/ 30/ A few used the information in keeping up with market trends.

The report comparing wholesale and retail prices for fresh fruits and vegetables was used by 17 percent of the farmers who replied. Among comments on uses, general information was named most frequently. Several producers expressed amazement and concern over the low rate of farmers' returns as compared to those received at retail, and one said he had used the report to illustrate this point to others. Seventeen percent of those who did not use the reports explained that the information had little or no application to them because they were growing beef cattle or were tobacco farmers.

29/ Out of the total group only 4 percent reported using the information (20% x 20% = 4%). Others may have used it but they did not reply to the mailed questionnaire and no personal-visit follow-up was made of nonrespondents.

30/ More study is needed on how to make retail market news more useful to farmers. Ninety-two percent of the Massachusetts farmers receiving the Boston retail market report said they used it, and 90 percent of the Rhode Island farmers receiving the Providence retail market report said they used it. (For discussion see Part IV).

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Special Requests for the Retail Reports

During 1950, when the experimental retail market news report was being released approximately 900 individuals and firms requested to be put on the mailing list. These requests came mostly from consumers, tradespeople, newspapers, trade magazines, radio stations, trade associations, producer associations, State government agencies, and educators.

Near the end of the study special groups were selected from among those who had requested the reports and these groups were surveyed by mail. Typical comments on uses they made of the information were as follows:

Trade and producer associations:

> Used in news articles for benefit of local growers to show that high retail prices for vegetables were not resulting in high prices to growers.
>
> These data so far have been of only limited value from a statistical standpoint, but we had hoped, in time, to develop a significant measure of demand changes in the retail market . . . this type of service would not only be of value for special statistical purposes but would lead to more prompt price adjustments in the retail field . . . there should be considerably more information and publicity given to the retail market as in reality supply and demand are balanced over the retail counter. The consuming public, as well as the average retailer, is far removed from the livestock industry, thus there is very little appreciation of the variation in supplies and of the various conditions that are essential to maintaining the retail price that will balance supply and demand . . .
>
> It was very useful to compare the percentage markups between Florida and California citrus fruits.
>
> To answer numerous questions that come into this office in regard to retail prices. Report would be more effective if Midwest and West retail prices on canned food could be obtained.
>
> Used this information as a basis for several reports to citrus growers. The reports were very interesting to our membership and cannot urge too strongly that this service be continued and expanded to other markets.

Newspapers, trade magazines, and radio stations:

It was used in comparing prices in Baltimore with those in New York City and for publication of some prices in the commodity column of the . . . .

Used as information in preparing consumer education programs for radio and television programs given in Wilmington.

It was used in preparing a weekly round-up of food price and supply news for transmission to Associated Press member newspapers.

Background information for our trade magazine.

We frequently do food articles on retail cost basis and would greatly appreciate retail price information on a national and individual city basis.

I kept a series of charts showing the comparison between retail cuts of the various classes of meats, wholesale prices, and live animal prices, and used them on our market TV shows.

State agencies:

The (marketing) errors made on the basis of wholesale prices are large . . . the retail prices will assume a position of greater and greater importance in marketing as time goes on.

We were interested in the project as a whole, rather than individual reports. Would be wonderful report to back up a "good buy" project.

My job requires that I attend farmer meetings throughout the State, where, among other things, commodity prices are discussed. Your reports not only gave us a comparison of prices but indicated price trends on the various commodities.

I used it in comparing fresh fruit and vegetable prices in towns and cities against Baltimore prices-less freight differential. Would like to know why prices advance suddenly when supply elsewhere is ample. Would like to determine if this is a distribution factor from production areas.

Used to compare Baltimore conditions with similar situation in . . . insofar as information was available locally.

Educators:

Excellent pricing background material for our retail extension educational program on produce and meats.

Such a publication would be extremely valuable to us in agriculture outlook and public affairs. Our only source of retail price data are so far behind that they are of little or no use by the time we get them. The greatest benefit from your publication was the up-to-date data it provided.

I used it in research and teaching.

Useful in teaching courses in marketing.

Used report for class work in retail merchandising course.

Very valuable for research.

PART III

METHODS AND COSTS OF PROVIDING RETAIL MARKET NEWS 31/

The gathering of retail market news is different in several respects from gathering wholesale market news. The stores from which information is obtained are located all over the city, whereas wholesalers usually are located in one section of the city and handle a specialized line of commodities. Wholesale market news must be reported daily, but satisfactory results are obtained from retail market news which is reported weekly. In gathering wholesale market news there is usually a reporter in charge of obtaining information from each specialized group of wholesalers--dairy and poultry, fruit and vegetables, and livestock. In gathering retail market news one reporter is in charge of gathering information on all commodities.

Sampling

Because it is not feasible to visit or call all the approximately 3,000 retail grocery stores in a city the size of Baltimore each week, a sample of stores needs to be used. Care must be exercised, however, in order to be sure that the sample is representative of all types and kinds of stores in proportion to the volume of business that each is doing.

In developing a sample in Baltimore for purposes of the experimental retail market news reporting the stores were first classed into three groups: (1) The national and regional chain stores; (2) the stalls in the city markets; and (3) the independent stores and local chains.

National and Regional Chain Stores

The prices from national and regional chain stores in Baltimore were obtained directly from their price and price change sheets at their central offices. The prices for the chain supermarkets, the smaller self-service stores, and the service stores were kept separate and weighted into the final price tabulation in proportion to their average weekly volume of business. This gave complete coverage of the national and regional chains in Baltimore, and no sampling was required.

31/ In addition to retail prices, volume of retail sales figures for 40 commodities were also gathered from July 1949 to April 1950, as a part of the experimental market news service. The standard error of these data, however, was found to be greater in most instances than the reported monthly changes, and the data were not released. It was concluded that for accurate volume data a much larger sample of the stores would be needed than was used in gathering prices. It is planned later to issue a report on sample size requirements of reporting volume of retail store sales.

Public Market Stalls

Prices were gathered from 12 market stalls selling fresh fruits and vegetables and from two stalls which sold meats, dairy products, and eggs.

These stalls were selected at random from a list of all food stalls selling these products in six of the public markets located in Baltimore. The list of stalls was prepared by first obtaining layout maps or floor plans from the market managers showing stall location, and then visiting them to determine the products being sold and the volume of business. It was found that some of the stalls did not sell on Wednesdays. These were dropped from the list before the sample was drawn as that was the day the reporter visited the markets to gather their prices.

The size of the sample was established at 12 fruit and vegetable stalls and 2 stalls selling meats, dairy products, and eggs so as to give the prices weight in the final average prices in approximate proportion to the volume of business done in the markets as related to the city as a whole.

Independent stores and local chains. The development of the sample of independent stores including the local chains proved to be a rather difficult problem. Of the nearly 3,000 retail food stores in the city, approximately 2,800 were independently owned stores or members of locally owned chains. To determine the characteristics of these stores, a preliminary survey was made of all the independently owned stores or members of locally owned chains in every sixth block in the city. Information was obtained as to dollar volume of business, whether service or self-service, commodities handled, amount of credit business done, amount of delivery business done, and other related information. 32/

A total of 470 independent and local chain store managers were interviewed in this block survey, and on the basis of information gathered, these stores were put into 36 groups as follows:

32/ These sample blocks were selected at random within geographic subdivisions of the city so as to give a cross-section of all areas. The maps used were the Sanborn maps. These maps are available for nearly all cities with a population of over 25,000, and the buildings within each city block are indicated, including limited information as to use, structure, and size. It is possible to identify the blocks on which retail outlets exist, but the Bureau of the Census has a complete set which is continually revised by the Sanborn Map Company. In areas where Sanborn Map Company coverage exists the Bureau of the Census has, as a part of its Master Sample Project, a listing of all blocks within which all retail outlets are indicated.

The stores were first classified into six groups by type: (1) Self-service stores; (2) service stores carrying a complete line of commodities; (3) service stores with an incomplete line of commodities; (4) delicatessens; (5) fruit and vegetable specialty; and (6) meat markets. The most numerous type, service stores with a complete line, was subdivided into three groups on the basis of percentage of the total dollar volume of business which was done on a credit or delivery basis, as these factors affect price. These classifications gave a total of eight groups of stores. Within each group, the stores were ranked in the order of their weekly volume of business, and then subdivided again into groups so that each group represented as nearly as possible an equal volume of business. 33/ The group with the largest stores contained 3 stores and the group with the smallest stores contained 39 stores.

In drawing the sample which was used in reporting retail prices, one store was selected at random from each of these groups representing equal volumes of business. Through this method of selecting stores a simple average of all the prices gathered automatically gives estimated average prices weighted by volume of business.

Statistical tests of prices gathered from this sample of stores showed that they represented the entire city prices with a sampling error, at the 95 percent probability level, or less than 1 cent per unit on nearly all of the 177 items. 34/ The data were sufficiently accurate so that when a 1-cent price change was reported, there was a high degree of certainty that there had been a real change in Baltimore retail prices and not just some variation in the sample.

Methods of Collection

Information was collected on Monday, Tuesday, and Wednesday from independent stores; on Wednesday from public market stalls; and on Tuesday afternoon and Wednesday morning from the chain stores. It was made clear to all those cooperating that the prices that were wanted were those which would be in effect as of Wednesday, the date of the report. If, for example, any changes were anticipated by Wednesday, the store operators were asked to give those new prices. Each store was visited on the same

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33/ In determining the total volume of business in each group, the size of the groups as to dollar volume of business for meat markets was set at 28 percent of the size of those groups of stores handling complete lines, fruit and vegetable stores at 15 percent, delicatessens at 85 percent, and general incomplete line stores at 40 percent. This adjusting of the size of groups was done on the estimate that meat sales were 28 percent of the total sales of complete line stores in Baltimore, and made it possible to add meat prices from meat markets to meat prices from complete line stores.

34/ Only about 130 items were reported at any one time in the Baltimore trial retail market news report.

day each week. Collection of prices was scheduled so that all store prices would be in the office by 12 o'clock noon on Wednesday. Holidays and annual leave of reporters were planned for in advance to assure complete coverage of all stores in the allotted time period.

This spreading of the work over 3 days made it possible to do the job with a smaller number of reporters than would have been possible if all the stores had been contacted on the same day. Also, the first days of the week were best for visiting the stores as the store operators were not so busy as later in the week and they could take the necessary time to give the reporter information. Most of the store operators said that from their point of view these were the best days to gather the information because a report could be sent back to them before their heavy week end business. If their prices were then found to be out of line, they still had time to make a change. 35/

The prices that were posted in the stores were taken for the report unless it was found from experience that the posted prices were not always kept up-to-date or for other reasons did not reflect the actual selling prices. In these cases, as with stores not posting prices, the prices were obtained from the store operator.

In reporting canned items, prices were reported on only the most popular can sizes, but for these sizes the prices were gathered on all brands carried in the store. Likewise, where more than one price existed for a frozen food commodity, all prices were reported. Prices on all eggs were reported by the grades and sizes indicated. (Maryland law requires that all eggs sold in retail stores must be labeled as to grade.)

Prices on beef and veal cuts were reported for Good and Choice grades only. Pork products and poultry products were reported on the basis of all qualities but prices were omitted for two stores which handled lowest quality items in these lines. Lard prices were reported for pure pork lard, all blended products being omitted.

Prices were reported only on those fresh fruits and vegetables that from appearance seemed to be of good quality and did not show signs of wilt or decay. Special care was taken to avoid reporting distress items which had been marked down because of loss of quality. Dried prune prices were reported for the 30-40 to the pound sizes.

35/ It appears that this changing of prices by store operators on the basis of the reports did not damage the value of the reports to homemakers as the reports still gave homemakers the necessary background on which to judge values. It is not likely that a store operator in using the reports would raise his prices above those quoted. If he lowered his prices below those reported in order to attract consumer interest, the homemakers who had read the reports would be just that much more ready to recognize these values, and the price reductions by the grocer would accomplish their purpose of increasing sales.

Tabulating and Editing of Data

The survey form used by the reporters in collecting prices from each store was arranged with several columns to show the prices that had been obtained the previous weeks alongside a column in which the reporter listed prices for the current week (fig.14). This arrangement made it possible to do an important part of the editing of the prices at the time they were gathered, and helped to avoid overlooking prices for any brand or grade. Price changes from the previous week were noted and verified by the store operator while the reporter was still in the store, thus avoiding possible call-backs to check unusual price changes and as a guard against error.

The data were taken from the survey forms used in the stores and put on the final tabulating sheets the same day they were gathered. One price was entered on the tabulating sheet for each food item the store sold. In the case of more than one price for a store, such as for several brands of canned peaches or several brands of bacon, an average price for the store was entered. This procedure was necessary because, when adding to get the average price on the tabulating sheet, each price with the exception of the chain store prices was considered to represent approximately equal volumes of business. Prices from the chain stores were weighted by multiplication factors in proportion to the total volume of business which they represented in the city. When a chain store organization had different prices on an item in their supermarkets, small self-service stores, or service stores, each price was given a weight in proportion to the volume of business in each group of stores carrying the item.

After the prices were entered on the tabulating sheet, the average price and the range of prices were computed. In computing the average, all quotations were used. The range was edited by dropping from the extreme limits of the range the upper and lower 10 percent of all quotations. For example, for a commodity having 30 price quotations from stores, the highest 3 and lowest 3 prices were dropped, leaving a range which was referred to in the reports as an "80 percent price range." The self-weighting nature of the sample on which the prices were based gave this 80-percent price range the additional value of being a price range in which an estimated 80 percent of the sales of an item was taking place. Since no sample can be expected to give a complete range of prices for all stores in a city, and since the extreme quotations are subject to erratic variations, the editing out of the upper and lower 10 percent of the prices collected leaves a more realistic and stable measure of market conditions than if the extreme quotations gathered in the sample were used.

After the averages and ranges of prices were computed, they were compared with those quoted for the previous week, and the changes shown in plus or minus amounts. These notations helped in editing for errors

MR 45

UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
MARKETING AND FACILITIES RESEARCH BRANCH

Budget Bureau No.
40-R1924.2
Approval Expires
12/31/50

BALTIMORE RETAIL MARKET NEWS PRICES

STORE NUMBER 25 DATE: from 3 July 1950 to 30 August 1950

CANNED FRUITS

ITEM	UNIT	BRAND NAME	WEEK NUMBERS 66	67	68	69	70	71	72	73	74
APPLESAUCE	303	Uncle Green	15	15	15	15	15	15	15	15	15
APRICOTS (unpeeled)											
FRUIT COCKTAIL	303	Uncle Green			21	21	21	25	25	25	—
	303	Delmonte	21	21	21	21	21	25	25	25	25
	2½	Delmonte	35	35	35	35	35	39	39	39	39
	2½	Dole	35	35	35	35	35	39	41	41	41
GRAPEFRUIT JUICE	2	Uncle Green	18	18	18	18	18	18	18	18	18
	46 oz.	Plymouth	43	43	—	43	—	—	—	43	43
	46 oz.	Uncle Green	43	43	43	43	43	43	43	43	43
ORANGE JUICE	2	Uncle Green								16	16
	2	Memphis Belle	16	16	16	16	16	16	16	—	—
	46 oz.	Memphis Belle			39	39	39	39	39	39	39
	46 oz.	Plymouth	39	39	—	—	—	—	—	—	—
	46 oz.	Piece River			39	39	—	—	—	—	—
BLEND JUICE (orange & gpft.)	2	Kenazy's	21	21	21	21	31	21	21	21	21
	46 oz	Uncle Green	47	47	47	47	47	47	47	47	47
PEACHES (cling, halves or sliced)	303	DelMonte	17	17	17	17	17	21	21	21	21
	303	Rosedale									21
	2½	Delmonte	27	27	27	27	27	32	32	32	32
	2½	Val Vita	23	23	23	23	25	26	26	26	26
PEARS	2½	Airmail	33	33	33	33	33	33	33	33	33
	2½	Delmonte	38	38	38	38	38	38	38	38	38
	2½	Uncle Green	37	37	37	37	—	—	—	—	—
CHERRIES (R.S.P.)	2	Lucky Leaf	31	31	31	31	31	31	31	31	35
	2	Comstock									25

Figure 14.--Sample of form used weekly in gathering retail prices from stores.

since any unusual or irregular changes could be double-checked to verify the correctness of the tabulation. A time deadline of 3:30 p.m. on Wednesday was set for completing all tabulations. When the data were ready, the commentary on the retail market report was written, the report cut on stencils, and run off on the mimeograph machine. The reports were assembled, put in envelopes, and mailed by Thursday noon.

Wholesale-Retail Price Comparison Report

On Thursday afternoon and Friday of each week some time was available for getting material ready for the next week and analyzing the data gathered. Part of this time was devoted to the preparation of a weekly wholesale-retail price comparison report on fresh fruits and vegetables which was mailed Friday. In preparing it, the retail reporter worked closely with the Federal-State market news reporter for fruits and vegetables, to assure that the wholesale and retail prices on each item reflected the same quality, size, and grade. When the daily range of wholesale "mostly" prices was narrow, the average price was calculated by taking the high and low prices for Monday through Wednesday. When the range was wide, the wholesale reporter was asked to determine the price at which most products sold. This price was used in the 3-day average. The wholesale prices were then converted to the same units in which the retail prices were reported--pounds, bunches, heads, each, and so forth--and the differences from retail prices computed.

Availability of Products in Retail Stores

With a small amount of clerical work the percentage availability of individual products in retail stores could be computed directly from the price tabulating sheets. When a product was not carried in a store, no price would show up for that store on the tabulating sheet. To compute the percentage availability, therefore, adjustments were made for the weighting of chain store prices, and the number of prices were added up and divided by the total number of stores in the sample. This figure would give the average number of stores in which an individual product was available after weighting by each store's total weekly volume of business.

Special Surveys and Reports

Special information of interest to producers, shippers, or wholesalers as to how consumers are reacting to their products or how the products are being handled at retail could be gathered by the market news reporters in their regular visits to the sample stores at a small fraction of the cost of making "one-time" surveys for the same purpose. The sample would have already been drawn and friendly personal relationships developed between the reporters and the retail store operators. Such a survey, for example, as obtaining the retailer's appraisal of homemakers' reactions to a new kind of package could be conducted with little or no extra expense.

On questions such as the availability of frozen food display space or changes in such space, a larger sample might be required for accuracy, but in that case the basic sample design would already be available to be doubled or tripled as required. If the regular reporters could not handle the survey of these additional stores on their way to and from the sample stores, part-time help might be required to supplement their efforts. Such costs, however, would still be only a fraction of the cost of making a "one-time" survey to gather such information.

Costs of Reporting Retail Market News

The cost of reporting retail market news depends on the kind of information and accuracy desired. A service for a metropolitan area the size of Baltimore, in which data were gathered weekly from a representative sample of stores large enough to be accurate on 1-cent price changes, in which both the average price and range of prices were reported for 130 items, and in which both a retail price report and a wholesale-retail price comparison report were prepared, and sufficient flexibility allowed for occasional special surveys of unusual conditions affecting sales, would cost approximately $21,000 a year.

The personnel requirements are estimated on the basis of labor time and skill required to perform the various jobs of obtaining price information from stores; travel time between stores; time for editing and tabulating the data; and preparing, mimeographing, and mailing the reports. Salaries are figured at the present Federal pay rate at the middle salary for each grade.

	Dollars	Dollars
Salaries		
1 market reporter, GS-9	5,560	
2 assistant reporters, GS-4, at $3,495 each	6,990	
1 clerk-typist, GS-3	3,270	
1 part-time helper, GS-2	1,250	17,070
Other		
Travel	600	
Telephone service	200	
Office rental	1,200	
Mimeograph paper and office supplies	1,000	
Depreciation and upkeep of office equipment and furniture	500	3,500
Total		20,570

1. Market reporter. The market reporter in charge would need to be a man capable of analyzing changing market conditions. He would need to have a knowledge of commodities, their characteristics, and grades; he would need to have taken some introductory courses in statistics and survey methods, and would need to have the ability to supervise, meet, and get along with people. A college graduate in agricultural marketing with some marketing experience could qualify for the job, or a person with practical experience in commodity marketing who had acquired the necessary knowledge of statistics in part-time schooling.

2. Assistant reporters. The ability to get along with people and a willingness to follow instructions and to learn would be the primary requirements of the assistant reporters. They would need to know how to run adding machines and calculators. Any of the requirements and background outlined above for the market reporter in charge would be helpful to the assistant reporters.

3. Clerk-typist. The clerk-typist would need to know how to run an adding machine and cut stencils.

4. Part-time helper. This helper would be needed to help with peak work loads in the office an average of one afternoon a week and would serve as a substitute during periods of sickness and annual leave.

5. Travel. Public transit could be used where this mode of transportation is most efficient in terms of time and cost, and private automobile could be used on a reimbursable expense basis in outlying suburban sections where necessary because of distance and excessive amounts of labor time required to contact stores by public transportation.

6. Telephone service. This service is for contacting retail stores in cases where the reporters suspect errors in the data after the information has been brought back to the office, and in emergencies when the store operators could not be contacted on repeated visits. The telephone also would be needed to answer inquiries concerning the reports, and in working with and supplying information to radio stations, newspapers, and others disseminating the retail market information.

7. Mimeograph paper and office supplies. The largest part of this cost would be the paper for preparing the mimeographed reports and is estimated on the basis of a weekly 3-page price report and a weekly 1-page wholesale-retail price comparison report sent out to a mailing list of approximately 3,000 retailers and others interested. Other costs would be for tabulating paper, stencils, mimeograph ink, and office supplies.

8. Depreciation and upkeep of office equipment and furniture. This item includes an annual depreciation charge and cost of upkeep on the necessary office equipment and furniture. The equipment would include the following: An electrically driven mimeograph machine, a calculator,

two adding machines, addressograph equipment, an automatic folding machine, and a typewriter. The total cost of this equipment at present prices would be about $5,000. It is estimated that the annual depreciation and upkeep cost would be about one-tenth of this amount. This rate of depreciation includes maintenance and replacement costs for the office equipment likely to have an effective life of less than the full 10 years, which would be offset in part by the longer depreciation rate for such items as desks, chairs, and filing cabinets.

The preliminary survey of stores and the developing of the operating sample could be conducted by the personnel hired to carry out the continuing service. Approximately 4 months would be required to do the preliminary surveys, develop contacts, and get the weekly price reporting on a sound basis before releases could be made.

PART IV

PRESENT RETAIL MARKET NEWS SERVICES

Several State and city governments and the Extension Service of the University of Maryland are at present reporting retail market news and have been doing so for a number of years. Reporting was started in Boston, Mass., in 1920; in Providence, R. I., in 1928; in New York City in 1934; and in Baltimore, Md., in 1945. Surveys of persons receiving the reports issued for these cities show that constructive and worth while uses are being made of them.

The services vary from that of reporting prices of a few stores by one person to the service in New York City that uses a team of five reporters and a supervisor and covers 200 to 250 independent stores, 6 chain stores, and 4 municipal markets each week. All the services put out information on best buys. 36/ Only the New York City report gives the most general or average prices in addition to the price ranges.

In addition to these retail market news services, which are described in following sections of this chapter, the Connecticut State Department of Agriculture conducted a retail market news service at Hartford, Bridgeport, New Haven, and Waterbury from September 1930 until January 1935, when it was discontinued for lack of funds. The Connecticut State Department of Farms and Markets, however, has continued its interest in assisting decision-making at the retail level. In 1951, it began putting out a monthly "Market Preview" for retailers to advise them on supply prospects for fresh fruits and vegetables (fig. 15). In a survey made of the retailers, a majority of those, who were handling fresh produce found this report useful. 37/ They said they liked the advance information on supply conditions, that it helped them to know what items to feature, and that it helped in purchasing. In addition to this report, more than 1,000 Connecticut retailers subscribe, at the fee of $1 a year, to the "Connecticut Market Bulletin" which gives wholesale prices and which is published on Mondays, Wednesdays, and Fridays.

Retail Market News in Boston

Since 1920, the Massachusetts State Department of Agriculture has conducted a retail market news service based on the prices of perishable foods in Boston. The service was inaugurated to furnish market information

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36/ The Boston and Baltimore reports call them "Best Buys," the Providence report calls them "4 Star Food Buys," and the New York City report calls them "Good Buys."

37/ Survey made in October and November 1951 by Benjamin P. Storrs, Chief, Marketing Division, State of Connecticut Department of Farms and Markets.

Market Preview

RETAILERS SPECIAL MARKET REPORT

Published Monthly By
State Department of Farms and Markets
John Christensen, Commissioner
275 State Office Building, Hartford 15, Conn.
Application for Entry as Second Class Matter is Pending

Vol. 1 August 31, 1951 No. 3

PEACHES, McINTOSH APPLES, SWEET CORN, LIMA BEANS, TOMATOES, PEPPERS, POTATOES, CAULIFLOWER and FALL SQUASH will be featured in fresh fruit and vegetable displays at most retailers in September.

The LOCAL ELBERTA peaches will start after Labor Day. There's a big crop this year. By September 15 Elbertas will be in full swing. Home canners and freezers will be buying them "by the basket".

The McINTOSH apple crop is a big one this year too. By late September they will be coming in heavy--good and ripe with plenty of color--the answer to a retailer's prayer. Apple men are going to put on special sales campaigns in September and later. They plan newspaper, radio, television, window displays and other PROMOTIONS. Plan now with your suppliers to cash in on this FREE ADVERTISING.

CAULIFLOWER is not expected to be coming in volume until late in the month.

TOMATOES, SWEET CORN and LIMA BEANS may slow up late in the month.

Fall SQUASH (Acorn, Butternut, etc.) will be in heavy volume all month.

On the meat counter you will be able to keep on featuring FRYING CHICKENS and BROILERS. There are plenty coming along for September.

Eggs are expected to be scarce and high on larger sizes of Grade A. MEDIUM SIZE, however, will continue liberal and priced well below large.

PRESS AND RADIO WILL FEATURE THESE PRODUCTS.

Market Preview is issued in furtherance of the mobilization program of the State Garden and Food Preservation Committee.

Figure 15.--Sample of Connecticut Market Preview.

adapted to consumer needs so that at all times the homemaker might know approximately how much should be paid for any particular commodity and the best time to can or store fruits and vegetables (fig. 16).

The report known as the "Boston Retail Price Report" was the first of its kind to be published in this country. Except for a brief period in 1933-34, when it appeared on a monthly basis, weekly reports have been issued since the inauguration of the service. "Weekly issuance of the Boston Retail Price Report was resumed in October (1934) due chiefly to the greatly increased demand for more than monthly retail market data from various interests, consumer welfare and social service agencies, producers, and distributors." 38/

The annual report of 1921 contained the following description of the "Boston Retail Price Report" then being issued: "A weekly circular quoting Boston retail prices collected from the various types of retail stores, including range of prices on vegetables, fruit, dairy products, meat and fish products, indicating weekly demand for certain commodities, and what is new on the market, is also published by this Division. A paragraph of this report is devoted to brief market news items covering crop outlooks, predicting shipments of food, supply, etc., ending with a new recipe in season or a practical economical suggestion." 39/

Dissemination of this information by radio began in 1922. 40/ In 1940 the retail market reporter was making two weekly broadcasts--one intended especially for farm women. 41/ These broadcasts were later discontinued. One reason for their discontinuance was that the retail ceiling prices imposed during World War II contributed to a curtailing of the work.

Uses of the Boston Retail Price Report

From the beginning, this report was used not only by homemakers but by other groups as well. As early as 1921 the annual report stated that the Boston Retail Price Report was "being used extensively among the owners of roadside markets and others interested in the selling of farm

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38/ Commonwealth of Massachusetts, Annual Report of the Commissioner of Agriculture for the Year Ending November 30, 1934. p. 11.

39/ Commonwealth of Massachusetts, Annual Report of the Department of Agriculture for the Year Ending November 30, 1921. pp. 47-48.

40/ Commonwealth of Massachusetts, Annual Report of the Department of Agriculture for the Year Ending November 20, 1922, p. 35.

41/ Commonwealth of Massachusetts, Annual Report of the Commissioner of Agriculture for the Year Ending November 30, 1940. p. 9.

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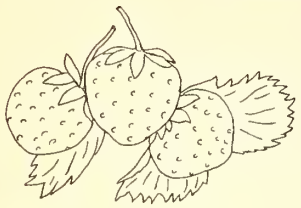
MASSACHUSETTS DEPARTMENT OF AGRICULTURE
Henry T. Broderick, Commissioner
Division of Markets, Louis A. Webster, Director
41 Tremont Street, Boston

BOSTON RETAIL PRICE REPORT

June 12, 1951



Fresh, native strawberries make food news this week. The delicious berries are a treat for every member of the family. June is Dairy Month, so the combination of strawberries and cream is a dish that is good for us as well as pleaeing to the palate.

The Cape Cod Festival of the Strawberry will be held June 14, 15, and 16 at Falmouth, Massachusetts. The public is cordially invited.

VEGETABLES

Asparagus, 2 - 2½	lb.	.70 - .85
*Asparagus, native	lb.	.25 - .50
Beans, green	lb.	.15 - .25
*Beans, wax	lb.	.19 - .30
Beets	bch.	.07 - .15
Broccoli	bch.	.23 - .30
Cabbage, new	lb.	.05 - .07
Cabbage, red	lb.	.07 - .10
Carrots	bch.	.05 - .10
-Cauliflower	hd.	.25 - .45
Celery	bch.	.15 - .25
-Chicory	lb.	.08 - .15
Chives	bsk.	.18 - .25
-Corn	ear	.05 - .10
Cucumbers	ea.	.05 - .12
*Cucumbers H.H.	ea.	.12 - .25
-Escarole	hd.	.10 - .15
Eggplant	ea.	.19 - .30
Kale	lb.	.10 - .12
-Leeks	bch.	.12 - .15
Lettuce, iceberg	hd.	.15 - .20
Lettuce, native	hd.	.12 - .15
Mint	bch.	.20 - .25
Mushrooms	lb.	.69 -
Swiss Chard	lb.	.09
Onions, yel. new	lb.	.07 - .12
Onions, yel. old	lb.	.05 - .08
Onions, white	lb.	.12 - .15
Onions, Spanish	lb.	.10 - .15
Parsley	bch.	.12 - .15
Peppers, sw. gr.	ea.	.03 - .05
Peas	lb.	.15 - .25
Potatoes		
white, U.S.#1 15#	bag	.49 - .55
new	lb.	.05 - .07
Idaho baking	lb.	.06 - .08
Radishes	bch.	.05 - .08
Rhubarb	lb.	.05 - .12
Scallions	bch.	.05 - .08
Squash		
-yel. summer	lb.	.08 - .15
butternut	lb.	.12
Des Moines	lb.	- .65
Zuccini		.47 - .55
Spinach		1.45 -1.55
Spinach, liver		.89 - .95
Tomatoes, cut-up		
*Breast		.85 - .89
Legs		.75 - .79
Wings		.35 - .37
Backs and necks		.15 - .19

FISH

Apples, Baldwin	.50 - .55
Apples, Mixed	.35 - .50
Butterfish, ripe	.35 - .40
Cod steak	.29 - .35
Cod tongues and cheeks	1.80 -2.00
*Crabflakes	1.58 -1.60
-Crabmeat	.39 - .60
Fillets, haddock	.39 - .55
Fillets, smoked	.40 - .55
Fillets, flounder	.55 - .65
Fillets, sole	.35 - .40
Flounder, dressed	.35 - .45
Finnan Haddie, whole	.21 - .25
-Haddock, guinea	.49 - .60
Lobster, boiled	.49 - .60
Lobster, live chicken	.65 - .70
Lobster, medium	2.19 -3.25
*Lobster, meat	
-Mackerel	.21 - .30
Oysters, stew pt.	.60 - .85
-Salmon, king	.75 - .85
Scallops, sea	.65 - .75
Shad, buck	.25 - .35
Shad, roe	.39 - .50
Scup	.35
Trout, brook	1.00
Pollock	.25 - .29
Clams 3 quarts	1.00 -1.20

RUTH GALLAGHER
MARKET INVESTIGATOR

(*) Denotes higher than previous report.
(-) Lower than previous report.

Figure 16.--Sample of Boston Retail Price Report.

products as well as by retailers and consumers living in and around Boston." 42/ Annual reports from 1925 through 1933 mentioned the following additional groups of users: Domestic science teachers, agricultural colleges and experiment stations, newspaper and magazine household sections, homemaker radio broadcasters, schools, college economics departments, research agencies, and welfare agencies.

In the summer and fall of 1949 the Marketing and Facilities Research Branch, Production and Marketing Administration, U. S. Department of Agriculture, in cooperation with the Massachusetts State Department of Agriculture surveyed those who were using the Boston Retail Price Report. 43/

It was found that 29 percent of those who received the Boston Retail Price Report were consumers and 28 percent were consumer advisers. Together they made up more than half the mailing list. Most of the consumers were homemakers rather than institutional buyers. Consumer advisers made up a larger percentage of those receiving the Boston report than they did of those receiving any other of the retail market news reports studied. (See following sections.) Consumers also made up a larger percentage of those receiving the reports than was the case of any of the other reports except that issued by the University of Maryland Extension Service. The following figures show the occupations of those receiving the Boston Retail Price Report:

Occupation	Percent
Farmers	15
Producer advisers	7
Food handlers	9
Consumers	29
Consumer advisers	28
All others	12
Total	100

42/ Commonwealth of Massachusetts, Annual Report of the Department of Agriculture for the Year Ending November 30, 1921. p.48.

43/ A questionnaire was sent to each of the 511 persons or firms whose names were on the mailing list. During the survey it was found that when allowance was made for those who had moved without leaving forwarding addresses, etc., 490 persons or firms were actually receiving the report. A sample of 110 names was drawn at random from among the 300 who did not respond to the first questionnaire. This group was then surveyed by two additional questionnaires and by personal visits. In computing the total results, the responses from those in this sample were blown up to represent the entire group of nonrespondents to the first questionnaire.

Did those receiving the report use the information? One indication of use made of the report is the extent to which it is read. Eighty-four percent of those receiving the report indicated that they had read at least 1 of the last 26 copies of the report, 44 percent indicated that they had read all of the last 26 copies of the report, and an additional 15 percent stated that they had read more than half the reports but not all. Thus, 59 percent of subscribers indicated that they had read more than half of the last 26 reports they had received. Five percent stated that they had not read any, and 11 percent did not answer the question.

At the time of the study the report consisted of two parts--a paragraph of "comment" and price ranges of perishable foods that were in fairly good supply in the market. The comment called attention to "best buys" and briefly discussed items that were beginning to come on the market or that were in good supply.

In order to determine whether those receiving the report thought the comment was useful, they were asked whether they thought it should be continued in the report. Eighty-two percent indicated that they thought it should be continued, 5 percent thought that it should be discontinued, and 13 percent did not express an opinion.

Eighty-eight percent of the recipients of the report indicated that they made some use of the price ranges contained in the report. Seven percent stated that they made no use of the price information, and 5 percent did not answer.

The percentage of persons in each occupational group who said they used the retail market information was as follows:

Occupation	Percent
Farmers	92
Producer advisers	82
Food handlers	87
Consumers	91
Consumer advisers	93
All others	67

The above tabulation shows that 92 percent of the farmers who received the report made some use of the prices it contained. In making these calculations both those who stated that they did not use the information and those who failed to state whether they did or did not use it were considered nonusers.

When asked what commodity prices they used, a larger percentage of those receiving the report mentioned fresh vegetables than any other group of commodities. The percentage naming each group was as follows:

Commodity	Percent
Fresh vegetables	68
Fresh fruits	64
Poultry	62
Meat	57
Dairy and poultry products	49
Fish	46

Statements which were made on the questionnaires indicated the following uses:

1. As a buying guide to help determine what to pay and what items are available or are in good supply in the market.

Consumers (29 percent of the total mailing list) had the following to say about the use of the reports as a buying guide:

To cut down on cost of groceries by buying fruits and vegetables in season and good buys in food in general.

First, plan week's menus ahead according to best buys indicated. Second, take it along (well checked) when shopping, and shop around until I find the lowest prices that should be available.

Being a "working" wife I don't have time to "shop around" to see what the best buys are. I depend solely on the information given in the bulletin as to what meats, fruits, vegetables, etc., give me the most for my money each week.

I study it before going to market. I plan my meals accordingly. It helps me to know what to look for as well as keeping check on prices.

To check with local stores and places where I shop.

I checked the weekly reports with prices in neighborhood markets and bought food accordingly.

2. Selling guide to help determine what to charge or to make price comparisons either between wholesale and retail prices or between prices in Boston and those in some other locality.

Farmers, who comprised 15 percent of the total mailing list, had the following to say about this type of use:

Conduct a roadside stand. Like to keep my prices in line with Boston prices.

We base our retail egg prices in Falmouth by the weekly Boston report.

To check wholesale egg prices.

To guide our egg prices. Also to do the same on poultry we sell. Check prices before I go to do our marketing.

Food handlers, who comprised 9 percent of the total mailing list, had the following to say about this type of use:

To keep my prices in line with those in Boston.

Sell eggs wholesale but also want to know retail price. Sometimes farmers ask about retail prices.

3. Interpreted information and passed it on to others.

Producer advisers, who comprised 7 percent of the total mailing list, had this to say about their use of the information:

Make comparisons with wholesale prices and give publicity to the effect if the spread is so great as to hold up consumer demand. Also pass information on to home demonstration agents to use with their nutrition projects.

Get calls from farmers or small producers mostly regarding prices.

Consumer advisers, who comprised 28 percent of the total mailing list, had this to say about this use of the report:

Planning menus; suggestions to school lunch managers, to institutions, to home economics teachers so as to use the less expensive foods and to follow price trends; to check prices in smaller towns for public health nurses and social workers; and sometimes for persons on diets.

Helps me keep up-to-date on "good buys" when working with clinic patients, teaching food budgeting to students, etc. Also used to prepare low-cost budgets and price special diets for patients.

In food budget work compiling weekly marketing lists. In local news releases stressing cheap and abundant foods.

Used in nutrition classes and food classes on buying. Senior students use as a guide to prices in their menu planning and budget work. Used by dietitians in menu planning.

Radio broadcasters, newspaper reporters, and others engaged in dissemination, who comprised 3 percent of the total mailing list, had the following to say about this use of the report:

> In my week end--that is, Friday or Saturday--Home Forum Broadcasts to instruct listeners to the "best buys" for food for week end menus.
>
> I am interested in summarizing these reports and use them in part in various broadcasts. Many of my sponsors are national food products.
>
> Weekly price comparisons in connection with preparation of radio broadcasting material for consumer radio program.
>
> Used as a basis for stories on market conditions, prices, fluctuations, etc.

Methods of Collection, Tabulation and Dissemination

Selection of stores. At the time of the survey a different shopping center in and around greater Boston was selected each week, and seven or eight stores in the locality were visited. The stores chosen all catered to customers whose incomes ranged from medium to low medium. The stores visited consisted of three or four independents and three chains. The chain stores were picked from among the following chains: A & P, First National, Supreme, Star, Manhattan, and Food Fair. In addition, seven stalls in the Faneuil Hall Market were visited. One of these stalls sold poultry, three sold meat and poultry, and three sold fresh fruits and vegetables.

Collection and preparation of data. One full time reporter conducts the service with office help in typing, mimeographing, and mailing. The reporter visited stores each Monday afternoon and Tuesday morning and copied prices that were either marked on the container or posted. Reported prices were collected on all qualities of each commodity that were generally sold on the Boston market.

Prices were reported as a range, with a minus sign in front of the name of each commodity that had decreased in price since the preceding weekly report and an asterisk in front of each that had increased in price during the same period. Eggs were reported separately by grade and size. For other products, more than one grade was included in a price range. This report features "native" products, and where products are locally grown, the word "native" followed the commodity name. For out-of-State commodities, the name of the State of origin sometimes followed the commodity name. (On one report, for example, there were separate price ranges of "native," New Jersey, and California strawberries.)

Dissemination of reports. Mimeographed reports. At the time of the survey, the mimeographed report was the only regular medium used by the Massachusetts State Department of Agriculture to disseminate the retail market information. It was released on Wednesday, and was sent without charge to those requesting it.

Radio. Material collected by the retail market reporter sometimes was used in radio broadcasts by persons not connected with the retail market news service. The market reporter made occasional broadcasts or prepared occasional radio scripts for the use of others, but at the time of the study radio was not used as a regular medium of dissemination.

Newspapers. Information from the report was not being carried in the newspapers.

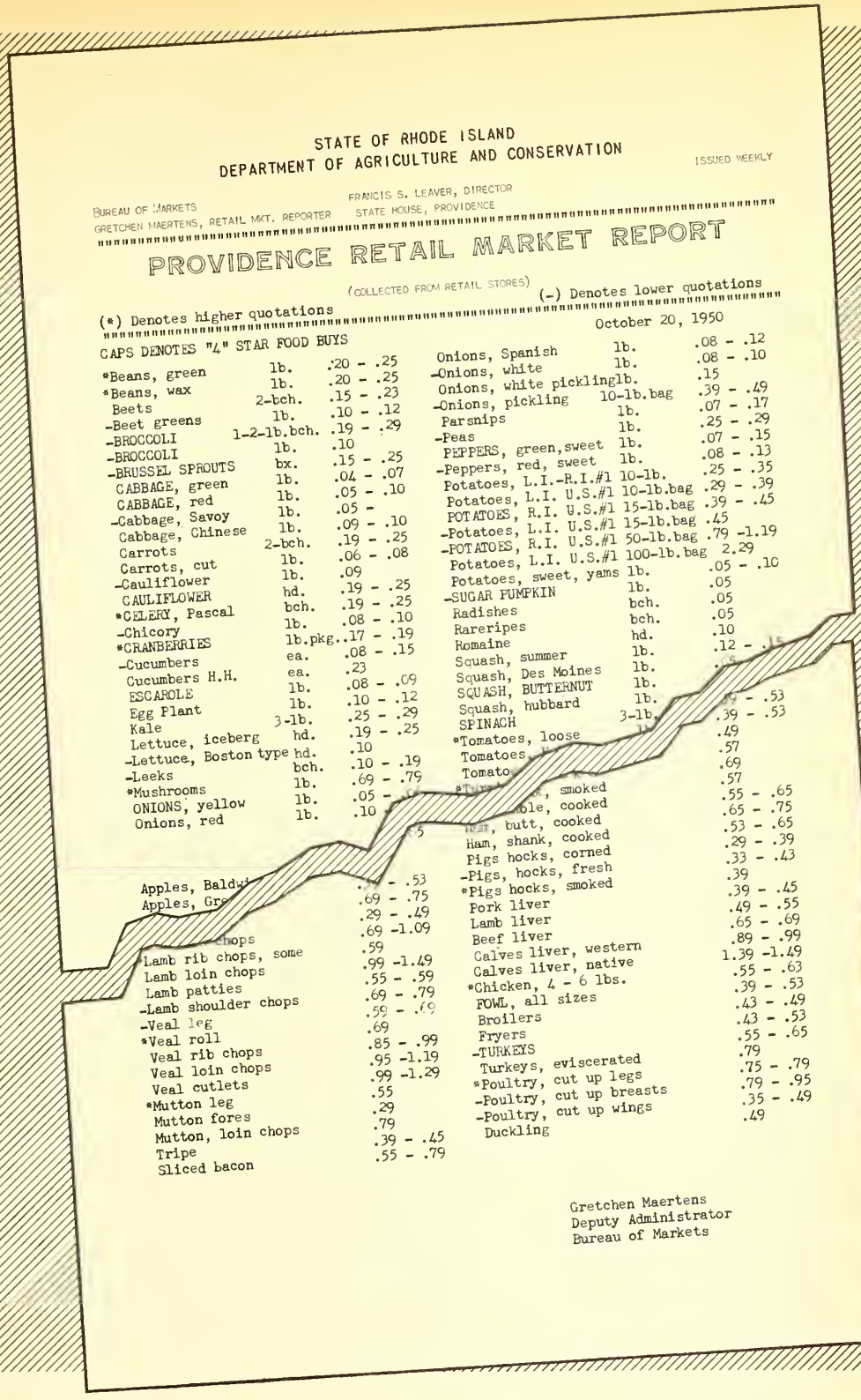
Retail Market News in Providence

In 1928 the Rhode Island State Department of Agriculture, which later became the Rhode Island State Department of Agriculture and Conservation, set up a Bureau of Markets. Almost at once the Bureau began to conduct a retail market news service based on the prices of perishable foods in Providence. From the beginning, mimeographed reports have been issued on Thursday of each week (fig. 17).

The service was initially designed particularly for use by homemakers. At first, the aim was to provide the homemaker with information that would enable her to check up on her food purchases and expenditures. Later, as dissemination by newspaper and radio was adopted, it was broadened to include information about the condition of products on the market, especially the quality of Rhode Island products, to the joint benefit of the homemaker and the producer. One of its aims was the stimulation of homemakers' interest and use of commodities that would otherwise be a glut on the market.

In its annual report for 1944, the State Department of Agriculture and Conservation provided a good historical background of the reporting service. It says, "The Providence Retail Market Report, first issued in 1928, was the second of its type to be published in this country. It was the duty of the Retail Market Reporter at that time to gather retail prices of certain perishable products, including fresh vegetables, fruits, dairy products, meat, and, during the Lenten season, fish. These price data were collected by personal visits to the larger Providence retail markets and recorded each week for statistical and governmental use. The report was published in daily newspapers.

"Before long there was a demand for more 'story' material, and consumer information came into being. At point of sale, market conditions were viewed and reviewed in an attempt to advise the homemaker what she might expect when she tucked her basket under her arm and drove off



STATE OF RHODE ISLAND
DEPARTMENT OF AGRICULTURE AND CONSERVATION

ISSUED WEEKLY

BUREAU OF MARKETS
GRETCHEN MAERTENS, RETAIL MKT. REPORTER

FRANCIS S. LEAVER, DIRECTOR
STATE HOUSE, PROVIDENCE

PROVIDENCE RETAIL MARKET REPORT

(COLLECTED FROM RETAIL STORES)

(*) Denotes higher quotations (-) Denotes lower quotations

October 20, 1950

CAPS DENOTES "4" STAR FOOD BUYS

*Beans, green	lb.	.20 - .25
*Beans, wax	lb.	.20 - .25
Beets	2-bch.	.15 - .23
-Beet greens	lb.	.10 - .12
-BROCCOLI	1-2-lb.bch.	.19 - .29
-BROCCOLI	lb.	.10
-BRUSSEL SPROUTS	bx.	.15 - .25
CABBAGE, green	lb.	.04 - .07
CABBAGE, red	lb.	.05 - .10
-Cabbage, Savoy	lb.	.05 -
Cabbage, Chinese	lb.	.09 - .10
Carrots	2-bch.	.19 - .25
Carrots, cut	lb.	.06 - .08
-Cauliflower	lb.	.09
CAULIFLOWER	hd.	.19 - .25
*CELERY, Pascal	bch.	.19 - .25
-Chicory	lb.	.08 - .10
*CRANBERRIES	lb.pkg.	.17 - .19
-Cucumbers	ea.	.08 - .15
Cucumbers H.H.	ea.	.23
ESCAROLE	lb.	.08 - .09
Egg Plant	lb.	.10 - .12
Kale	3-lb.	.25 - .29
Lettuce, iceberg	hd.	.19 - .25
-Lettuce, Boston type	hd.	.10
-Leeks	bch.	.10 - .19
*Mushrooms	lb.	.69 - .79
ONIONS, yellow	lb.	.05 -
Onions, red	lb.	.10 -
Onions, Spanish	lb.	.08 - .12
-Onions, white	lb.	.08 - .10
Onions, white pickling	lb.	.15
-Onions, pickling	10-lb.bag	.39 - .49
Parsnips	lb.	.07 - .17
-Peas	lb.	.25 - .29
PEPPERS, green, sweet	lb.	.07 - .15
-Peppers, red, sweet	lb.	.08 - .13
Potatoes, L.I.-R.I.#1	10-lb.	.25 - .35
Potatoes, L.I. U.S.#1	10-lb.bag	.29 - .39
POTATOES, R.I. U.S.#1	15-lb.bag	.39 - .45
-Potatoes, L.I. U.S.#1	15-lb.bag	.45
-POTATOES, R.I. U.S.#1	50-lb.bag	.79 -1.19
Potatoes, L.I. U.S.#1	100-lb.bag	2.29
Potatoes, sweet, yams	lb.	.05 - .10
-SUGAR PUMPKIN	lb.	.05
Radishes	bch.	.05
Rareripes	bch.	.05
Romaine	hd.	.10
Squash, summer	lb.	.12 - .15
Squash, Des Moines	lb.	.[illegible]
SQUASH, BUTTERNUT	lb.	.[illegible]
Squash, hubbard	lb.	.[illegible] - .53
SPINACH	3-lb.	.39 - .53
*Tomatoes, loose	lb.	.49
Tomatoes, [illegible]	[illegible]	.57
Tomato[illegible]	[illegible]	.69
*Tur[illegible], smoked	[illegible]	.57
[illegible]ble, cooked	[illegible]	.55 - .65
[illegible], butt, cooked	[illegible]	.65 - .75
Ham, shank, cooked	[illegible]	.53 - .65
Pigs hocks, corned	[illegible]	.29 - .39
-Pigs, hocks, fresh	[illegible]	.33 - .43
*Pigs hocks, smoked	[illegible]	.39
Pork liver	[illegible]	.39 - .45
Lamb liver	[illegible]	.49 - .55
Beef liver	[illegible]	.65 - .69
Calves liver, western	[illegible]	.89 - .99
Calves liver, native	[illegible]	1.39 -1.49
*Chicken, 4 - 6 lbs.	[illegible]	.55 - .63
FOWL, all sizes	[illegible]	.39 - .53
Broilers	[illegible]	.43 - .49
Fryers	[illegible]	.43 - .53
-TURKEYS	[illegible]	.55 - .65
Turkeys, eviscerated	[illegible]	.79
*Poultry, cut up legs	[illegible]	.75 - .79
-Poultry, cut up breasts	[illegible]	.79 - .95
-Poultry, cut up wings	[illegible]	.35 - .49
Duckling	[illegible]	.49
Apples, Baldwi[illegible]	[illegible]	[illegible] - .53
Apples, Gr[illegible]	[illegible]	.69 - .75
[illegible]chops	[illegible]	.29 - .49
*Lamb rib chops, some	[illegible]	.69 -1.09
Lamb loin chops	[illegible]	.59
Lamb patties	[illegible]	.99 -1.49
-Lamb shoulder chops	[illegible]	.55 - .59
-Veal leg	[illegible]	.69 - .79
*Veal roll	[illegible]	.59 - .69
Veal rib chops	[illegible]	.69
Veal loin chops	[illegible]	.85 - .99
Veal cutlets	[illegible]	.95 -1.19
*Mutton leg	[illegible]	.99 -1.29
Mutton fores	[illegible]	.55
Mutton, loin chops	[illegible]	.29
Tripe	[illegible]	.79
Sliced bacon	[illegible]	.39 - .45
	[illegible]	.55 - .79

Gretchen Maertens
Deputy Administrator
Bureau of Markets

Figure 17.--Sample of Providence Retail Market Report.

to market. In compact, readable style, the Bureau's consumer information told how to distinguish quality, when certain foods were in season, when over-production meant glutted wholesale markets and subsequent lower prices in retail markets, how best to use this surplus in the form of recipes or canning information and the breaking down of statistical data in regard to crop prospects.

"Later on, and for a period of four years, the information was broadcast from one of the larger radio stations by the Retail Market Reporter. Still later, in 1943, the medium of a newspaper column was again used."44/

Uses of the Providence Retail Market Report

As late as 1938 the annual report stated that the retail market report was published exclusively for consumers. However, at that time the report was being used by members of other occupational groups. For instance, the annual report of 1936 stated that the report was being used by agents of the U. S. Department of Agriculture. Annual reports for other years listed the following additional classes of users: Producers, labor and manufacturers' groups, Federal agencies, other State marketing bureaus, the State Department of Welfare, the State Unemployment Relief Commission, family welfare associations, nursing associations, and so forth.

In the summer and fall of 1949 the Marketing and Facilities Research Branch, Production and Marketing Administration, U. S. Department of Agriculture, in cooperation with the Rhode Island State Bureau of Markets surveyed those who were using the Providence Retail Market Report. 45/ The results showed that farmers were the largest single occupational group, representing 44 percent of all those receiving the report. Consumers were 7 percent, and were chiefly institutional buyers rather than homemakers. The percentages that each group represented of the total of all those receiving the Providence report at the time of the survey were as follows:

44/ Rhode Island State Department of Agriculture and Conservation. Annual Report 1944. pp. 33-34.

45/ A questionnaire and explanatory letter were sent to each of the 268 persons or firms on the mailing list. During the survey it was found, when allowance was made for those who had moved without leaving forwarding addresses, etc., that 259 persons or firms were actually receiving the report. A random sample of 89 persons was surveyed from among the 174 who did not respond to the first questionnaire. This group was then surveyed by two follow-up questionnaires and personal visits. In computing the total results, the responses from those sampled were blown up to represent the entire group of nonrespondents to the first questionnaire.

Occupation	Percent
Farmers	44
Producer advisers	10
Food handlers	26
Consumers	7
Consumer advisers	3
All others	10
Total	100

There are several explanations for the small percentages of consumers and consumer advisers on the mailing list. One has to do with the way the mailing list was compiled. In addition to mailing the retail market report to the individuals or firms who requested it, it was also enclosed with each wholesale report that was mailed out from the Rhode Island Bureau of Markets on Thursdays. The wholesale reports, for the most part, were requested by farmers and food handlers rather than by consumers.

The percentage of persons in each occupational group who said they used the Providence mimeographed report was as follows:

Occupation	Percent
Farmers	90
Producer advisers	93
Food handlers	68
Consumers	78
Consumer advisers	75
All other	39

The average percentage of users for all groups combined was 78 percent. Nineteen percent said they did not use the report, and 3 percent did not answer the question.

More of those persons receiving the report used prices for fresh vegetables than for any other commodity group. The following tabulation shows use made of price ranges, broken down by commodity groups:

Commodity group 46/	Percent
Fresh vegetables	62
Poultry	49
Fresh fruit	38
Dairy and miscellaneous products	35
Meat	22

46/ Fish prices were reported only during the Lenten season.

The mimeographed release of Providence retail market news did not include any comment on "best buys" or food availability. This information was carried in newspaper articles written by the retail market reporter. Persons receiving the report were asked whether they thought "general comments covering market conditions, price, supply, etc., should be included" in the report. Seventy-two percent said they thought it should, 8 percent thought it should not, and 20 percent did not answer the question.

Statements made in response to questionnaires indicated the following uses made of the data:

1. As a buying guide to help determine what to pay.

Institutional buyers had the following to say about the use of the reports as a buying guide:

> We buy from peddlers and farmers, and the market report helps keep the prices we pay in line--we know if prices asked are too high.
>
> Price comparisons with local markets and as a gauge of probable future markets.
>
> Use as a check to see if we are really getting wholesale prices.

2. Selling guide to help determine what to charge and when to sell, and to make price comparisons either between wholesale and retail prices or between prices in Providence and those in some other locality:

Farmers, who comprise almost 44 percent of the total mailing list, had the following to say about this type of use:

> To see that I don't charge prices that are too high but also to get the best price I can.
>
> To get an average for my prices on eggs to retail stores and to house-to-house trade as well as milk dealers.
>
> Review of comparative egg prices; check on poultry prices; relation of grain and eggs.
>
> It is a guide as to how and where I market the farm products.
>
> I sell at wholesale, but sometimes I want to know retail prices.

Food handlers, who comprise almost 26 percent of the total mailing list, had the following to say about this type of use:

To get trend of prices and to make sure our prices are within the range reported.

To keep informed and govern our movement of fruit out of storage for growers storing here.

The following statements indicated that some farmers and food handlers used information contained in the reports both in buying and in selling:

Farmer

Aid in determining the selling prices of my farm products; also proper prices of items which I may purchase.

Food handler

Used to check on wholesale prices when I buy and to get a general idea of what prices are as a guide in determining what to charge.

The following statements show some ways in which producer advisers, who comprised 10 percent of the total mailing list, used the information:

1. To advise farmers and to assist in performing official duties:

   Answer phone and office calls seeking retail prices.

   Compare wholesale and retail prices--especially good to check on roadside market.

   To compare the price of potatoes with Federal price support program rates.

2. For newspaper stories and radio programs (this use was made by newspaper reporters and radio commentators as is shown by the following statements):

   Material used for weekly round-up article on prices.

   Spot news stories based on noteworthy fluctuations and comparisons.

   Consider the Providence market along with others in reporting farm market trends on the air.

Has retail market information collected in Providence been used to increase the sale of abundant items? No attempt was made to measure the uses of the "best buy" information the retail market reporter in Providence disseminated through the newspaper every Thursday and Friday. However, the annual report of the Rhode Island State Department of Agriculture and Conservation for 1945 cites the following example to show how retail market news can be used to relieve a glutted market: "In late August, tomatoes were flooding the wholesale markets. Consumer buying was lethargic--wholesale prices so low that growers were not bothering to bring tomatoes to market. With the full cooperation and help of radio stations, retail markets, and newspapers, a program was set up whereby the housewife was informed of existing conditions and urged to can and preserve this surplus stock. Factual evidence shows that radio 'plugs', newspapers' stories, and 'boxes' on women's pages of local newspapers, editorial comment, plus the offering of canning recipes helped to strengthen the local tomato market and increase wholesale prices despite increasing receipts." 47/

Methods of Collection, Tabulation, and Dissemination

Selection of stores. At the time of the survey, prices for the market report were obtained from five mid-city grocery stores and markets. 48/ Both service and self-service type stores were included. Two supermarkets, one store of a three-unit chain, one store of an eight-unit chain, and one store dealing exclusively in butter and eggs made up the five stores. They were selected on the basis of carrying all the food items on which information is desired, at average prices and on a cash-and-carry basis. Price ranges contained in the report were based on information obtained from the five stores. In addition, in order to check on quality and available quantity for newspaper articles, an open-air market in another section of town was visited.

Collection and preparation of data. The work was done by a market reporter on a part-time basis as she had other duties to perform. She had office help in typing, mimeographing, and mailing the reports. Every Wednesday the reporter visited stores and copied prices from price tags. She also talked to the manager or buyer of each store she visited. From store personnel she obtained information on week end specials. The prices of these specials were not included in the price ranges contained in the mimeographed report but were used in preparing weekly newspaper articles.

Dissemination of reports. Mimeographed reports. The mimeographed report is released on Thursday and consists entirely of price ranges for fresh fruits, fresh vegetables, dairy products, meat, and poultry.

47/ Rhode Island State Department of Agriculture and Conservation. Annual Report. 1945. p.23.

48/ Grocery stores are commonly referred to in Providence as "markets."

Newspaper articles. Since 1943 the reporter has written a column which appeared each Friday morning in a Providence newspaper. In addition to her weekly column, the retail market reporter prepared a weekly list of "4-Star Food Buys" that appeared each Thursday on the women's page of a Providence newspaper. The food items that appeared on this list were selected on the basis of quality, availability, price, and appeal. At times when the market was glutted with an item and especially if it was grown in Rhode Island, the reporter prepared special statements for use on women's pages of local newspapers.

Radio. At the time of the survey, the Providence Retail Market News Service no longer had its own radio program. Instead, the information collected by the reporter was turned over to others for programming and broadcasting.

One of the questions asked those receiving the Providence Retail Market Report was whether they listened to radio broadcasts of retail market news. Sixteen percent stated that they sometimes listened, 68 percent said that they never did, and 16 percent did not answer the question.

Retail Market News in New York City

The Division of Consumers' Service and Research, Department of Markets, New York City, has issued its Weekly Retail Price Report since 1934. Its purpose is to obtain and report weekly the retail prices which most consumers are required to pay in New York City for perishable foods of good quality which are in general supply in the market (fig. 18).

Uses of the New York Weekly Retail Price Report

When a study of the retail market news service in New York City was contemplated by the Marketing and Facilities Research Branch, Production and Marketing Administration, U. S. Department of Agriculture, a survey of users was planned. However, a visit to the headquarters of the Division of Consumers' Service and Research disclosed that although a mimeographed report was issued, a daily radio broadcast over the city's radio station, WNYC, was the chief medium of dissemination. Hence no survey of the users of retail market news in New York City was attempted.

Station WNYC had never made a survey to determine the number of persons who listen to the broadcasts made by the Director of the Division of Consumers' Service and Research, but they estimated the number was between 110,000 and 160,000. Since this broadcast was made at 8:45 a.m., it was likely that most of the listeners were homemakers.

The mailing list contained 90 names, and an examination of these names indicated that nearly all were industrial firms, health and welfare organizations, newspapers and magazines, labor unions, and radio networks

Canal 6-5653

From: Department of Markets City of New York
Division of Consumers' Service & Research
137 Centre Street, New York 13, N. Y.

WEEKLY RETAIL PRICE REPORT - NEW YORK CITY

FOR WEEK ENDED: June 21, 1951

MEAT Pork Loin Roast has advanced 2 cents per pound over the previous weeks' levels. All of the other popular cuts remained unchanged.

DRESSED POULTRY - No general price changes are indicated since a week ago.

BUTTER - Butter prices continue steady at the same general levels for the past six weeks.

EGGS - Large and medium sized grade "A" Eggs, have risen 2 cents per dozen in most outlets.

FISH - Butterfish, Halibut Steak and Whiting are all 5 cents per pound lower. Large Flounders and Flounder fillet are 5 cents and 4 cents per pound respectively higher.

In the fresh water group a sharp decline of 10 cents per pound on both Whitefish and Yellow Pike is indicated.

FRESH FRUITS & VEGETABLES - Snap beans, Broccoli, White Cabbage, Cauliflower, Cucumbers, Peas, Peppers, Tomatoes and New Potatoes, show reductions ranging from 1/2 cent to 4 cents per unit of sale. Carrots on the other hand have advanced 1 cent per bunch.

In fresh fruits, Cantaloupes, and Peaches are averaging 4 cents per pound lower. While Strawberries have moved up 6 cents per quart.

- - - - 0 - - - -

FOR GOOD "BUYS" - Listen to the Department of Markets' Food Guide Program, Over Station WNYC at 8:45 Every Morning from Monday Through Friday; and at Guest Time at 8:40 Every Tuesday Morning, Over WNYC.

- - - - - - - - -

Figure 18.--Sample of New York City Weekly Retail Price Report.

From:- Department of Markets-City of New York
Division of Consumers' Service & Research
137 Centre St. New York 13, N.Y.

Weekly Retail Price Report----New York City.
For Week Ended June 21, 1951

COMMODITY		Most General Price	Price Range
Butter	lb.	$ .81	.75 - .85
Milk (Approved) Bottle	qt.	.20	.19 - .21
Milk-Homogenized-container	qt.	.20½	.19½ - .22
Margarine	lb.	.40	.30 - .43
Cheese-Cheddar-Mild	lb.	.59	.55 - .69
Cheese-Cheddar (Sharp)	lb.	.79	.65 - .89
Cheese-American-Loaf	lb.	.59	.53 - .69
Eggs-Large Grade A.	dz.	.81	.75 - .85
Eggs-Medium Grade A.	dz.	.73	.67 - .75
DRESSED POULTRY			
Broilers	lb.	.45	.39 - .55
Roasters	lb.	.55	.49 - .65
Fowl	lb.	.55	.45 - .59
Turkeys (Small)	lb.	.69	.65 - .75
Turkeys (Large)	lb.	.65	.63 - .69
Ducks	lb.	.39	.37 - .49
MEAT---BEEF			
Porterhouse Steak	lb.	1.32	.99 -1.32
Sirloin Steak	lb.	1.24	.89 -1.24
Chuck Steak	lb.	.79	.69 - .79
Round Steak	lb.	1.17	1.09 -1.17
Rib Roast (7 inch)	lb.	.89	.82 - .89
Short Ribs	lb.	.55	.49 - .55
Plate & Navel	lb.	.46	.41 - .46
Copped Beef	lb.	.69	.65 - .70
Kidneys	lb.	.25	.24 - .2[illegible]
Oxtails	lb.	.39	.36 - .[illegible]
Smoked Tongue	lb.	.63	.57 - [illegible]
Liver	lb.	.91	[illegible]
Frankfurters	lb.	.69	
VEAL			
Loin Chops	lb.	[illegible]	.35 - .60
Cutlets	lb.	.40	.40 - .55
Shoulder Roast (Bone in)	lb.	.79	.35 - .50
Liver (Calf's)	lb.	.70	.69 - .89
	lb.	.40	.50 - .90
LAMB	lb.	.30	.27 - .50
	lb.	.85	.25 - .40
Loin [illegible]	lb.	.20	.65 - .95
[illegible]ken Carp Steak	lb.	.40	.16 - .30
Yellow Pike	lb.	.65	.35 - .50
Whitefish	lb.	.70	.59 - .75
Chowder Clams	dz.	.50	.49 - .80
Scallops	lb.	.70	.35 - .75
Shrimp	lb.	.85	.65 - .90
			.69 -1.10

ALL PRICES ARE BASED ON
GOOD QUALITY PRODUCTS

Frances F. Gannon

Mrs. Frances Foley Gannon, Director

210748 O - 52 - 6

Figure 18.--Sample of New York City Weekly Retail Price Report.--Continued

rather than individual consumers. Mimeographed copies of news stories and radio talks were sent to a mailing list which, at the time of the study, consisted of 80 names of industrial firms, schools and teachers, health and welfare organizations, newspapers and magazines, and so forth.

Methods of Collection, Tabulation, and Dissemination

Selection of stores. Price information was collected weekly from 200 to 250 independent stores, 6 chains, and 4 municipal indoor markets (one each in Bronx and Brooklyn and two in Manhattan).

The inspector (market news reporter) is allowed to select the stores he visits, but they must be in an average-income neighborhood and in a locality where there is active competition. The stores selected must also conduct business with cash customers who shop in person rather than by telephone. Both service and self-service stores were included in the sample.

The ratio of independent stores to chains in the sample was determined by computing the ratio of sales made by independents to chain stores in total sales for each of four categories of food items. 49/ Minor adjustments have been made in the ratios, particularly on meat, poultry, and dairy products, when strikes and other unusual developments affected the distribution of food.

Each of the four indoor markets was given one count for each price recorded. The number of independent stores included in the sample was determined by a method of weighting based on the average weekly sales of a commodity made by the store in question. 50/

49/ Estimates made by the Division of Consumers' Service and Research show that for New York City these are roughly as follows:

Commodity	Independent store percentage of total sales	Chain store percentage of total sales	Ratio of independent to chain stores
Meat and poultry . .	80	20	4 to 1
Dairy products . . .	80	20	4 to 1
Fish	89	11	8 to 1
Fruits and vegetables	90	10	9 to 1

50/ The following data were used in weighting:

Groceries and dairy products	Meats and poultry	Fruits and vegetables	Fish	Count
Up to $2,000	Up to $2,000	Up to $1,000	Up to $800	1
$2,000 to $3,000	$2,000 to $3,000	$1,000 to $1,500	$800 to $1,200	2
$3,000 to $5,000	$3,000 to $5,000	$1,500 to $2,000	$1,200 to $1,600	3
Over $5,000	Over $5,000	Over $2,000	Over $1,600	4

The weekly volume of business transacted by a particular independent store was estimated in one of two ways:

1. Inspectors, through creating good will and establishing the value of their work, engendered the confidence of the storekeeper who generally volunteered the information concerning the volume of business the store was doing.

2. A rough estimate of the volume of business transacted by a store was made on the basis of the number of its employees.

Collection and preparation of data. Five inspectors (retail market news reporters) collected the prices used in the report, one for independent stores in each borough and one for all chain store prices.

These inspectors collected information each day, Monday through Thursday morning. Each inspector alternated between morning and afternoon reporting and collected prices from a different neighborhood in his borough each day. He collected information from the same stores each Monday, from another group each Tuesday, and so on.

The inspector took with him mimeographed work sheets on which to record the information he obtained. Each work sheet had a number of columns to be filled in by the inspector, and when he had finished his rounds the work sheet would carry all the prices collected by him on one commodity in one day. Since prices were collected only on commodities that were in general supply in the market, the list changed from time to time. If an item in one of the categories covered was in general supply in the market but did not appear on the mimeographed work sheet, the inspector would write it in. The inspector obtained prices from storekeepers or he recorded them from price tags. When the store did not have a one-price policy, but charged different prices to different customers, the inspector recorded the usual prices charged by the store.

The inspector, from week to week, reported on commodities of good quality so that prices were comparable over a period of time. Where the price tag quoted the price for a unit, such as a head of lettuce, and the report called for the price per pound, the inspector weighed the product. For products such as cauliflower, he reported prices for good quality of one particular size. Eggs were reported by grade and size. The report did not specify the grade of meat reported, but prices were collected within the range of Good and Choice grades. Frequently the retailer was willing to produce his invoices of wholesale meat prices. In this way, the inspector, in addition to his practical knowledge of quality and grades and his familiarity with wholesale market conditions, was able to make a further check on the quality of meat reported.

The inspector returned to the office each day and made a price tally. One inspector recorded as the others called off their prices.

The Division of Consumers' Service and Research has records showing "most general prices" for each item reported running back to the inauguration of the service. This price information is assembled in such a way as to facilitate price comparisons over periods of time.

Dissemination of reports. Mimeographed reports. The New York Weekly Retail Price Report is issued every Thursday, and a charge of $1.50 a year is made to cover postage. It consists of a sheet of comments and two pages of prices. The comment briefly discusses price trends. The price section includes price ranges and "most general prices" for dairy and miscellaneous products, dressed poultry, meat, kosher-killed poultry, kosher-killed meat, fresh vegetables, fresh fruits, and fish. The "most general price" is the mode.

A mimeographed newspaper release and a mimeographed radio broadcast were issued every day. The mimeographed newspaper release was not a listing of retail prices but told what commodities were "good buys" and whether prices of a particular item were higher or lower than they were the preceding week or during some other comparable period. The releases and broadcasts Monday through Thursday were based on information collected by the wholesale inspector. The Friday release was based on the weekly retail market news report. Mimeographed copies of newspaper releases and radio broadcasts went out to a mailing list of 80 receivers.

Radio broadcasts. Monday through Friday morning at 8:45 a broadcast was made, intended for consumers, over the municipal radio station (WNYC). These broadcasts began "Good morning, housewives." Every Friday the broadcast was based on the Weekly Retail Price Report. It was a discussion of changes in retail prices of foods from the previous week and the factors and effects of these changes. It also told the place of origin of some of the items reported. Sometimes price comparisons over a longer period than a week were made. The broadcasts suggested lower-priced substitutes or alternates for expensive commodities and gave the names of pamphlets put out by the Division of Consumers' Service and Research which told how to cook these substitutes. A low-cost menu for the day was suggested, and listeners were told how much each of these meals would cost for a family of five.

A home economist employed by the Division of Consumers' Service and Research used the "most general price" listed in the price report in preparing the moderate-cost menus that are disseminated in the broadcasts and in various other ways in working with consumers.

Retail Market News in Baltimore

Since 1945 the University of Maryland Extension Service has conducted a retail market news service to supply the information needed in their

consumer education program. 51/ Mimeographed reports which give the range of retail prices on fresh, canned, and frozen fruits and vegetables, dairy products, meats, fowl and fish are issued each Thursday. The reports also include information on products that are in season and indicate "best buys." (See fig. 19)

Uses of the Baltimore Retail Market Report 52/

Although the report was prepared primarily for consumers, it is sent also to others who request it. The following tabulation shows occupations of those who were receiving this report at the time of the survey:

Occupation	Percent
Farmers	5
Producer advisers	2
Food handlers	5
Institutional buyers	5
Homemakers	65
Consumer advisers	8
All others	10
Total	100

Approximately 75 percent of the persons who received this report said they had read some of the last 24 reports they had received, 18 percent said they had not read any, and 7 percent did not answer this question. With respect to the number of reports read, 43 percent indicated that they had read all of the last 24 reports which they had received and an additional 12 percent indicated that they had read more than half but not all. Thirteen percent read less than half of the last 24 reports, and 6 percent indicated that they had read the reports but did not say how many.

51/ From May 25 through December 1950, the University Extension Service used the retail prices made available by the trial retail market news reporting service conducted by the Marketing and Facilities Research Branch of PMA, which they supplemented by price information gathered on fish and other information pertinent to their "best buy" program.

52/ A questionnaire was sent out on July 6, 1950, to the 775 persons and firms whose names were on the mailing list. (At present the mailing list comprises about 1,300 names.) The questionnaires were sent out with a regular mailing of the report. The mailing list had not been revised for some time and when allowance was made for persons who had died, moved without leaving forwarding addresses, etc., it was estimated that 743 persons or firms were actually receiving the reports at the time of the survey. Later a sample of 110 names was selected at random from among the 561 nonrespondents and these were followed up by two additional letters and by personal interview.

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. DEPARTMENT OF AGRICULTURE - PRODUCTION AND MARKETING ADMINISTRATION

STATE OF MARYLAND COOPERATING

RUSSELL C. HAWES, MKT. SPECIALIST
UNIVERSITY OF MARYLAND

EXTENSION SERVICE
815 FIDELITY BUILDING
BALTIMORE 1, MARYLAND

BALTIMORE RETAIL MARKET REPORT

(*) Higher (-) Lower

May 17, 1951

RCH 20

Locally grown asparagus is abundant and attractively priced. Local supplies are being supplemented by shipments from New Jersey, Virginia, and Pennsylvania. Asparagus with its green stalk and budding tip is chock-full of nourishment and minerals, especially Vitamin A. A daily serving during the short asparagus season isn't too often. Eggs and cheese, both go well with asparagus.

Other recommended "best buys" this week include carrots, spinach, cucumbers, potatoes, and tomatoes. Local spinach is one of the lowest priced items on the produce counters. Cucumbers, eggplant and peppers from Florida, as well as all types of celery are excellent purchases. Cabbage and tomatoes are moderate in cost.

In fruits, Maryland strawberries made their initial bow of the season, supplementing liberal supplies from North Carolina and Virginia. Apples, pineapples and small size oranges are "good buys." Buck shad, rock, and frozen fillets are recommended. Egg prices are at seasonal low.

FRESH VEGETABLES AND FRUITS

Commodity	Unit	Price
*Asparagus	lb.	.21 - .25
Asparagus	bch.	.39 - .59
Beans, green	lb.	.18 - .23
*Beans, Lima	lb.	.18 - .22
Beets	bch.	.10 - .15
Broccoli	bch.	.33 - .39
-Cabbage, new	lb.	.04 - .08
Cabbage, red	lb.	.10 - .13
Carrots	bch.	.08 - .12
Cauliflower	head	.35 - .45
-Celery, white	bch.	.11 - .15
Celery, pascal	bch.	.15 - .23
-Corn, sweet	ear	.07 - .09
Cucumbers	each	.05 - .08
-Eggplant	lb.	.15 - .21
*Kale	2-lb.	.23 - .25
Kale, ready-to-use	10 oz.	.19 - .23
Lettuce, iceberg	head	.21 - [illegible]
Mushrooms	lb.	.50 - [illegible]
Onions, Spanish	lb	[illegible] - .39
		.24 - .37
Apples, Rome be		.37 - .43
-Apples, [illegible]	2	.14 - .16
*Apples, [illegible]ce	46 oz.	.25 - .33
[illegible] juice	2	.13 - .17
Blended juice	46 oz.	.28 - .35
Peaches	303	.19 - .23
Peaches	2½	.27 - .33
Orange juice	2	.14 - .16
Orange juice	46 oz.	.33 - .37
*Pears	2½	.43 - .49

Commodity	Unit	Price
Onions, white	lb.	.18 - .20
Onions, yellow	lb.	.08 - .10
Onions, green	bch.	.05 - .07
Parsnips	lb.	.10 - .12
Peas	lb.	.15 - .19
Peppers	each	.05 - .08
*Potatoes, old	lb.	.05 - .06
Potatoes	5-lb. bag	.23 - .25
Potatoes	10-lb. bag.	.43 - .53
Potatoes, new	lb.	.07 - [illegible]
Potatoes, Idaho	lb.	[illegible]
Potatoes, sweets, yams	lb.	[illegible]
Radishes	[illegible]h	.39 - .45
Rhubarb		.75
*Spinach		
Spinach [illegible]		
Beans (cut green)	2	.14 - .18
Corn (GCS)	303	.17 - .19
Corn (GWK)	303	.17 - .21
Corn (GCS)	2	.14 - .18
Corn (GWK)	2 vac.	.17 - .19
Corn (GWK)	2	.17 - .21
Green peas(sweet)	303	.16 - .23
Spinach	2	.16 - .18
Spinach	2½	.21 - .23
Tomatoes	2	.19 - .23
Tomatoes	2½	.26 - .33
Tomato juice	2	.13 - .16
Tomato juice	46 oz.	.25 - .33

FROZEN FRUITS AND VEGETABLES

Orange juice	6 oz.	.23 - .27
Strawberries	12 oz.	.29 - .49
Beans, cut green	10 oz.	.23 - .27
*Beans, fordhook lima	12.oz.	.26 - .33
-Peas, green	12 oz.	.23 - .27
Spinach	14 oz.	.23 - .27

Russell C. Hawes

Russell C. Hawes
Marketing Specialist
University of Maryland

Shirley D. Robertson

Shirley D. Robertson
Retail Reporter
University of Maryland

Figure 19.--Sample of Baltimore Retail Market Report.

The proportions of persons in each occupational group who said they used the comment section of the report and those who used the price section were as follows:

Occupation	Comment section Percent	Price section Percent
Farmers	53	67
Producer advisers	69	92
Food handlers	42	80
Institutional buyers	44	76
Homemakers	67	74
Consumer advisers	65	73
All others	47	29

On the average for all groups 62 percent used the comment, 31 percent did not, and 7 percent did not answer the question. More persons receiving the report (52 percent) used the comment for information on fresh vegetables than for any other commodity group. Forty-eight percent used it for meat, 41 percent for fresh fruit, 33 percent for poultry, 25 percent for dairy products, and 23 percent for fish.

Sixty-nine percent of all those who received the report said they made some use of the price information it contained, 29 percent said they did not, and 2 percent did not answer the question. The following tabulation shows the use of price information by commodity group.

Commodity	Percent
Fresh vegetables	51
Meats	48
Fresh fruits	41
Poultry	34
Dairy products (including eggs)	32
Fish	26
Canned vegetables	18
Frozen vegetables	16
Canned fruit	13
Frozen fruit	12

The comments made by those who were surveyed indicate the different uses to which the information in the report was put.

Homemakers indicated that they used it to help substitute planned buying for impulse buying, to help decide between individual items, to check grocers' prices, and to help select stores from which to buy. Typical comments of those who indicated that it helped substitute planned buying for impulse buying are as follows:

Because of a limited budget, my report is indispensable since I can plan a week ahead and market for that whole week, having some idea what it will cost.

. . . I can budget to some extent before marketing and plan my meals better before actually seeing the food.

In figuring out my grocery lists, these prices helped me to estimate how much I could buy and still stay within my budget.

In making up my shopping list I can approximate in advance just how much I will have to spend, and I can decide if I can afford to add an item or if I have to cut out something from the list.

The following comments by homemakers are typical of those indicating that the information was a help in making selections between individual items:

When I bought my week's supplies, I tried to buy those items which were in good supply.

I plan my weekly menus around the "best buy" that you mentioned in your comment provided they suit my family's taste.

I used them to purchase the lower-priced foods instead of random buying.

I always skim to notice those marked lower and check what is a good buy. I planned marketing to include these items whenever practicable. I avoid those marked higher.

Look to see which have minus signs in front of them so I can buy those that are lower.

I make my menus from your reports. If cabbage is the buy of the week, my shopping revolves around that. If meat is up and eggs are slightly down, my meals consist of many egg dishes.

To check some particular items in which I am interested to see if they are within my price range yet--that is, peaches or cantaloups.

Some homemakers also used the reports to check grocers' prices and as a help in selecting stores from which to purchase food. Some typical comments concerning these uses were:

. . . I knew if I were paying a fair price. If priced too high at one place, then I did not buy but went somewhere else.

In determining just where our grocer falls in comparison with other stores.

We are usually in a hurry in the stores. By having your prices handy, I can do the buying better. If the store's prices are way off from yours, I go to the next store where I can get them cheaper.

As a measure of what I could obtain for a given price. Then I would do my marketing at places which fell in the price range.

I compared prices with several different grocers' stores and also compared quality and bought best quality for least cost.

Since these homemakers had received the Baltimore Retail Market Report both before and after the addition of average prices to the report on May 25, 1950, 53/ they were asked whether the addition of average prices had increased the usefulness of the report to them. Sixty-eight percent of those who had read the reports stated that the addition of average prices had increased the usefulness of the report. The following are some of the reasons given by homemakers for stating that the addition of average prices made the report more useful:

It is easier to compare at a glance the prices of various items--the prices from week to week of one specific item.

I read the ads very closely in Thursday's paper and shop at the stores which feature the prices you list as being average.

It is easier to do comparative shopping with this figure than with a range of prices.

Tells me, as a consumer, what price to pay close to the average. Price ranges vary up to 10¢ per pound or bunch, and on many items this adds up to a sizable difference.

I feel if you know the average price you can buy quicker and it is easier to remember.

Keeps me more informed on prices throughout the city.

I can tell by the average if the stores at which I shop run over the average on a good many things. It has helped me to find a better store to shop.

53/ On this date the University of Maryland Extension Service began using the prices gathered by the Marketing and Facilities Research Branch, PMA, which they continued to use until December 27, 1950, when the trial reporting was discontinued and the University resumed gathering prices.

The other occupational groups did not make up as large a part of the total mailing list for the Baltimore Retail Market Report as did the homemakers. Typical comments of those using the reports were as follows:

Farmers, who comprised 5 percent of the total mailing list, used the report to determine selling prices:

> To check and compare the prices on the retail report with my prices so as to get the best possible price yet not to overcharge.

> To determine and compare the prices of product in comparison to feed cost. This report helps me to understand the groceryman's views and I market accordingly.

Producer advisers, who comprised 2 percent of receivers, used the report to increase their knowledge of market conditions:

> Comparison with full wholesale price range.

> Our two Fruit and Vegetable Marketing Specialists use the written comment to acquaint themselves with market conditions in the Baltimore area. The marketing specialists used the prices to familiarize themselves with what the various commodities are selling for in that area.

> As check on our purchases. For teaching purposes.

Food handlers (including both wholesalers and retailers), who comprised 5 percent of the total mailing list, used the report to help determine selling prices:

> Posted report in store and to some extent used it to fix my prices.

> It let me know when things came down or went up. I try to be average.

> Helps to keep in line with others.

Consumer advisers, who comprised 8 percent of the total mailing list, used the report to help patients and clients get more for their food dollar:

> I have used the written comments as a guide in my regular nutrition discussions with parent groups, clinic patients, and in-service training for our public health nurses. We try to keep the nurses informed of good food buys. The nurses have many opportunities for food suggestions in the home.

We deal with both dispensary and private "out patients" every day. We teach them new diets and review them. A good deal of emphasis is put on how to buy foods in season and the "best buys" available.

Information on "best buys" is passed on to case workers who are working with clients given financial assistance.

Methods of Collection, Tabulation, and Dissemination

Selection of stores. Prices were collected every Wednesday from eight stores with occasionally one or more additional stores at special times. These included both independents and national chain stores. In selecting stores from which to collect retail prices, consideration was given to income and nationality of customers, to whether the store displayed price tags, and to their willingness to cooperate. Prices were not collected from stores that did not display price tags because the absence of price tags was taken to indicate the absence of a one-price policy for items displayed.

Collection and preparation of data. The retail market news reporter visited stores every Wednesday and copied prices from price tags. If there was no price tag on a commodity the reporter wanted to report, she asked the manager the price. The reporter collected prices on all the fresh fruits and vegetables displayed in the stores she visited.

Prices were reported as a range. Practically all eggs sold in Maryland are graded, and egg prices were reported separately by grade and size. Except for eggs, however, prices for more than one quality of a product were included in a range.

Dissemination of reports. Mimeographed reports. The report was issued on Thursday and at the time of the survey was sent to 775 individuals and firms. It consisted of a paragraph of market comment and prices. The comment listed "best buys" and called attention to items that were just appearing on the market or that were in good supply. A minus sign appeared in front of the names of commodities that had decreased in price since the preceding week and an asterisk in front of those that had increased in price during the same period.

Store poster. In order to keep consumers informed on "best buys" and to assist in moving perishable commodities that were in abundant supply, a poster was sent each week to a mailing list of stores with the request that it be displayed prominently. This poster consisted of a list of "best buys" for the week printed in large colored type. It did not contain prices. Where possible, the poster featured local products.

Radio. At the time of the survey, a weekly broadcast was being made by the University of Maryland Extension Service on Thursdays at 9:30 a.m., over Station WCAO in Baltimore. In this broadcast best buys, recipes, and

occasional price ranges were reported. Fourteen percent of the mimeographed report receivers said they listened to this broadcast, 58 percent said they did not, and 28 percent did not answer the question.

CONCLUSIONS

1. The numerous and sometimes large maladjustments found between retail and wholesale prices show that wholesale market news reporting alone does not provide a complete marketing picture.

2. Retail market news is useful to retailers, wholesalers, processors, shippers, farmers, and homemakers.

3. In addition to being useful to particular groups, retail market news results in important over-all economic improvements in marketing. With each group using retail market news information in its own best interest, marketing charges on individual commodities would be kept more nearly in line with marketing costs; homemakers would buy more of the foods that were currently better values and buy a greater variety of foods than they normally do; items in large supply would be moved more readily into consumption; and higher retail prices would be followed by more prompt price increases at wholesale.

4. The frequent discrepancies that were found between wholesale and retail prices during the period of experimental reporting indicate the need for those who undertake to advise consumers as to best buys to inform themselves thoroughly as to local retail prices. To base such advice solely on wholesale market conditions may at times result in mistakes.

5. The experimental reporting of retail market news showed that it is possible to report accurate retail prices on a large number of commodities in a city the size of Baltimore at a cost of about $21,000 a year.

6. Although encouraging responses were received from those using the Baltimore experimental reports and there was a narrowing of the retail price ranges in Baltimore when the reports were released for public use, the maladjustments between wholesale and retail pricing that continued during the study indicated that more development work is needed.

7. Retail market news could be made more useful by adapting it more closely to the needs of each occupational group.

A. Retailers should be kept better informed as to wholesale market conditions as well as competitive retail prices through a close working relationship with the wholesale market news service. This would include giving retailers advance information on supplies coming to market so they could know what items to look for in purchasing and to feature. (The Baltimore experimental reports compared wholesale and retail prices but needed more news on current market situations and supplies.)

B. Wholesalers, processors, shippers, and farmers should be kept informed on any unusual conditions affecting retail sales through special surveys and more news reporting. These surveys could be made on the regular weekly visits to sample stores, and could be planned to come at critical times during the marketing seasons for individual commodities. (Very little of this was done during the Baltimore experimental reporting.)

C. For retail market news to reach as many homemakers as possible, in the manner and form which they would make most use of it the information should be disseminated through existing agencies. To achieve this there should be a close working relationship between retail market news reporting and the Plentiful Foods Program of the Production and Marketing Administration and the Federal-State Extension Service program on consumer education. (During the Baltimore experimental reporting, mimeographed reports were sent to approximately 1,000 homemakers but this was only one-third of 1 percent of the 330,000 homemakers in the city.)

APPENDIX

Exhibit A.—Grocers' Reaction to the Banner Buy Program

The following was taken from a study of reactions to the Banner Buy Food Program conducted in York and Lancaster Counties, Pennsylvania, May and June 1948, by the United States Department of Agriculture: 54/

There has been some evidence to the effect that reduced prices of the bannered items also influenced their sales. The relation between the action taken in regard to prices and the change in sales volume is summarized in the following tabulation:

Participating grocers who bannered some officially designated food and who reported:	Reduced all prices Percent	Reduced some; not others Percent	No prices reduced Percent
Increased sales of all bannered foods	(53)	21	36
Increased sales of some; not others	21	(53)	16
No increase in sales of bannered foods	21	26	(46)
Not ascertained	5	—	2
Total	100	100	100
Number of grocers	57	43	44

Proportionately more grocers who reduced prices on bannered items than those who did not, reported that they had increased the sales by the use of the banner. The largest proportion of grocers who reported no effect of the banner on sales were those who had taken no action in regard to price on any bannered foods.

54/ Grocer's Reactions to and Participation in the Banner Buy Program B.A.E., U.S.D.A. June 1949.

Exhibit A.--Grocers' Reaction to the Banner Buy Program --Continued

The relation between price action taken and movement of the four main banner foods is shown in the following tabulation:

Grocers reporting:	Four bannered foods: Citrus juice Percent	Canned peas Percent	White potatoes Percent	Tomato products Percent
Reduced prices	60	61	51	53
Sales increased	(44)	(45)	(33)	(31)
No increase in sales	16	14	18	20
Not ascertained	--	2	--	2
Did not reduce prices	40	38	48	46
Sales increased	(20)	(21)	(22)	(23)
No increase in sales	20	17	25	22
No ascertained	--	--	1	1
Price action not ascertained	--	1	1	1
Total	100	100	100	100
Number of grocers	112	107	96	82

For each food, the grocers who lowered the price were more likely to report increased sales than those who did not lower the price.

☆ U. S. GOVERNMENT PRINTING OFFICE : O—1952

COMMODITY
NED FRUITS
Applesauce
"
Apricots
Fruit Cocktail
" "
" "
Grapefruit Juice
" "
Orange Juice
" "
Blended Juice*
" "
Peaches
"
"
Pears
Cherries (Red sour pitted)
NED VEGETABLES
Beets, cut
Beans, cut green
Corn, golden cream-style
" " " "
Corn, golden whole-kernel
" " " "
" " " "
Peas, green sweet
" " "
Spinach
"
Tomatoes
"
Tomato Juice
" "
OZEN FRUITS AND JUICES
Orange Juice
Peaches
Strawberries
OZEN VEGETABLES
Beans, lima fordhook
Beans, green
Peas
Spinach
IED FRUITS
Prunes
ESH FRUITS
Apples, Eastern
" Western Delicious
" Western Winesap
Bananas
Blackberries
Blueberries
Cranberries
Cherries, bing
Grapes, seedless
" Tokay
Grapefruit, pink, 64s
" white, 70s
" Florida, 54s
" " 64s
" " 70s
Lemons, 360s
" 432s
" 490s
Melons, Honeydews 9-12
" Persian
" cantaloupe
Oranges, California, 126s
" " 150s
" " 176s
" " 200s
" " 220s
" " 252s
" " 344s

* Orange and grapefruit juice

Exhibit B

COMMODITY	UNIT	JULY	AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
		27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
CANNED FRUITS	(can size)																							
Applesauce	303	17	18	18	18	18	17	17	17	17	17	16	15	15	17	15	15	15	15	15	15	15	15	
"	2	19	19	18	18	19	18	17	17	17	17	17	17	17	17	17	16	15	16	15	15	15	15	
Apricots	2½	32	32	32	32	32	33	32	32	32	32	32	32	32	32	31	31	31	31	31	31	31	31	
Fruit Cocktail	303	23	23	22	22	22	23	24	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	
" "	2	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" "	2½	36	36	35	36	36	36	36	36	36	35	35	35	35	35	35	36	36	36	36	36	36	36	
Grapefruit Juice	2	15	16	15	15	16	16	16	15	15	15	15	15	15	15	16	15	16	16	15	15	15	16	
" "	46 oz.	32	33	33	33	33	34	34	34	34	34	34	34	34	33	34	34	34	35	35	35	35	35	
Orange Juice	2	20	20	21	21	21	21	22	22	22	22	22	22	22	22	22	22	22	22	21	21	20	18	
" "	46 oz.	46	47	49	50	50	52	51	51	51	51	50	51	51	51	52	52	52	48	43	43	40	36	
Blended Juice*	2	17	18	18	19	19	19	19	19	19	19	19	19	19	19	19	20	20	19	18	18	18	18	
" "	46 oz.	37	39	41	41	42	44	42	42	42	41	43	43	43	43	43	43	43	42	37	37	38	37	
Peaches	303	21	21	21	21	22	22	21	21	21	21	21	21	21	21	20	20	20	20	20	20	20	20	
"	2	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
"	2½	31	31	31	30	31	31	30	30	30	30	29	29	29	29	28	29	28	28	28	28	28	28	
Pears	2½	43	43	43	43	43	44	44	44	42	42	41	42	42	42	40	40	38	38	38	38	38	38	
Cherries (Red sour pitted)	2	-	-	31	31	32	30	32	32	32	32	32	33	33	32	31	31	31	31	32	31	32	31	
CANNED VEGETABLES																								
Beets, cut	2	16	15	16	16	15	15	15	16	15	15	16	16	16	16	15	15	15	16	16	16	16	15	
Beans, cut green	2	18	18	17	17	18	18	18	17	17	17	17	17	17	17	17	17	17	17	16	16	16	16	
Corn, golden cream-style	303	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" " "	2	18	18	18	18	18	18	18	18	18	18	18	18	18	18	17	17	17	17	17	17	17	17	
Corn, golden whole-kernel	303	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" " "	2	20	20	19	20	20	20	20	20	20	20	19	20	19	19	19	19	19	19	19	19	19	19	
" " "	2 vac.	20	19	19	19	20	20	19	19	19	19	19	19	19	19	19	19	19	19	19	19	18	18	
Peas, green sweet	303	20	18	20	19	19	19	19	19	19	19	18	18	18	19	19	19	20	19	20	19	19	19	
" " "	2	18	19	18	18	18	18	18	18	18	18	18	17	17	17	17	17	17	17	17	17	17	17	
Spinach	2	18	18	17	18	18	18	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	
"	2½	21	22	22	22	22	22	21	22	21	21	22	22	22	22	22	21	23	21	21	21	21	21	
Tomatoes	2	16	15	16	16	16	16	16	16	16	15	15	15	15	15	15	15	15	15	15	15	15	15	
"	2½	24	24	23	23	23	23	22	22	22	22	22	21	21	21	22	22	22	22	22	22	22	21	
Tomato Juice	2	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	
" "	46 oz.	28	28	28	28	28	28	29	29	28	28	28	28	28	28	27	27	27	27	27	27	27	27	
FROZEN FRUITS AND JUICES	(can size)																							
Orange Juice	6 oz. (carton)	29	29	29	29	29	29	29	29	29	29	29	28	28	28	28	28	27	26	26	26	25	25	
Peaches	16 oz.	32	32	31	32	31	32	32	32	31	31	31	30	32	30	30	30	30	31	30	31	29	29	
Strawberries	16 oz.	50	49	49	49	49	48	48	49	49	49	49	49	49	48	49	48	48	48	48	48	48	46	
FROZEN VEGETABLES	(carton)																							
Beans, lima fordhook	12 oz.	42	42	42	42	42	42	42	42	41	40	40	38	38	38	38	39	38	38	38	38	38	38	
Beans, green	10 oz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25	26	26	26	26	25	25	26	
Peas	12 oz.	26	26	26	27	26	26	27	26	26	26	26	27	26	26	26	26	26	26	26	26	26	25	
Spinach	14 oz.	27	27	26	26	27	27	27	26	26	26	26	26	25	25	25	25	25	25	25	25	25	25	
DRIED FRUITS																								
Prunes	lb.	25	25	24	26	25	24	25	25	25	24	25	25	25	24	24	24	24	24	24	24	24	24	
FRESH FRUITS																								
Apples, Eastern	lb.	11	12	11	09	09	09	11	10	10	10	10	10	09	09	09	10	10	10	10	10	10	10	
" Western Delicious	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	12	12	12	12	12	13	
" Western Winesap	lb.	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Bananas	lb.	17	17	16	17	17	17	17	17	17	17	17	17	17	17	17	17	17	16	17	17	16	16	
Blackberries	qt.	58	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Blueberries	pt.	30	32	38	35	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Cranberries	lb.	-	-	-	-	-	-	-	-	-	25	26	24	22	22	23	22	22	22	23	23	22	22	
Cherries, bing	lb.	32	31	26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Grapes, seedless	lb.	22	21	18	18	16	16	16	16	15	14	15	17	21	20	21	22	21	21	-	-	-	-	
" Tokay	lb.	-	-	-	-	-	-	13	13	14	13	13	12	14	14	14	14	14	14	15	16	16	17	
Grapefruit, pink, 64s	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" white, 70s	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" Florida, 54s	each	-	-	-	-	-	-	-	-	-	17	-	-	14	13	13	12	12	12	12	12	12	13	
" " 64s	each	-	-	-	-	-	-	-	-	-	15	-	-	10	10	10	11	10	10	10	10	10	10	
" " 70s	each	-	-	-	-	-	-	10	-	-	12	-	-	12	-	-	08	09	08	08	08	09	09	
Lemons, 360s	doz.	53	57	52	50	48	47	49	49	47	47	49	49	60	61	61	61	60	59	62	66	70	68	
" 432s	doz.	44	41	41	42	41	40	38	38	38	38	40	40	49	45	46	42	44	43	43	49	50	47	
" 490s	doz.	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Melons, Honeydews 9-12	each	26	-	48	50	-	49	51	51	46	46	48	46	44	58	-	-	-	-	-	-	-	-	
" Persian	each	-	-	-	-	-	-	59	-	66	64	67	65	63	-	-	-	-	-	-	-	-	-	
" cantaloupe	each	25	24	24	25	25	26	26	26	24	24	21	-	-	-	-	-	-	-	-	-	-	-	
Oranges, California, 126s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" " 150s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" " 176s	doz.	71	76	73	74	74	73	72	72	67	68	69	69	72	68	69	60	-	-	-	-	-	-	
" " 200s	doz.	-	-	-	-	-	-	64	-	57	54	57	59	60	55	53	52	-	-	-	-	-	-	
" " 220s	doz.	56	56	57	53	52	51	-	62	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" " 252s	doz.	49	48	47	43	41	39	35	36	37	38	40	39	40	43	40	40	-	-	-	-	-	-	
" " 344s	doz.	27	26	26	23	23	22	22	18	26	27	28	-	-	-	-	-	-	-	-	-	-	-	

* Orange and grapefruit juice

No report was issued for this week because of the holiday.

Exhibit B.--Weighted average retail prices gathered during experimental reporting in Baltimore; canned and frozen fruits and vegetables and dried and fresh fruits, July-December 1949.

COMMODITY	
NNED FRUITS	
Applesauce	
"	
Apricots	
Fruit Cocktail	
" "	
" "	
Grapefruit Juice	
" "	
Orange Juice	
" "	
Blended Juice*	
" "	
Peaches	
"	
"	
Pears	
Cherries (Red Sour pitted)	
NNED VEGETABLES	
Beets, cut	
Beans, cut green	
Corn, golden cream-style	
" " " "	
Corn, golden whole-kernel	
" " " "	
" " " "	
Peas, green sweet	
" " "	
Spinach	
"	
Tomatoes	
"	
Tomato Juice	
" "	
ROZEN FRUITS AND JUICES	
Orange Juice	
Peaches	
Strawberries	
ROZEN VEGETABLES	
Beans, lima fordhook	
Beans, green	
Peas	
Spinach	
RIED FRUITS	
Prunes	
RESH FRUITS	
Apples, Eastern	
" Western Delicious	
" Western Winesap	
Bananas	
Blackberries	
Blueberries	
Cranberries	
Cherries, bing	
Grapes, seedless	
" Tokay	
Grapefruit, pink, 64s	
" white, 70s	
" Florida, 54s	
" " 64s	
" " 70s	
Lemons, 360s	
" 432s	
" 490s	
Melons, Honeydews 9-12	
" Persian	
" cantaloupe	
Oranges, California, 126s	
" " 150s	
" " 176s	
" " 200s	
" " 220s	
" " 252s	
" " 344s	

* Orange and grapefruit juice

COMMODITY	UNIT	JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
		4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28
CANNED FRUITS	(can size)																										
Applesauce	303	15	15	15	15	15	15	15	15	15	14	14	14	13	15	15	15	14	14	14	15	15	15	15	15	15	15
"	2	15	15	15	15	15	15	15	15	15	15	15	15	15	15	16	16	16	15	16	16	16	16	16	16	16	16
Apricots	2½	31	31	31	31	31	32	31	31	31	32	32	32	31	30	30	30	30	30	30	30	30	30	30	30	30	30
Fruit Cocktail	303	23	23	23	23	23	23	23	23	22	22	22	22	22	22	22	22	21	22	22	21	21	21	21	22	22	22
" "	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" "	2½	34	35	35	35	35	35	35	35	34	34	34	35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
Grapefruit Juice	2	16	16	16	16	16	16	17	17	17	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
" "	46 oz.	35	37	38	39	37	39	40	41	42	42	42	43	43	43	43	43	43	43	43	43	42	42	41	41	41	41
Orange Juice	2	18	17	17	17	18	18	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
" "	46 oz.	36	36	35	36	36	36	39	39	42	42	42	43	42	43	43	43	43	43	43	43	42	42	42	41	41	41
Blended Juice*	2	18	18	17	17	17	17	17	17	17	18	18	18	18	18	19	18	19	18	18	18	18	18	18	18	18	18
" "	46 oz.	36	35	35	36	37	37	38	38	40	41	41	41	42	42	42	42	42	42	42	42	41	41	40	40	41	40
Peaches	303	19	19	19	18	18	18	19	18	19	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18
"	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"	2½	27	27	27	27	27	27	27	27	26	27	27	27	27	27	26	27	26	26	26	26	26	26	26	27	26	26
Pears	2½	36	36	36	36	36	36	36	36	35	36	36	36	36	36	37	36	36	36	36	36	36	36	37	37	38	37
Cherries (Red Sour pitted)	2	31	31	31	31	31	31	31	31	30	30	30	30	30	30	30	30	31	30	30	30	30	30	30	30	30	30
CANNED VEGETABLES																											
Beets, cut	2	15	16	15	15	15	15	15	15	15	15	16	16	16	15	16	15	15	15	15	15	15	15	15	15	15	15
Beans, cut green	2	16	17	16	16	17	17	16	16	16	16	16	16	16	17	17	17	17	17	17	17	17	17	16	16	16	16
Corn, golden cream-style	303	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " " "	2	16	16	16	16	16	16	16	15	15	15	15	15	15	16	16	16	16	15	15	16	15	16	15	15	15	15
Corn, golden whole-kernel	303	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " " "	2	19	19	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	17	17
" " " "	2 vac.	18	18	18	18	18	18	18	18	18	18	18	18	18	17	17	17	17	17	17	17	17	17	17	17	17	17
Peas, green sweet	303	19	19	19	19	19	19	19	19	19	20	19	19	19	19	19	19	18	19	19	19	19	19	19	19	19	19
" " "	2	17	17	18	17	17	17	17	17	17	17	17	18	18	18	18	18	17	18	18	18	18	18	18	18	18	18
Spinach	2	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17
"	2½	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	21	22	22	21	22	21	21	21	21
Tomatoes	2	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
"	2½	21	21	21	21	21	21	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Tomato Juice	2	13	13	13	13	13	13	13	13	13	13	13	13	13	14	14	14	14	13	13	13	13	13	13	14	13	13
" "	46 oz.	27	28	28	27	28	28	28	27	28	28	28	28	27	28	28	28	28	28	28	28	28	28	29	29	29	29
FROZEN FRUITS AND JUICES	(can size)																										
Orange Juice	6 oz.	24	24	24	25	25	26	29	30	31	31	31	30	30	31	30	30	29	28	29	29	30	30	29	29	29	29
	(carton)																										
Peaches	16 oz.	30	29	29	29	29	29	29	29	30	29	30	30	30	30	29	29	30	30	30	30	30	30	30	31	32	32
Strawberries	16 oz.	49	48	48	49	46	46	45	46	50	50	48	48	48	48	48	48	50	48	48	47	50	48	48	51	51	50
FROZEN VEGETABLES	(carton)																										
Beans, lima fordhook	12 oz.	38	38	37	37	36	36	37	37	36	35	36	36	36	36	36	36	36	36	36	35	35	35	35	35	35	35
Beans, green	10 oz.	25	24	25	25	25	25	25	25	24	24	25	25	25	25	25	25	25	24	24	25	24	24	24	24	25	25
Peas	12 oz.	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Spinach	14 oz.	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	24	25	25	25	25	25	25	24	25
DRIED FRUITS																											
Prunes	lb.	24	24	24	23	24	24	24	23	24	24	24	24	24	24	25	25	25	24	24	25	24	25	25	25	25	25
FRESH FRUITS																											
Apples, Eastern	lb.	10	10	10	10	10	10	10	11	11	11	10	11	10	11	11	11	11	11	12	12	12	13	14	15	16	17
" Western Delicious	lb.	12	12	12	12	13	14	14	14	14	14	14	14	14	14	14	14	14	15	15	15	15	15	-	-	-	-
" Western Winesap	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	14	14	14	15	16	16	17	17	18	19
Bananas	lb.	16	16	16	17	16	16	16	16	17	16	17	17	17	16	16	17	17	17	17	17	17	17	16	16	16	16
Blackberries	qt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	42	39	39
Blueberries	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cranberries	lb.	22	22	22	23	23	22	23	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cherries, bing	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	-	50	46	47	49	49
Grapes, seedless	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Tokay	lb.	17	17	18	17	17	17	16	17	18	-	20	20	19	20	19	21	22	23	23	25	32	31	-	46	39	34
Grapefruit, pink, 64s	each	14	14	13	14	14	14	14	14	14	14	15	15	14	15	15	15	15	-	-	-	-	-	-	-	-	-
" white, 70s	each	12	13	11	11	10	11	11	12	13	12	12	13	12	-	15	15	15	-	-	-	-	-	-	-	-	-
" Florida, 54s	each	12	12	11	11	11	11	11	11	12	12	12	12	12	12	12	12	13	13	13	13	13	13	13	13	13	13
" " 64s	each	10	09	09	09	10	10	09	09	09	09	09	10	10	10	10	11	10	10	10	11	11	11	12	12	11	11
" " 70s	each	08	08	09	09	09	09	09	09	09	09	09	09	09	-	10		10	-	-	-	-	-	-	-	-	-
Lemons, 360s	doz.	74	76	77	67	56	48	48	47	48	48	49	46	42	43	44	44	43	43	45	50	51	48	46	49	51	47
" 432s	doz.	59	62	61	53	49	42	39	40	40	40	41	37	35	-	33	33	32	-	-	42	42	40	35	38	38	37
" 490s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Melons, Honeydews 9-12	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	28	22
" Persian	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" cantaloupe	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oranges, California, 126s	doz.	-	-	-	-	-	-	-	-	82	78	77	72	72	78	81	74	71	74	76	80	85	86	85	84	76	70
" " 150s	doz.	55	57	60	60	63	73	70	70	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " 176s	doz.	-	-	-	-	-	-	-	-	60	60	59	55	52	59	61	58	54	57	57	61	68	71	66	68	-	53
" " 200s	doz.	-	-	-	49	52	58	-	51	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " 220s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " 252s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " 344s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

* Orange and grapefruit juice

Exhibit C.--Weighted average retail prices gathered during experimental reporting in Baltimore; canned and frozen fruits and vegetables and dried and fresh fruits, January-June 1950.

COMMODITY
NNED FRUITS
Applesauce
"
Apricots
Fruit Cocktail
" "
" "
Grapefruit Juice
" "
Orange Juice
" "
Blended Juice*
" "
Peaches
"
"
Pears
Cherries (Red Sour pitted)
ANNED VEGETABLES
Beets, cut
Beans, cut green
Corn, golden cream-style
" " " "
Corn, golden whole-kernel
" " " "
" " " "
Peas, green sweet
" " "
Spinach
"
Tomatoes
"
Tomato Juice
" "
ROZEN FRUITS AND JUICES
Orange Juice
Peaches
Strawberries
ROZEN VEGETABLES
Beans, lima fordhook
Beans, green
Peas
Spinach
RIED FRUITS
Prunes
RESH FRUITS
Apples, Eastern
" Western Delicious
" Western Winesap
Bananas
Blackberries
Blueberries
Cranberries
Cherries, bing
Grapes, seedless
" Tokay
Grapefruit, pink, 64s
" white, 70s
" Florida, 54s
" " 64s
" " 70s
Lemons, 360s
" 432s
" 490s
Melons, Honeydews 9-12
" Persian
" cantaloupe
Oranges, California, 126s
" " 150s
" " 176s
" " 200s
" " 220s
" " 252s
" " 344s

* Orange and grapefruit juice
** Previous to July 5, a 16 ounce size

Exhibi

COMMODITY	UNIT	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
		5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
CANNED FRUITS	(can size)																										
Applesauce	303	15	15	15	15	15	15	15	16	15	15	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16
"	2	17	17	17	17	17	17	17	16	17	17	17	17	16	17	16	16	16	16	16	16	16	16	16	16	16	16
Apricots	2½	30	30	30	30	29	29	29	29	29	31	30	30	31	32	32	32	31	32	32	33	34	34	34	33	33	33
Fruit Cocktail	303	22	22	22	22	22	23	23	23	23	23	23	23	23	24	24	24	24	24	24	25	25	25	25	25	25	25
"	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"	2½	36	36	36	36	36	36	37	38	37	38	37	38	38	39	39	39	39	39	39	40	40	40	40	40	40	40
Grapefruit Juice	2	18	17	17	17	17	17	17	18	18	18	18	18	18	18	18	18	18	18	18	17	17	17	17	17	17	17
"	46 oz.	41	40	40	41	41	41	42	41	42	41	41	41	42	42	42	42	42	42	42	40	40	40	38	38	38	37
Orange Juice	2	18	18	18	19	18	19	19	19	19	18	19	19	19	19	19	19	19	19	19	19	19	19	18	18	18	18
"	46 oz.	41	41	41	41	41	41	41	40	41	42	42	42	42	43	43	43	43	42	43	42	42	41	41	41	40	39
Blended Juice*	2	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	19	19	18	19	19	18	18
"	46 oz.	40	41	41	41	40	40	40	41	41	41	41	41	41	41	41	41	41	41	42	42	41	40	40	40	40	40
Peaches	303	18	18	18	18	18	19	19	20	19	19	19	19	20	20	20	20	20	20	20	21	21	21	21	21	21	21
"	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"	2½	26	26	27	27	28	29	29	29	30	30	30	30	31	31	31	31	32	32	32	32	32	32	32	32	32	32
Pears	2½	34	35	37	37	37	37	36	38	38	38	38	37	38	39	40	40	40	39	42	44	44	44	44	45	44	45
Cherries (Red Sour pitted)	2	29	29	29	29	29	29	29	28	28	28	28	28	27	27	27	27	28	27	27	26	27	27	27	27	27	26
CANNED VEGETABLES																											
Beets, cut	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Beans, cut green	2	16	16	16	16	16	16	16	16	16	16	16	16	17	17	16	17	16	16	16	16	16	16	16	17	16	17
Corn, golden cream-style	303	16	16	16	16	16	16	16	16	16	16	16	16	15	16	17	16	16	16	16	16	16	16	16	16	16	16
"	2	15	15	15	15	15	15	15	16	15	15	16	15	15	16	15	15	16	16	16	16	16	16	16	16	16	16
Corn, golden whole-kernel	303	16	16	17	14	14	14	15	15	15	15	15	15	16	16	16	16	16	16	17	17	18	17	18	18	18	18
"	2	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	18	16	16	16
"	2 veo.	17	17	17	17	17	17	17	17	17	17	17	17	17	17	18	18	18	18	18	18	18	18	18	18	18	18
Peas, green sweet	303	19	19	19	18	18	19	18	18	18	19	18	19	19	19	19	18	19	19	19	19	19	20	19	19	19	19
"	2	17	17	17	17	17	17	17	17	17	17	17	17	17	17	18	18	17	18	17	17	18	17	18	17	17	17
Spinach	2	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	18	18	18	18
"	2½	21	21	21	21	21	21	21	21	22	22	21	22	22	22	21	22	22	22	22	22	22	22	22	22	22	22
Tomatoes	2	15	15	15	15	15	15	15	16	15	15	16	16	15	16	16	16	16	16	16	16	16	16	16	16	16	16
"	2½	22	22	22	23	23	23	23	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24	24
Tomato Juice	2	14	14	14	14	14	14	14	14	14	14	14	14	15	14	14	14	14	14	14	14	14	14	14	14	14	14
"	46 oz.	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	30	29	29	29	29	29	29	29	29	29
FROZEN FRUITS AND JUICES	(can size)																										
Orange Juice	6 oz.	29	29	29	27	27	27	27	26	26	27	27	27	27	25	25	25	25	25	24	24	24	24	24	24	24	24
	(carton)																										
Peaches	16 oz.	32	32	32	31	33	32	31	33	33	33	33	33	35	29	29	29	29	29	29	28	28	28	28	28	28	29
Strawberries	12 oz.**	46	47	48	47	47	48	48	47	49	50	50	50	52	52	52	49	49	49	48	48	48	48	48	48	48	48
FROZEN VEGETABLES	(carton)																										
Beans, lima fordhook	12 oz.	35	35	35	35	35	35	35	34	34	34	34	32	32	32	33	32	32	31	31	31	31	31	31	31	31	32
Beans, green	10 oz.	25	25	25	25	24	25	25	25	25	25	25	27	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Peas	12 oz.	25	25	25	25	26	26	26	26	26	26	26	25	26	26	26	26	25	26	24	24	24	24	24	25	25	25
Spinach	14 oz.	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	25	24	25	24	24	24	24	24	25	25	25
DRIED FRUITS																											
Prunes	lb.	25	25	26	26	25	25	25	25	25	26	26	25	26	25	26	26	26	26	26	26	26	26	26	25	25	26
FRESH FRUITS																											
Apples, Eastern	lb.	15	13	12	13	13	11	11	10	11	10	11	12	11	11	12	11	11	11	12	12	10	10	10	11	11	11
" Western Delicious	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	15	14	14	14	14	14	14	14	14	14
" Western Winesap	lb.	19	20	20	23	23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	13
Bananas	lb.	16	16	16	16	16	16	16	16	15	15	15	14	15	15	15	15	16	16	16	16	15	16	16	16	16	16
Blackberries	qt.	42	-	-	-	-	-	44	46	52	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blueberries	pt.	42	36	31	29	30	31	31	40	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cranberries	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	24	21	23	22	22	20	19	17	18	19	19	19	19
Cherries, bing	lb.	58	49	41	42	40	39	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Grapes, seedless	lb.	33	34	34	40	30	28	22	17	17	18	20	21	22	22	22	22	23	25	-	27	28	-	-	-	-	-
" Tokey	lb.	-	-	-	-	-	-	-	-	-	17	18	19	16	16	17	19	18	17	17	17	17	17	16	17	18	17
Grapefruit, pink, 64s	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" white, 70s	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Floride, 64s	each	-	-	-	-	-	-	-	-	-	-	14	14	12	12	11	10	11	10	10	10	10	10	10	11	10	11
" 64s	each	-	-	-	-	-	-	-	-	-	-	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 70s	each	-	-	-	-	-	-	-	-	-	13	-	11	10	09	09	08	08	08	09	08	08	08	08	08	08	08
Lemons, 360s	doz.	44	47	44	42	41	39	38	38	38	42	45	46	44	44	43	40	41	41	42	42	45	45	44	45	44	46
" 432s	doz.	39	40	39	36	34	32	32	31	31	32	39	35	-	33	31	27	-	-	-	-	-	-	-	-	-	-
" 490s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Melons, Honeydews 9-12	each	45	50	50	49	50	50	52	47	51	45	50	48	47	48	45	47	52	-	-	-	-	-	-	-	-	-
" Persian	each	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" cantaloupe	each	26	26	25	26	28	27	25	23	23	24	27	25	26	24	-	-	-	-	-	-	-	-	-	-	-	-
Oranges, California, 126s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 150s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 176s	doz.	63	61	60	58	60	58	56	56	55	54	58	61	63	63	64	61	57	62	-	-	-	-	-	-	62	65
" 200s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 220s	doz.	48	48	42	44	45	46	43	42	41	40	44	48	50	51	50	48	44	46	-	-	-	-	-	-	43	31
" 252s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 344s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

* Orange and grapefruit juice
** Previous to July 5, a 16 ounce size carton was reported

Exhibit D.--Weighted average retail prices gathered during experimental reporting in Baltimore; canned and frozen fruits and vegetables and dried and fresh fruits, July-December 1950.

COMMODITY
RUITS (cont'd.)
ges, Florida, 176s .....
" 216s .....
" 250s .....
" Temple, 80s
erines, 120s .....
" 150s .....
hes, Jubilee and Elbertas
Hiley .....
s, D'Anjou .....
Bartlett .....
Boso .....
Seokel .....
s .....
es, Italian .....
berries, black .....
" red .....
wberries .....
rmelon .....
EGETABLES
ragus .....
s, green .....
s, lima .....
s .....
ooli .....
sel Sprouts .....
age .....
ots .....
iflower .....
ry, white .....
pascal .....
.....
umber .....
lant .....
, loose .....
packaged .....
uce, iceberg .....
uce, Boston .....
rooms .....
" .....
.....
ns, green .....
yellow .....
white .....
Spanish .....
mips .....
.....
ers .....
toes, new .....
" old .....
" long white .....
" Western baking .....
ishes .....
arb, hothouse .....
" summer .....
abagas .....
nach, loose .....
" packaged .....
sh, Acorn .....
yellow .....
white .....
sts, golden .....
Puerto Rican .....
toes, loose .....
" packaged .....
nips, white .....
" yellow .....
ans, in shell .....
nuts, in shell .....

COMMODITY	UNIT	JULY	AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
		27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
FRESH FRUITS (cont'd.)																								
Oranges, Florida, 176s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	49	41	42	42	41	43	41	
" " 216s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	38	38	34	33	33	31	33	
" " 250s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28	26	-	30	30	27	
" " Temple, 80s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tangerines, 120s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	47	46	
" 150s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	42	36	36	32	
Peaches, Jubilee and Elbertas	lb.	14	12	11	10	10	10	10	11	11	12	-	-	-	-	-	-	-	-	-	-	-	-	-
" Hiley	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pears, D'Anjou	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Bartlett	lb.	16	15	11	14	14	14	13	14	14	14	14	14	14	14	14	15	13	14	14	14	15	14	
" Bosc	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" Saskel	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Figs	lb.	23	22	23	17	17	18	20	19	21	21	21	21	-	-	-	-	-	-	-	-	-	-	
Prunes, Italian	lb.	-	-	-	-	-	-	13	13	12	10	09	10	12	11	-	-	-	-	-	-	-	-	
Raspberries, black	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" red	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Strawberries	qt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Watermelon	lb.	03	-	03	03	-	03	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FRESH VEGETABLES																								
Asparagus	bun.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Beans, green	lb.	15	16	16	16	16	16	16	15	14	14	13	13	13	15	16	18	19	21	-	24	24	23	
Beans, lima	lb.	17	15	15	14	15	16	17	16	15	17	15	14	14	14	14	14	14	17	20	24	30	32	
Beets	bun.	07	07	07	07	07	08	08	08	08	08	08	07	07	08	08	08	08	08	08	11	11	10	
Broccoli	bun.	33	29	33	34	32	30	30	33	31	30	30	28	27	26	26	24	29	29	27	26	26	28	
Brussel Sprouts	qt.	-	-	-	-	-	-	-	-	40	38	38	37	35	34	32	30	33	31	31	30	29	30	
Cabbage	lb.	08	08	08	08	08	08	08	08	07	07	07	06	07	07	06	06	06	06	07	07	07	07	
Carrots	bun.	11	12	12	13	13	13	13	13	14	13	13	13	12	13	13	13	14	14	13	12	13	13	
Cauliflower	hd.	-	-	-	-	-	-	32	32	35	36	33	25	21	19	19	21	24	23	26	26	30	28	
Celery, white	bun.	16	15	17	16	15	14	16	14	15	15	14	15	15	15	15	14	14	15	15	15	15	16	
" pascal	bun.	18	24	19	21	21	22	20	21	22	23	21	20	20	21	21	21	21	21	22	20	21	21	
Corn	doz.	66	54	46	48	50	58	56	60	64	64	66	68	-	-	-	-	-	-	-	-	-	-	
Cucumber	each	05	05	05	05	05	05	06	07	07	07	08	08	07	07	08	07	08	08	08	09	09	08	
Eggplant	lb.	17	15	13	13	13	12	11	11	11	12	12	11	13	11	16	17	20	19	20	21	19	17	
Kale, loose	lb.	-	-	-	-	-	-	13	12	12	14	12	10	10	08	09	07	08	09	09	09	09	10	
" packaged	lb.	-	-	-	-	-	-	-	24	22	20	20	19	19	19	19	18	18	19	19	19	19	19	
Lettuce, iceberg	hd.	17	16	17	20	22	25	26	26	23	22	21	19	18	17	19	20	20	19	17	15	16	18	
Lettuce, Boston	hd.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mushrooms	lb.	77	77	77	89	-	-	72	81	83	80	-	-	-	-	-	-	-	-	-	-	-	-	
"	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Okra	lb.	-	-	33	31	-	36	32	36	41	38	38	38	37	35	-	-	-	-	-	-	-	-	
Onions, green	bun.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" yellow	lb.	08	07	08	07	07	08	08	09	09	09	09	09	09	09	09	09	09	09	09	10	10	10	
" white	lb.	14	15	16	13	13	14	14	14	14	14	14	14	13	13	14	14	16	14	16	16	16	16	
" Spanish	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Parsnips	lb.	-	-	-	-	-	-	10	10	10	10	11	10	10	10	09	09	09	09	09	09	09	10	
Peas	lb.	20	16	16	16	16	17	17	19	20	21	21	21	20	20	24	25	25	28	27	25	23	21	
Peppers	each	05	05	05	05	05	04	05	05	04	04	04	04	04	04	04	04	04	05	05	05	05	06	
Potatoes, new	lb.	06	05	06	05	05	05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" old	lb.	-	-	-	-	-	-	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	
" long white	lb.	-	-	07	07	07	07	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" Western baking	lb.	-	-	-	-	-	-	07	07	08	07	07	07	07	07	07	07	08	08	08	08	08	08	
Radishes	bun.	07	08	06	06	06	07	07	07	07	06	06	06	06	06	06	05	06	06	07	07	07	06	
Rhubarb, hothouse	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" summer	bun.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Rutabagas	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Spinach, loose	lb.	10	11	15	-	-	18	18	17	16	13	13	10	11	09	08	08	09	09	10	09	09	10	
" packaged	pkg.	-	-	-	-	-	-	-	25	26	22	21	21	20	20	20	19	18	19	19	19	20	20	
Squash, Acorn	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
" yellow	lb.	-	-	-	-	-	-	10	10	10	11	11	11	11	13	14	15	-	19	-	-	-	-	
" white	lb.	12	09	09	09	09	10	10	10	11	12	12	11	13	14	14	14	16	16	19	16	16	16	
Sweets, golden	lb.	16	16	14	14	13	12	10	10	09	09	09	09	09	09	09	09	09	09	09	09	10	10	
" Puerto Rican	lb.	-	-	-	-	-	-	12	12	11	10	09	09	09	09	09	09	09	09	09	10	10	10	
Tomatoes, loose	lb.	14	13	12	12	12	12	11	12	12	14	13	13	14	17	20	22	24	25	-	-	-	-	
" packaged	pkg.	13	-	-	-	-	-	-	-	15	-	19	18	17	20	23	26	27	25	26	26	24	22	
Turnips, white	lb.	-	-	-	-	-	-	07	-	08	08	08	07	07	07	07	07	06	07	06	06	06	07	
" yellow	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	06	06	06	06	06	06	06	07	
NUTS																								
Pecans, in shell	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	47	-	47	46	45	
Walnuts, in shell	lb.	-	-	-	-	-	-	-	-	-	45	49	-	-	-	46	47	47	45	-	45	45	45	

No report was issued for this week because of the holiday.

Exhibit E.--Weighted average retail prices gathered during experimental reporting in Baltimore; fresh fruits and vegetables and nuts, July-December 1949.

COMMODITY
SH FRUITS (cont'd.)
Oranges, Florida, 176s
" " 216s
" " 250s
" " Temple, 8
Tangerines, 120s
" 150s
Peaches, Jubilee and Elberta
" Hiley
Pears, D'Anjou
" Bartlett
" Bosc
" Seckel
Plums
Prunes, Italian
Raspberries, black
" red
Strawberries
Watermelon
SH VEGETABLES
Asparagus
Beans, green
Beans, lima
Beets
Broccoli
Brussel Sprouts
Cabbage
Carrots
Cauliflower
Celery, white
" pascal
Corn
Cucumber
Eggplant
Kale, loose
" packaged
Lettuce, iceberg
" Boston
Mushrooms
"
Okra
Onions, green
" yellow
" white
" Spanish
Parsnips
Peas
Peppers
Potatoes, new
" old
" long white
" Western baking
Radishes
Rhubarb, hothouse
" summer
Rutabagas
Spinach, loose
" packaged
Squash, Acorn
" yellow
" white
Sweets, golden
" Puerto Rican
Tomatoes, loose
" packaged
Turnips, white
" yellow
TS
Pecans, in shell
Walnuts, in shell

COMMODITY	UNIT	JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
		4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28
FRESH FRUITS (cont'd.)																											
Oranges, Florida, 176s	doz.	43	43	45	46	47	51	50	51	49	49	52	52	51	51	51	51	49	48	48	49	49	49	49	50	50	52
" " 216s	doz.	33	35	36	37	38	40	41	42	42	42	42	42	41	42	42	43	42	40	40	41	41	41	42	43	42	43
" " 250s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " Temple, 80s	doz.	71	73	75	73	74	73	77	76	77	73	73	74	78	79	79	76	78	-	-	-	-	-	-	-	-	-
Tangerines, 120s	doz.	46	41	43	42	41	41	42	44	44	46	49	50	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 150s	doz.	35	35	32	28	32	33	33	34	34	37	40	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Peaches, Jubilee and Elbertas	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Hiley	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26
Pears, D'Anjou	lb.	14	15	16	16	16	17	17	18	18	18	18	17	17	16	17	17	18	-	-	-	-	-	-	-	-	-
" Bartlett	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Bosc	lb.	14	14	14	18	18	-	-	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Seckel	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plums	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	31	32	31	26
Prunes, Italian	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Raspberries, black	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" red	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strawberries	qt.	-	-	-	-	-	-	-	-	62	68	74	76	74	-	78	80	64	64	61	49	47	44	44	42	39	42
Watermelon	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	07	06	05	04
FRESH VEGETABLES																											
Asparagus	bun.	-	-	-	-	-	-	-	-	-	1.09	1.15	1.16	86	71	68	63	68	65	61	55	50	44	42	45	45	45
Beans, green	lb.	24	26	27	25	22	22	21	23	22	20	19	17	17	20	21	22	22	19	20	22	23	22	18	16	16	14
Beans, lima	lb.	23	21	19	20	21	22	22	23	23	23	22	21	19	19	18	19	19	21	22	21	23	21	18	17	18	17
Beets	bun.	10	11	11	11	11	10	10	10	11	10	10	10	10	12	12	12	12	13	12	11	11	12	12	13	10	09
Broccoli	bun.	28	28	32	31	30	31	32	33	35	32	31	29	29	31	32	32	33	37	37	37	36	38	36	35	32	29
Brussel Sprouts	qt.	34	36	38	37	36	37	36	36	37	38	38	38	38	38	39	37	30	-	-	-	-	-	-	-	-	-
Cabbage	lb.	07	07	07	07	07	07	07	07	07	07	07	07	07	06	07	07	07	07	07	07	06	06	07	07	06	06
Carrots	bun.	12	13	12	11	11	11	11	10	11	10	11	11	10	10	11	11	11	11	11	11	11	11	11	11	11	12
Cauliflower	hd.	27	28	30	31	31	32	30	33	35	33	32	32	33	32	32	33	34	35	35	40	41	41	36	31	30	28
Celery, white	bun.	16	15	15	14	14	14	15	15	15	15	14	14	14	15	15	14	16	17	18	17	16	17	17	17	18	16
" pascal	bun.	23	22	24	22	20	22	23	21	19	19	19	17	18	16	19	20	20	21	22	20	19	19	20	22	24	25
Corn	doz.	-	-	-	-	-	-	-	-	-	-	1.28	1.24	1.16	1.12	1.04	1.08	1.08	1.00	1.00	96	1.00	92	88	96	92	88
Cucumber	each	08	09	10	10	10	10	10	10	11	11	11	09	09	11	12	13	16	17	16	14	12	11	09	08	07	07
Eggplant	lb.	15	15	16	16	18	17	12	13	14	14	15	14	15	14	14	15	15	16	15	16	16	17	16	16	15	15
Kale, loose	lb.	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	11	10	10	10
" packaged	lb.	20	20	21	21	21	22	21	20	20	21	21	21	21	21	20	20	20	19	19	20	20	20	21	22	22	-
Lettuce, iceberg	hd.	16	18	19	18	16	17	15	15	14	15	15	15	16	15	15	16	17	18	17	18	18	18	17	17	16	15
" Boston	hd.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		17	16	13	12	12	11
Mushrooms	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"	pt.	30	27	27	27	27	28	27	28	28	29	29	29	29	29	29	28	28	28	29	28	28	28	28	30	-	31
Okra	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Onions, green	bun.	-	-	-	-	-	-	10	10	07	06	06	08	06	06	07	06	05	05	05	05	05	05	05	05	05	05
" yellow	lb.	10	10	10	10	10	09	09	08	08	08	08	07	07	07	07	07	07	08	08	08	08	09	09	09	09	10
" white	lb.	-	-	-	-	-	-	-	-	08	-	10	-	-	-	08	08	09	12	12	12	12	12	14	14	16	17
" Spanish	lb.	10	10	09	10	10	10	10	10	10	09	10	09	09	09	09	11	10	-	-	-	-	-	-	-	-	-
Parsnips	lb.	10	10	10	09	09	10	10	10	10	10	10	12	12	-	11	14	-	-	-	-	-	-	-	-	-	-
Peas	lb.	21	22	21	21	21	21	21	21	22	26	24	24	25	26	22	20	19	18	19	20	21	20	20	19	19	18
Peppers	each	06	06	06	05	06	06	05	06	06	07	08	07	07	06	06	06	06	06	06	06	06	06	07	06	06	07
Potatoes, new	lb.	-	-	-	-	-	-	-	-	08	07	07	07	07	07	07	08	08	08	07	07	07	07	07	06	06	05
" old	lb.	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05	05
" long white	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	07	07	07	07	07	07	07
" Western baking	lb.	08	08	08	08	08	08	08	08	08	08	08	08	08	08	08	08	08	08	08	08	-	-	-	-	-	-
Radishes	bun.	06	07	06	06	06	06	06	06	07	06	07	06	06	06	06	06	06	06	05	06	06	06	05	05	05	05
Rhubarb, hothouse	lb.	-	-	-	-	-	-	-	-	-	-	28	29	30	31	32	34	-	-	-	-	-	-	-	-	-	-
" summer	bun.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	16	13	12	12	12	12	11	10	10
Rutabagas	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spinach, loose	lb.	12	12	15	15	15	16	16	18	18	18	19	18	17	15	14	14	13	12	12	12	12	12	12	14	15	16
" packaged	pkg.	21	22	24	24	24	24	24	24	24	24	25	25	25	23	23	23	22	22	22	22	22	22	22	22	23	-
Squash, Acorn	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	14	14	15	13	13	13	13	10
" yellow	lb.	14	15	-	20	20	19	16	16	16	17	17	17	16	19	17	21	19	12	12	15	15	15	12	12	14	14
" white	lb.	12	15	17	20	21	19	15	15	15	16	14	14	13	14	14	16	15	12	12	14	15	14	13	12	14	12
Sweets, golden	lb.	10	10	09	09	10	10	10	10	10	10	10	10	10	10	10	11	11	11	11	11	11	12	12	11	11	11
" Puerto Rican	lb.	10	10	11	11	12	11	11	10	11	11	10	11	11	11	11	11	11	11	11	12	12	12	11	11	11	11
Tomatoes, loose	lb.	-	-	-	-	-	-	-	-	23	22	21	20	20	25	26	26	24	24	21	22	23	23	25	29	34	32
" packaged	pkg.	20	21	22	22	21	20	22	20	20	20	19	19	18	20	24	24	23	21	21	20	20	20	23	30	35	34
Turnips, white	lb.	07	07	07	07	07	06	07	07	07	07	07	08	07	08	08	08	08	11	12	09	12	10	-	-	-	-
" yellow	lb.	07	07	07	07	07	06	06	07	07	07	07	07	08	08	-	-	-	-	-	-	-	-	-	-	-	-
NUTS																											
Pecans, in shell	lb.	48	42	41	42	43	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Walnuts, in shell	lb.	45	45	45	44	45	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Exhibit F.--Weighted average retail prices gathered during experimental reporting in Baltimore; fresh fruits and vegetables and nuts, January-June 1950

COMMODITY	U
RESH FRUITS (cont'd.)	
Oranges, Florida, 176s	d
" " 216s	d
" " 250s	d
" " Temple, 80s	d
Tangerines, 120s	d
" 150s	d
Peaches, Jubilee and Elbertas	
" Hiley	
Pears, D'Anjou	
" Bartlett	
" Boso	
" Seckel	
Plums	
Prunes, Italian	
Raspberries, black	
" red	
Strawberries	
Watermelon	
RESH VEGETABLES	
Asparagus	
Beans, green	
Beans, lima	
Beets	
Broccoli	
Brussel Sprouts	
Cabbage	
Carrots	
Cauliflower	
Celery, white	
" pascal	
Corn	
Cucumber	
Eggplant	
Kale, loose	
" packaged	
Lettuce, iceberg	
" Boston	
Mushrooms	
"	
Okra	
Onions, green	
" yellow	
" white	
" Spanish	
Parsnips	
Peas	
Peppers	
Potatoes, new	
" old	
" long white	
" Western baking	
Radishes	
Rhubarb, hothouse	
" summer	
Rutabagas	
Spinach, loose	
" packaged	
Squash, Acorn	
" yellow	
" white	
Sweets, golden	
" Puerto Rican	
Tomatoes, loose	
" packaged	
Turnips, white	
" yellow	
UTS	
Pecans, in shell	
Walnuts, in shell	

COMMODITY	UNIT	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
		5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
FRESH FRUITS (cont'd.)																											
Oranges, Florida, 176s	doz.	54	58	59	-	-	-	-	-	-	-	-	-	-	-	-	-	50	47	43	43	43	41	42	43	43	43
" " 216s	doz.	48	50	49	-	-	-	-	-	-	-	-	-	-	-	-	43	40	35	32	33	32	32	32	31	31	31
" " 250s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" " Temple, 80s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tangerines, 120s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" 150s	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	58	55	52
Peaches, Jubilee and Elbertas	lb.	-	24	21	19	17	14	-	13	11	11	12	13	14	16	-	-	-	-	-	51	50	52	51	46	44	41
" Hiley	lb.	24	24	20	20	19	15	11	11	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pears, D'Anjou	lb.	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Bartlett	lb.	-	25	24	20	17	16	16	16	16	16	16	18	19	18	18	18	17	16	16	16	16	15	16	16	16	16
" Bosc	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Seckel	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	15	16	16	15	16	16	16	16
Plums	lb.	-	-	-	-	-	-	-	11	15	14	14	15	14	14	16	16	-	-	-	-	-	-	-	-	-	-
Prunes, Italian	lb.	24	23	24	28	25	25	24	23	23	21	22	23	24	23	24	25	-	-	-	-	-	-	-	-	-	-
Raspberries, black	pt.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" red	pt.	30	32	36	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strawberries	qt.	-	30	35	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Watermelon	lb.	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		01	04	03	04	03	03	03	03	03	04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
FRESH VEGETABLES																											
Asparagus	bun.	46	50	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Beans, green	lb.	17	17	16	16	16	15	15	15	16	15	16	15	15	20	16	15	15	16	16	22	28	28	30	30	33	32
Beans, lima	lb.	16	17	18	15	15	14	13	12	12	13	13	13	13	14	13	14	15	15	16	17	22	-	-	-	-	34
Beets	bun.	08	08	08	08	07	07	07	08	07	07	07	07	07	08	08	07	08	08	09	09	09	11	12	12	12	12
Broccoli	bun.	28	28	29	28	25	26	26	26	26	25	28	30	31	30	29	26	27	27	27	25	24	29	30	31	32	35
Brussel Sprouts	qt.	-	-	-	-	-	-	-	-	-	35	35	33	33	32	30	32	30	30	29	28	27	29	28	29	31	33
Cabbage	lb.	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	07	08	08
Carrots	bun.	12	12	12	11	11	11	11	11	11	11	11	12	12	11	11	11	11	11	12	13	13	15	14	12	12	12
Cauliflower	hd.	-	-	-	-	-	-	-	-	-	24	24	26	26	26	25	26	26	25	24	25	26	25	25	31	31	35
Celery, white	bun.	19	17	16	16	16	15	15	16	15	16	15	16	15	15	15	16	17	16	14	16	18	20	21	21	19	21
" pascal	bun.	26	24	24	24	22	23	22	20	22	23	21	21	21	21	21	21	22	21	21	23	23	26	26	26	26	27
Corn	doz.	84	88	84	76	84	76	64	60	56	56	52	52	64	72	80	84	-	-	-	-	-	-	-	-	-	-
Cucumber	each	07	06	05	05	05	05	06	06	06	06	07	07	09	10	10	08	08	08	09	10	10	10	10	10	13	18
Eggplant	lb.	16	16	17	16	16	15	12	12	11	11	11	11	11	11	15	15	16	15	17	-	-	19	22	24	25	26
Kale, loose	lb.	10	10	10	09	10	09	10	10	11	10	11	10	10	11	12	11	12	12	11	10	11	10	11	12	12	13
" packaged	pkg.	-	-	-	-	-	-	-	-	-	-	22	20	22	21	21	21	21	20	20	20	20	20	20	20	21	22
Lettuce, Iceberg	hd.	15	15	15	15	16	16	16	16	16	16	16	17	16	15	16	16	15	16	18	18	20	19	18	17	17	17
" Boston	hd.	11	11	11	11	11	12	12	11	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mushrooms	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
"	pt.	30	-	-	-	-	-	-	-	-	-	-	-	-	32	31	32	31	30	30	29	28	30	29	29	29	30
Okra	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Onions, green	bun.	06	06	07	07	07	07	07	07	07	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" yellow	lb.	09	09	08	08	08	08	08	08	08	08	08	08	08	07	07	07	07	07	07	07	07	07	07	07	07	07
" white	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	11	11	11	11	11	15	15	16
" Spanish	lb.	-	-	-	-	-	-	-	-	-	10	10	10	10	09	09	09	09	09	09	09	09	09	09	09	09	09
Parsnips	lb.	-	-	-	-	-	-	-	-	-	-	09	09	09	10	10	10	10	10	10	09	09	10	10	10	10	10
Peas	lb.	18	19	19	19	20	19	20	17	17	17	17	20	22	23	23	22	22	22	23	23	24	24	25	26	26	28
Peppers	each	06	06	05	05	05	05	05	05	05	05	04	05	05	05	05	05	05	05	05	05	06	07	07	07	07	09
Potatoes, new	lb.	05	05	05	05	05	05	05	05	05	05	04	04	04	04	04	04	04	04	04	04	04	04	04	04	04	04
" old	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" long white	lb.	07	07	07	07	07	08	07	07	07	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" Western baking	lb.	-	-	-	-	-	-	-	-	-	07	07	07	07	07	07	07	07	08	06	06	06	07	06	06	06	06
Radishes	bun.	07	06	06	05	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	06	07	07	07	07	09
Rhubarb, hothouse	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" summer	bun.	09	09	08	08	08	08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rutebagas	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Spinach, loose	lb.	14	15	17	18	-	20	18	18	16	15	17	14	14	14	14	14	13	13	12	11	10	12	13	15	17	20
" packaged	pkg.	-	-	-	-	-	-	-	-	-	-	24	25	24	24	25	24	23	23	21	21	21	21	23	24	24	26
Squash, Acorn	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
" yellow	lb.	12	11	10	10	09	10	10	09	10	10	09	09	10	11	14	14	14	15	-	-	20	19	20	22	26	27
" white	lb.	11	11	11	09	09	09	09	10	10	10	09	09	09	10	12	13	14	15	14	14	19	18	19	20	23	26
Sweets, golden	lb.	11	11	11	11	11	12	11	11	10	10	10	09	09	09	09	09	09	09	08	08	09	09	09	09	09	09
" Puerto Rican	lb.	11	11	11	11	12	12	11	11	10	10	10	09	09	09	09	09	08	09	08	08	09	09	09	09	09	09
Tomatoes, loose	lb.	28	31	22	17	15	13	11	10	09	09	11	12	17	18	18	18	18	20	21	24	26	-	23	27	26	29
" packaged	pkg.	32	31	27	21	18	15	12	-	-	-	15	18	20	22	22	23	21	21	22	25	26	25	24	26	26	28
Turnips, white	lb.	08	08	08	07	08	07	08	08	07	08	08	08	08	08	07	08	08	08	07	07	07	07	07	07	07	07
" yellow	lb.	-	-	-	-	-	-	-	-	-	-	06	-	07	06	07	07	06	07	07	07	07	07	07	07	07	07
NUTS																											
Pecans, in shell	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49	49	
Walnuts, in shell	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	39	39	

Exhibit G.--Weighted average retail prices gathered during experimental reporting in Baltimore; fresh fruits and vegetables and nuts, July-December 1950

COMMODITY
T
Rib roast (6-7 in.) .....
Chuck roast (bone in) .....
Three-cornered roast .....
Steak, Porterhouse .....
Steak, round .....
Steak, sirloin .....
Beef, ground .....
Beef, plate .....
Veal, rump .....
Veal, outlets .....
Pork, roast .....
Pork, end chops .....
Pork, center chops .....
Pork, fresh shoulder .....
Pork, smoked shoulder .....
Ham, ready-to-eat, whole .....
Ham, regular, whole .....
Sausage, fresh .....
Bacon, sliced .....
Fat salt pork .....
Spare ribs .....
Lamb, leg .....
Lamb, rib chops .....
Lamb, loin chops .....
Liver, beef .....
Liver, calves .....
Liver, pork .....
L
Chicken, fryers .....
Chicken, roasters .....
Chicken, fowl .....
Duck .....
Turkey, dressed (under 20 pounds).....
RY PRODUCTS AND OTHER
Butter .....
Cheese, Nat'l. Cheddar .....
Cheese, American Loaf Processed .....
Eggs, Large A .....
Eggs, Medium A .....
Eggs, Small A .....
Eggs, Large B .....
Oleomargarine (uncolored) .....
Oleomargarine (colored) .....
Lard, pork .....

Exhi

COMMODITY	UNIT	JULY	AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
		27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
VEAL																								
Rib roast (6-7 in.)	lb.	68	68	68	68	68	69	69	69	71	71	69	70	70	69	69	69	69	70	68	69	68	68	"
Chuck roast (bone in)	lb.	53	53	52	52	53	53	54	54	56	57	56	56	57	56	57	56	55	55	54	54	54	54	"
Three-cornered roast	lb.	77	78	78	77	78	78	74	78	77	77	77	77	76	76	78	77	78	78	78	78	78	78	"
Steak, Porterhouse	lb.	95	95	94	96	96	97	97	97	98	96	97	96	95	95	94	94	94	94	94	94	94	94	"
Steak, round	lb.	92	93	92	93	93	94	94	95	94	95	93	93	91	91	88	89	91	91	91	91	90	90	"
Steak, sirloin	lb.	89	90	90	90	91	92	91	92	92	93	91	91	90	90	86	86	88	86	88	86	87	87	"
Beef, ground	lb.	54	56	55	56	57	57	58	58	59	58	58	57	57	56	55	56	57	57	57	57	57	57	"
Beef, plate	lb.	34	33	32	33	33	33	33	34	34	34	33	34	33	33	33	33	32	33	33	32	32	32	"
Veal, rump	lb.	61	62	59	60	60	61	61	60	61	61	61	60	60	60	60	60	60	59	59	59	60	59	"
Veal, outlets	lb.	1.14	1.14	1.14	1.14	1.14	1.15	1.14	1.14	1.16	1.15	1.14	1.13	1.12	1.12	1.11	1.11	1.11	1.10	1.11	1.10	1.10	1.10	"
Pork, roast	lb.	67	66	66	65	66	67	67	69	70	65	64	64	63	62	61	56	58	57	54	53	52	52	No report was issued for this week because of the holiday.
Pork, end chops	lb.	63	62	61	59	60	61	61	62	63	61	60	58	55	56	53	51	52	51	49	47	46	46	
Pork, center chops	lb.	82	82	82	83	83	82	83	86	86	81	77	77	74	73	71	69	70	69	66	65	62	62	
Pork, fresh shoulder	lb.	47	47	48	48	47	48	47	47	47	46	45	46	45	44	44	44	43	42	40	40	39	39	
Pork, smoked shoulder	lb.	50	51	51	49	49	51	50	51	51	52	49	50	50	49	48	47	47	45	44	43	42	42	
Ham, ready-to-eat, whole	lb.	71	71	73	74	74	75	75	75	73	72	72	68	68	67	65	65	65	65	64	64	64	64	
Ham, regular, whole	lb.	68	68	71	68	70	69	68	68	67	67	66	63	62	62	59	60	59	60	60	59	58	57	
Sausage, fresh	lb.	47	46	45	44	46	45	45	45	47	48	47	47	48	47	47	46	47	46	46	46	45	45	
Bacon, sliced	lb.	67	65	64	63	66	64	66	65	68	67	69	69	68	67	66	64	66	65	63	62	62	61	
Fat salt pork	lb.	20	20	20	20	20	21	21	21	22	22	22	21	20	21	21	22	22	22	22	21	21	21	
Spare ribs	lb.	51	50	49	51	51	51	50	50	51	51	51	52	52	52	52	51	51	51	51	49	48	49	
Lamb, leg	lb.	75	74	74	73	72	73	73	74	74	73	73	73	73	73	73	73	72	72	72	72	71	71	
Lamb, rib chops	lb.	1.06	1.05	1.03	1.05	1.08	1.07	1.07	1.07	1.07	1.05	1.04	1.03	98	99	1.00	99	1.00	1.00	1.01	1.01	1.00	1.00	
Lamb, loin chops	lb.	1.20	1.19	1.18	1.19	1.18	1.20	1.21	1.24	1.24	1.21	1.21	1.19	1.17	1.16	1.20	1.18	1.18	1.17	1.17	1.17	1.16	1.16	
Liver, beef	lb.	74	74	73	72	73	73	73	73	73	72	71	70	70	69	70	68	67	67	67	66	67	65	
Liver, calves	lb.	1.39	1.38	1.38	1.38	1.38	1.39	1.38	1.38	1.38	1.38	1.38	1.40	1.38	1.39	1.36	1.36	1.36	1.36	1.36	1.35	1.35	1.35	
Liver, pork	lb.	37	38	38	38	38	37	37	37	37	37	37	37	37	38	38	37	37	37	37	35	35	35	
FOWL																								
Chicken, fryers	lb.	44	46	45	45	45	46	45	46	45	45	44	44	44	44	44	43	43	43	44	43	43	43	
Chicken, roasters	lb.	51	53	53	49	49	49	49	48	48	48	51	47	46	46	48	46	46	47	48	47	48	46	
Chicken, fowl	lb.	45	45	49	47	43	43	43	43	44	43	46	42	41	41	41	41	41	40	41	41	41	41	
Duck	lb.	42	42	42	41	42	40	45	46	45	48	44	44	43	44	45	45	44	44	45	44	45	45	
Turkey, dressed (under 20 pounds)	lb.	57	55	53	54	57	57	57	55	55	57	56	55	55	55	58	58	58	60	62	60	59	63	
DAIRY PRODUCTS AND OTHER																								
Butter	lb.	73	74	74	75	75	74	75	74	74	74	75	74	74	74	74	74	74	74	74	74	74	74	
Cheese, Nat'l. Cheddar	lb.	-	-	63	65	68	67	69	63	63	66	64	65	66	65	66	68	67	66	65	63	64	63	"
Cheese, American Loaf Processed	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Eggs, Large A	doz.	74	75	75	77	79	77	79	80	83	83	83	82	79	77	72	73	75	73	69	67	64	62	
Eggs, Medium A	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	57	59	58	58	57	55	55	53	
Eggs, Small A	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	43	46	47	47	49	44	44	-	"
Eggs, Large B	doz.	71	70	69	70	73	73	74	74	77	75	73	71	72	68	62	66	69	67	59	57	55	53	
Oleomargarine (uncolored)	lb.	32	33	34	34	33	33	33	32	32	32	34	32	32	32	32	31	31	33	33	31	31	32	
Oleomargarine (colored)	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Lard, pork	lb.	18	18	19	19	19	19	19	20	20	20	20	20	19	19	19	18	18	18	18	18	18	18	"

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Exhibit H.--Weighted average retail prices gathered during experimental reporting in Baltimore; meats, fowl, dairy products and other, July-December 1949

C

T
Rib roast (
Chuck roast
Three-corne
Steak, Port
Steak, roun

Steak, sir
Beef, groun
Beef, plat
Veal, rump
Veal, outl

Pork, roas
Pork, end
Pork, cent
Pork, fres
Pork, smok

Ham, ready
Ham, regul
Sausage, f
Bacon, sli
Fat salt p

Spare ribs
Lamb, leg
Lamb, rib
Lamb, loin
Liver, bee

Liver, cal
Liver, por

L
Chicken, f
Chicken, r
Chicken, f
Duck .....
Turkey, dr

RY PRODUCT
Butter ...
Cheese, Na
Cheese, Am
Eggs, Larg
Eggs, Medi

Eggs, Smal
Eggs, Larg
Oleomargar
Oleomargar
Lard, pork

COMMODITY	UNIT	JANUARY				FEBRUARY				MARCH					APRIL				MAY					JUNE			
		4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28
MEAT																											
Rib roast (6-7 in.)	lb.	68	68	67	67	67	67	67	67	67	69	68	68	66	67	66	68	68	71	72	73	71	73	74	74	75	75
Chuck roast (bone in)	lb.	52	53	53	52	52	52	52	52	52	53	53	53	52	53	53	53	54	55	56	56	57	57	59	60	60	60
Three-cornered roast	lb.	76	76	77	74	74	74	74	75	75	77	76	76	76	76	76	76	76	78	80	81	81	79	82	84	85	82
Steak, Porterhouse	lb.	93	92	92	93	93	93	93	92	93	93	93	93	93	93	93	93	95	99	99	1.00	1.00	1.00	1.03	1.06	1.07	1.07
Steak, round	lb.	89	88	88	90	90	90	89	89	88	90	89	90	90	90	90	91	92	95	96	96	97	97	98	1.01	1.01	1.02
Steak, sirloin	lb.	86	87	87	86	86	87	86	85	88	89	88	88	87	87	87	88	89	92	93	94	95	95	97	1.01	1.00	1.01
Beef, ground	lb.	56	57	56	56	56	57	57	56	56	56	56	56	56	56	56	56	56	57	57	57	57	58	58	60	60	60
Beef, plate	lb.	30	31	31	31	31	31	31	31	32	32	32	32	32	32	32	32	33	34	35	35	35	35	36	36	37	37
Veal, rump	lb.	59	60	60	60	61	61	61	61	61	62	61	60	60	60	60	60	61	63	62	61	63	63	64	65	65	65
Veal, cutlets	lb.	1.10	1.11	1.11	1.12	1.14	1.15	1.15	1.14	1.15	1.17	1.15	1.15	1.14	1.14	1.14	1.14	1.15	1.16	1.15	1.17	1.17	1.18	1.21	1.21	1.21	1.21
Pork, roast	lb.	50	50	50	50	50	51	52	56	56	58	55	54	54	54	54	54	54	58	60	64	63	62	62	63	62	62
Pork, end chops	lb.	45	44	44	44	44	44	45	49	49	49	49	48	48	47	48	47	48	53	53	56	56	55	56	56	54	55
Pork, center chops	lb.	60	61	60	60	60	61	63	67	68	68	68	67	66	66	65	66	68	72	74	77	76	76	76	78	78	78
Pork, fresh shoulder	lb.	38	38	37	37	36	38	37	37	38	39	38	39	39	39	39	39	39	40	40	41	41	41	41	41	42	42
Pork, smoked shoulder	lb.	41	42	41	41	41	41	41	41	41	41	41	41	42	41	41	41	41	42	43	45	43	44	44	45	45	45
Ham, ready-to-eat, whole	lb.	62	62	62	62	62	62	62	62	62	63	62	62	62	63	61	62	62	64	65	66	66	66	67	68	68	68
Ham, regular, whole	lb.	57	57	57	56	57	56	57	57	58	59	57	57	56	56	55	56	55	59	59	61	60	60	62	63	63	63
Sausage, fresh	lb.	44	44	44	44	44	44	44	43	43	43	43	43	43	43	43	43	43	42	42	42	42	42	42	42	42	43
Bacon, sliced	lb.	60	59	59	58	58	60	58	57	59	61	59	57	58	57	57	59	58	56	57	59	58	60	59	58	59	58
Fat salt pork	lb.	20	20	22	20	20	20	20	19	20	19	19	19	19	19	19	19	19	19	19	20	20	20	20	20	20	21
Spare ribs	lb.	48	47	47	47	47	47	47	48	48	48	48	48	48	48	48	47	47	47	47	48	47	47	48	48	48	48
Lamb, leg	lb.	69	70	70	70	70	69	70	70	70	71	73	72	72	72	70	70	71	72	73	73	73	75	75	77	77	78
Lamb, rib chops	lb.	1.00	97	98	98	98	99	1.00	1.02	99	1.02	1.03	1.04	1.02	1.03	1.04	1.02	1.05	1.06	1.06	1.08	1.08	1.09	1.14	1.15	1.16	1.17
Lamb, loin chops	lb.	1.14	1.12	1.12	1.12	1.13	1.13	1.15	1.16	1.14	1.17	1.18	1.18	1.18	1.19	1.20	1.16	1.19	1.23	1.23	1.24	1.25	1.26	1.32	1.32	1.32	1.33
Liver, beef	lb.	66	64	64	64	64	63	65	64	63	65	65	66	65	65	64	66	68	67	71	73	73	73	75	76	75	74
Liver, calves	lb.	1.35	1.35	1.34	1.34	1.34	1.35	1.35	1.36	1.36	1.39	1.36	1.37	1.38	1.37	1.37	1.37	1.37	1.36	1.37	1.37	1.38	1.38	1.41	1.41	1.42	1.45
Liver, pork	lb.	35	35	33	33	34	34	33	34	33	33	33	33	32	33	32	32	31	31	32	33	34	35	36	37	37	37
FOWL																											
Chicken, fryers	lb.	42	41	39	40	40	40	41	41	42	42	43	44	44	44	44	43	44	45	44	44	44	45	45	44	44	44
Chicken, roasters	lb.	47	46	45	43	44	44	43	43	45	46	47	48	48	48	48	48	48	49	48	48	48	49	49	50	50	48
Chicken, fowl	lb.	39	40	39	38	38	38	38	38	39	41	41	40	41	41	42	41	41	41	41	41	41	41	41	40	41	40
Duck	lb.	43	44	44	43	43	43	41	39	40	41	40	40	39	40	36	39	38	38	37	39	38	38	38	38	39	39
Turkey, dressed (under 20 pounds)	lb.	57	54	57	57	58	57	55	51	50	54	53	55	53	54	53	53	56	53	53	54	52	54	56	56	56	54
DAIRY PRODUCTS AND OTHER																											
Butter	lb.	74	74	74	74	74	74	74	74	74	75	75	75	75	75	74	74	74	74	74	74	74	74	74	74	74	74
Cheese, Nat'l. Cheddar	lb.	63	62	61	61	62	63	62	62	61	61	62	61	62	62	63	62	62	61	59	62	62	62	60	60	59	59
Cheese, American Loaf Processed	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eggs, Large A	doz.	59	57	54	53	50	50	49	50	51	52	52	54	53	52	52	52	53	53	53	52	51	51	51	52	53	53
Eggs, Medium A	doz.	50	49	46	44	43	43	43	44	47	48	49	50	49	49	48	47	48	48	48	47	45	45	46	47	48	48
Eggs, Small A	doz.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eggs, Large B	doz.	50	48	45	44	40	41	41	43	45	46	46	48	47	44	44	45	45	45	44	44	42	43	44	45	48	48
Oleomargarine (uncolored)	lb.	32	32	32	32	32	32	31	31	31	31	31	31	31	31	31	31	31	31	30	31	32	32	32	32	32	32
Oleomargarine (colored)	lb.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lard, pork	lb.	18	18	17	17	17	17	17	17	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16

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Exhibit I.--Weighted average retail prices gathered during experimental reporting in Baltimore; meats, fowl, dairy products and other, January-June 1950

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COMMODITY	UNIT	JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER			
		5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27
MEAT																											
Rib roast (6-7 in.)	lb.	75	75	78	78	77	77	77	77	77	77	78	78	78	78	77	77	77	77	77	76	76	76	76	77	77	77
Chuck roast (bone in)	lb.	60	61	62	63	62	63	62	63	63	63	63	63	62	63	63	62	63	63	62	62	63	62	63	65	65	65
Three-cornered roast	lb.	82	85	86	87	87	87	87	86	88	85	87	87	87	87	87	87	87	87	87	87	87	87	87	87	89	88
Steak, Porterhouse	lb.	1.07	1.09	1.10	1.10	1.10	1.10	1.09	1.08	1.09	1.08	1.09	1.09	1.07	1.08	1.08	1.07	1.07	1.06	1.06	1.07	1.06	1.06	1.06	1.07	1.08	1.09
Steak, round	lb.	1.02	1.03	1.06	1.06	1.06	1.06	1.06	1.06	1.05	1.04	1.02	1.04	1.03	1.03	1.03	1.02	1.03	1.02	1.01	1.02	1.01	1.01	1.01	1.03	1.04	1.05
Steak, sirloin	lb.	1.02	1.03	1.06	1.06	1.05	1.05	1.04	1.04	1.03	1.02	1.02	1.02	1.02	1.03	1.02	1.01	1.01	1.01	1.00	1.00	1.00	1.00	1.01	1.02	1.04	1.03
Beef, ground	lb.	60	60	63	63	64	64	64	64	63	63	63	64	64	64	64	64	64	64	64	64	64	64	64	64	65	65
Beef, plate	lb.	37	37	38	38	39	39	38	38	38	37	37	37	37	38	37	38	38	38	39	40	39	39	39	39	41	41
Veal, rump	lb.	67	64	66	66	67	65	67	67	67	67	66	67	67	68	67	68	68	68	68	68	68	67	69	69	69	69
Veal, cutlets	lb.	1.18	1.21	1.23	1.23	1.23	1.23	1.23	1.23	1.25	1.21	1.26	1.26	1.25	1.25	1.26	1.26	1.27	1.27	1.27	1.27	1.27	1.26	1.27	1.27	1.29	1.28
Pork, roast	lb.	63	70	78	74	69	69	69	72	74	73	71	71	71	67	61	61	65	61	58	58	57	58	55	56	57	59
Pork, end chops	lb.	55	61	67	65	62	62	62	65	67	67	66	65	65	62	55	55	60	56	52	52	52	51	50	50	52	52
Pork, center chops	lb.	79	85	91	87	83	83	82	86	87	88	87	87	86	83	76	76	81	78	74	73	73	72	71	72	72	72
Pork, fresh shoulder	lb.	42	46	50	51	51	51	51	52	51	51	51	51	50	49	45	44	45	45	45	45	45	44	44	44	45	45
Pork, smoked shoulder	lb.	44	47	51	52	52	52	52	52	52	52	52	52	52	49	47	45	47	47	46	46	46	45	45	46	46	47
Ham, ready-to-eat, whole	lb.	67	72	75	76	76	76	75	75	75	75	75	75	72	71	69	68	68	66	67	67	67	67	67	68	68	68
Ham, regular, whole	lb.	62	67	70	72	71	69	68	68	66	67	68	67	65	63	61	61	60	60	60	60	60	60	60	61	61	61
Sausage, fresh	lb.	43	43	45	46	47	45	47	47	47	47	48	50	50	50	51	51	50	51	51	51	50	50	51	50	52	50
Bacon, sliced	lb.	58	60	63	67	65	66	66	66	68	67	69	70	70	71	69	69	68	68	68	67	67	66	66	66	66	67
Fat salt pork	lb.	20	20	21	24	23	23	23	23	24	23	23	25	25	25	25	25	25	25	25	24	24	24	24	24	24	24
Spare ribs	lb.	48	49	52	53	53	53	52	51	53	52	54	53	54	54	53	54	54	54	53	54	53	52	53	53	53	53
Lamb, leg	lb.	77	76	79	79	78	79	78	77	78	77	78	77	76	77	76	75	76	76	76	76	76	76	76	76	77	77
Lamb, rib chops	lb.	1.16	1.17	1.18	1.20	1.20	1.20	1.20	1.17	1.17	1.18	1.19	1.18	1.18	1.19	1.19	1.18	1.18	1.19	1.20	1.20	1.20	1.20	1.20	1.22	1.21	1.18
Lamb, loin chops	lb.	1.32	1.33	1.34	1.35	1.33	1.36	1.35	1.33	1.32	1.33	1.34	1.34	1.33	1.34	1.33	1.32	1.33	1.34	1.34	1.34	1.34	1.34	1.34	1.37	1.34	1.32
Liver, beef	lb.	75	75	76	77	79	77	78	77	77	77	77	76	76	76	76	77	76	76	74	75	75	75	74	76	76	75
Liver, calves	lb.	1.44	1.44	1.45	1.45	1.45	1.43	1.43	1.43	1.44	1.43	1.44	1.44	1.42	1.41	1.41	1.41	1.41	1.41	1.42	1.40	1.44	1.45	1.45	1.46	1.45	1.44
Liver, pork	lb.	37	39	41	41	41	41	40	40	43	43	43	44	43	43	43	43	45	45	45	45	44	45	45	44	45	45
FOWL																											
Chicken, fryers	lb.	44	46	47	50	52	51	49	50	49	49	48	48	47	46	45	44	44	43	44	44	44	44	44	44	43	43
Chicken, roasters	lb.	47	49	50	52	55	53	52	52	52	52	50	50	50	49	49	48	47	46	47	47	47	47	47	47	46	47
Chicken, fowl	lb.	40	40	44	46	47	47	46	45	44	44	44	44	44	42	44	41	40	40	40	40	40	40	41	41	42	41
Duck	lb.	39	38	38	40	40	39	39	40	42	41	42	42	42	42	42	42	41	41	41	41	40	40	41	41	41	40
Turkey, dressed (under 20 pounds)	lb.	56	56	56	56	57	57	56	58	57	58	58	57	58	58	57	58	58	58	57	57	56	55	57	57	58	56
DAIRY PRODUCTS AND OTHER																											
Butter	lb.	74	73	73	73	73	73	73	74	74	74	75	75	75	76	76	77	77	77	77	77	77	77	77	78	78	78
Cheese, Nat'l. Cheddar	lb.	59	59	64	58	58	57	57	58	60	60	60	60	60	59	60	59	60	62	59	59	59	60	60	59	60	60
Cheese, American Loaf Processed	lb.	63	63	66	62	58	58	59	58	58	58	58	58	59	59	58	59	58	60	58	58	58	58	58	58	58	55
Eggs, Large A	doz.	54	57	58	62	62	64	63	62	63	63	66	72	72	72	71	75	76	76	78	75	78	80	82	91	85	80
Eggs, Medium A	doz.	47	50	51	55	56	57	55	55	55	55	56	61	65	60	59	61	63	64	64	64	67	72	75	87	80	74
Eggs, Small A	doz.	37	39	-	-	-	45	-	-	43	39	41	40	43	45	45	48	48	50	50	52	-	57	-	-	-	-
Eggs, Large B	doz.	48	50	51	52	55	54	54	53	54	54	59	66	65	60	59	60	61	66	66	63	70	72	77	89	80	74
Oleomargarine (uncolored)	lb.	31	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oleomargarine (colored)	lb.	33	31	33	33	34	34	34	35	35	35	35	35	35	35	35	35	35	35	34	34	34	34	34	35	35	36
Lard, pork	lb.	17	17	18	20	23	24	24	24	24	24	24	23	23	23	21	21	20	20	20	20	20	21	22	22	22	22

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Exhibit J.--Weighted average retail prices gathered during experimental reporting in Baltimore; meats, fowl, dairy products and other, July-December 1950