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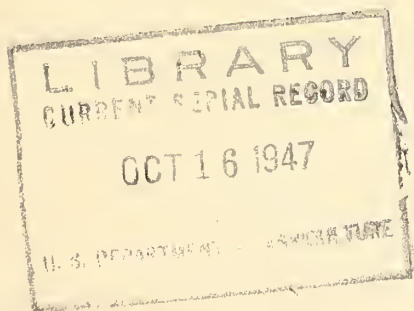
MARKETING FRUITS AND VEGETABLES, 1942-1946

A List of References

Compiled by Annie M. Hannay and Eli Hareide

This bibliography, which covers the period from 1942 to 1946 contains references on the marketing in the United States and its dependencies of fresh, canned, and dried fruits and vegetables, with nuts included wherever found. It includes advertising, consumer demand, grading and standardization, packing and packages, prices, transportation and storage, and diseases in transit and in storage. Omitted are references to home storage, canning, preserving, drying, freezing, dehydration, and price regulations in the Federal Register. The daily, weekly, monthly and annual market reports of the Department are not listed separately but a description of them is given in item 151. A few references to publications issued in 1941 have been included to supplement those in the bibliography, Marketing Fruits, Vegetables, and Nuts, compiled by Florence C. Bell, and issued by United States Farm Credit Administration in 1941 as Miscellaneous Report No. 46.

Call numbers are those of the United States Department of Agriculture Library.





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85. MOLES, H. S. Increased production requires increased marketing facilities. La. Rural Econ. 4(2): 13. Apr. 1942. 281.8 L93  
Plans for farmers' markets, roadside markets, and market centers.
86. MONTGOMERY, J. A. Looking to the future of the fruit and vegetable industry. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1946) 42: 133-134. 280.3939 Un3
87. MOTZ, F. A. Is there a need for a United States fruit or horticultural council? South. Canner & Packer 5(12): 9-10. Dec. 1944. 389.3 So32

Suggests that steps be taken toward setting up such a body in the interest of postwar unity.

88. MULLEN, A. J. Fresh fruit and vegetable markets. U. S. Bur. Foreign and Dom. Com. Dom. Com. 33(10): 29-30. Oct. 1945. 157.54 D713  
Includes transportation and prepacking.
89. THE NATIONAL Fruit and Vegetable Directory, 1945. 160 p. Chicago, Aberdeen Press, Inc., 1945. 225 W2172
90. NEW JERSEY. DEPT. OF AGRICULTURE. Twenty-ninth annual report, 1943/44. 205 p. Trenton, 1944. 2 W46Re

Contains Report of the Bureau of Markets, p. 21-48, including fruit and vegetable marketing, with subheads: Inspection work, Certifying fresh produce (apples, white potatoes, sweetpotatoes, other vegetables), Cannery crops inspection (asparagus and tomatoes), market activities, Shipping point auction markets, and City farmers' markets.

91. NEW YORK. DEPT. OF AGRICULTURE AND MARKETS. Annual report, 1944. 136 p. Albany, 1945. (Leg. Doc. 76, 1945). 2 M482R

Contains Report of Bureau of Markets, p. 68-80, with sections on inspection and certification of fruits and vegetables and City marketing services.

92. NICHOLSON, V. H. The Capital District Regional Market at Menands. N. Y. (Cornell) Agr. Col. A. E. 423, 46 p., processed. Ithaca, 1943. 281.9 C81

Vegetables and fruit form bulk of produce sold. Large out-of-town business said to be fostered by lack of locally grown fruits and vegetables in many nearby localities, the high degree of industrialization of the surrounding areas, seasonal demand from the resort districts, the short afternoon market, nearness to good roads, and efficient market layout and management.

93. NICHOLSON, V. H. The Central New York Regional Market at Syracuse. N. Y. (Cornell) Agr. Col. A. E. 422, 44 p., processed. Ithaca, 1943. 281.9 C81

Some topics are volume of sales at farmers' market, including percentage of fruits and vegetables, types of buyers, types of products sold, and preferences of buyers.

94. NICHOLSON, V. H., and BOND, M. C. Concerning local and regional markets for perishable farm produce in New York State. N. Y. (Cornell) Agr. Col. A. E. 450, 7 p., processed. Ithaca, 1943. 281.9 C81

A survey of studies made since 1929 of a number of regional markets, farmers' loads at certain markets, and packaging problems.

95. NICHOLSON, V. H. Perishables offered for sale at the Syracuse market. N. Y. (Cornell) Agr. Col. A. E. 441, 26 p., processed. Ithaca, 1943. 281.9 C81

Includes fruits and vegetables.

96. NICHOLSON, V. H. Regional aspects of the Niagara frontier markets at Buffalo. N. Y. (Cornell) Agr. Col. A. E. 421, 45 p., processed. Ithaca, 1943. 281.9 C81

Includes estimated value and tonnage of vegetables and fruits sold by growers and farmer - dealers and by truckers in 1939/40; distance traveled to market related to sales; types of buyers; and their preferences.

97. NICHOLSON, V. H. Regional characteristics of the Rochester Public Market. N. Y. (Cornell) Agr. Col. A. E. 420, 45 p., processed. Ithaca, 1943. 281.9 C81

Topics include estimated value and tonnage of vegetables and fruits sold by growers and farmer-dealers, and by truckers in 1939/40; distance traveled to market related to sales; types of buyers; and their preferences.

98. NICHOLSON, V. H. Regional markets in New York State. N. Y. (Cornell) Agr. Expt. Sta. Bul. 801, 48 p. Ithaca, 1943. 100 M48C

Also presented to the Faculty of the Graduate School of Cornell University in 1943 as Part V of a thesis. General, but includes fruits and vegetables. Volume of produce sold at regional markets, buyers at farmers' and at wholesalers' markets, regional markets as a source of perishables for nearby urban areas, market operations by growers, operations of out-of-town buyers, and functions of the regional markets.



99. NICHOLSON, V. H. Some changes in the Rochester Public Market since 1929. N. Y. (Cornell) Agr. Col. A. E. 333, 19 p. Ithaca, 1942. 281.9 C81  
Summary in N. Y. Agr. Col. (Cornell) Farm Econ., 130, p. 3285-3286. Apr. 1942. 280.8 C912  
Part of a study of up-state regional markets made in 1940 and 1941.  
Changes outlined indicate that vegetable growers were using the market less and fruit growers more than they did ten years before. "City peddlers and wholesalers are less important customers than ten years ago, but other city retailers and consumers are much more important than in 1929."
100. NORTH CAROLINA. DEPT. OF AGRICULTURE. Report, 1942-1944. 222 p. Raleigh, 1944. 2 F81R  
Marketing of fruits and vegetables, p. 73-84, 86.
101. NYSTROM, P. H. Coming changes in distribution of fresh fruits and vegetables. East. Fruit Grower 2(1): 8, 14, 18-19, 22. Mar. 1945. 80 Ea73  
Condensed from an address before the Boston Conference on Distribution.
102. OLEY, W. W. The fruit and vegetable auction markets of New Jersey. N. J. Dept. Agr. Cir. 335, 23 p. Trenton, 1942. 2 F46C  
Contains a description of methods of sale, the rules that apply to buyers at all auctions, and a statement of the organization of each market together with the 1941 volume of the principal commodities handled. A chart shows the approximate opening and shipping season of each market.
103. OLEY, W. W., NICHOLS, N. S., and BOND, M. C. State [New Jersey and Tennessee] bureaus of markets and the fresh fruit and vegetable distributors. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1942) 50: 93-105. 287 N214
104. ORNSTEIN, H. A. Army buying of perishables. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1944) 52: 77-82. 287 N214  
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105. PARADISO, L. J., KAUFMAN, M., and PURVES, C. M. Physical volume of farm marketings, 1929-42. U. S. Bur. Foreign and Dom. Com. Current Business 23(4): 23-32. Apr. 1943. 157.7 C76Ds  
Indexes are computed from data supplied by the Bureau of Agricultural Economics, based on average marketings in the years 1935-39. The data were summarized by years 1929 to 1934 and by months from 1935 to 1942. Includes fruits, nuts and vegetables.
106. PHILLIPS, C. D. The Louisville wholesale fruit and vegetable market. Ky. Univ. Res. Club. Bul. 8, p. 12-15. Dec. 1942. 330.9 K41
107. PLATENIUS, H., and VAN DOREN, A. Handling fruits and vegetables in retail stores. N. Y. (Cornell) Agr. Col. Ext. Bul. 590, 8 p. Ithaca, 1943. (War Emergency Bul. 92) 275.29 F43E  
More losses from faulty handling in retail stores than from carelessness in harvesting and shipping.

108. POPE, J. P. Our horticultural promise. Tenn. State Hort. Soc. Proc. (1943) 38: 43-48. 81 T25  
Production, marketing, and consumption of fruit and vegetables in the Tennessee Valley.
109. PRICE, E. PACA [Perishable Agricultural Commodities Act] - umpire of disputes. U. S. War Food Admin. Mktg. Activ. 7(2): 11-13, processed. Feb. 1944. 1.942 A8M34
110. RAINS, A. T. The service wholesaler, servant to an industry. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1946) 42: 83-84. 280.3939 Un3  
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111. RASMUSSEN, M. P., QUITSLUND, F. A., and CAKE, E. W. Fruit and vegetable stores as retail outlets for fruit [in New York City]. N. Y. (Cornell) Agr. Expt. Sta. Bul. 815, 68 p. Ithaca, 1945. 100 M48C  
Section on apple sales.
112. RASMUSSEN, M. P., and NICHOLSON, V. H. Wartime practices at regional markets. N. Y. (Cornell) Agr. Col. Ext. Bul. 609, 7 p. Ithaca, 1943. (War Emergency Bul. 110) 275.29 M48E  
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114. ROBB, F. G. Waste and spoilage in terminal markets; a report to the fact-finding committee. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1946) 42: 238-240. 280.3939 Un3
115. RUMMELL, L. L. The marketing of farm produce. Pa. State Hort. Assoc. Proc. (1946) 87: 96-100, 102-107. 81 P38  
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118. SCHNEIDER, J. B. Agricultural marketing control programs in California. Jour. Mktg. 6(4, pt. 1): 366-370. Apr. 1942. 280.38 J82  
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119. SCHOOLCRAFT, C. D. Market news: fruits and vegetables. U. S. War Food Admin. Mktg. Activ. 7(12): 10-12, processed. Dec. 1944. 1.942 AgM34  
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120. SELLERS, R. Problems in marketing fruits and vegetables in Arkansas and what is being done to solve them. Assoc. South. Agr. Workers Proc. (1942) 43: 197-198. 4 C82
121. SHEPHERD, G. S. Agricultural price control. 361 p. Ames, Ia., Collegiate Press, 1945. 284.3 Sh4A  
Part 3 has sections on marketing agreements for fruits and vegetables, and effects of marketing agreements for fruits and vegetables. Discusses three main types of regulations used in Marketing - agreement programs: Volume regulation, grade and size regulation, and provisions for price posting; and analyses three types of provisions of marketing agreements: "(1) Those which reduce the quality shipped during the season, making no use of the quantity that is not shipped. (2) Those which divert part of the season's supply, usually the lower grades or smaller sizes, to export or other markets different from the regular market, or to lower uses. (3) Those which merely smooth out irregularities in the flow to market during the season, or adapt the flow smoothly to changes in demand during the season, without affecting the total seasonal supply."
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124. SPILMAN, H. A. The Perishable Agricultural Commodities Act under war conditions. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1943) 51: 145-147. 287 N214
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126. STONE, C. G. Maine looks to the consumer; deplores tendency to market undesirable grades and sizes [of fruits and vegetables]. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1946) 42: 147-148. 280.3939 Un3
127. TAYLOR, P. R. Marketing fruits and vegetables under price control diversion orders, etc. in 1943 and 1944. Pa. State Hort. Assoc. Proc. (1944) 85: 33-44. 31 P38



128. TAYLOR, P. R. Producers' responsibility for better marketing. Amer. Pomol. Soc. Proc. (1941) 57: 150-156. 81 Am33  
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129. THOMAS, W. P., and BLANCH, G. T. Marketing fruits and vegetables in Utah. Utah. Agr. Expt. Sta. Bul. 316, 67 p. Logan, 1945. 100 Ut1  
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130. THOMAS, W. P., BLANCH, G. T., and STARK, A. L. Problems in marketing Utah fruits and vegetables. Uniform grade standards, standard types and sizes of containers, and consistent sales program essential to successful marketing of Utah products. Utah. Agr. Expt. Sta. Farm and Home Sci. 3(2): 1, 8. June 1943. 100 Ut1F
131. THOMSEN, F. L. Prospective technological developments in marketing. 16 p., processed. Washington, D. C., U. S. Bur. of Agr. Econ., 1945. 1.941 MIT38  
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132. TOMSEN, M. C. Agriculture in the war effort. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1942) 50: 10-13. 287 M214  
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133. U. S. BUREAU OF AGRICULTURAL ECONOMICS. San Francisco plans a new wholesale fruit and vegetable market. U. S. Bur. Agr. Econ. Mktg. and Transportation Situation, Apr. 1945, p. 2-9. (MTS-32). 1.941 M8M34  
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134. U. S. CONGRESS. HOUSE. SPECIAL COMMITTEE TO INVESTIGATE FOOD SHORTAGES. Food shortages. Hearings... 79th Cong., 1st sess. pursuant to H. Res. 195... Pt. 3. Dairy products, poultry and eggs, fats and oils, fruits and vegetables, etc. p. 1023-1950. Washington, D. C., 1945
135. U. S. DEPT. OF AGRICULTURE. Agreement between Foreign Economic Administration and the U. S. Department of Agriculture. 8 p., processed. Washington, D. C., 1945. 1.90 A2Ag33  
In connection with the procurement, storage, shipping and delivery of foods and other commodities for export.
136. U. S. DEPT. OF AGRICULTURE. Agricultural statistics, 1945. 604 p. Washington, D. C., 1945. 1 Ag84Yas



Statistics of fruits, vegetables, melons, and tree nuts, p. 147-252, include statistics of prices, exports, carlot shipments and unloads for separate products. Table 530 contains statistics of cash receipts from farm marketing of fruits, vegetables, and nuts. Table 703 contains statistics of total purchase of agricultural commodities by the War Food Administration and estimated lend-lease shipments for 1944, including fruits and vegetables.

Similar tables in earlier issues.

137. U. S. DEPT. OF AGRICULTURE. City markets facilities for perishable foods. 4 p., processed. Washington, D. C., 1942. 1.90 A2C49

Discusses rail connections with the wholesale store building; excessive number of market districts within city; traffic congestion in market area; antiquated facilities; and out-of-town business.

138. U. S. DEPT. OF AGRICULTURE. Family food consumption in the United States, Spring, 1942. U. S. Dept. Agr. Misc. Pub. 550, 157 p. Washington, D. C., 1944. 1 Ag84M

Tables show average quantity of fruits and vegetables consumed per person per week; percentage distribution of vegetables and fruit consumed; vegetable and fruit items consumed in greatest average quantity; and the percentage that each item represents of its kind.

139. U. S. FEDERAL TRADE COMMISSION. Report... on distribution methods and costs. Part I. Important food products; submitted to the Congress November 11, 1943. 223 p. Washington, D. C., 1944. 175 F32Dm

Chapter IX, Fruit and Vegetable Canning, p. 115-130, discusses methods of distribution, including channels of distribution, changes in the nature of markets, packaging, and advertising, and distribution costs of canning companies. Chapter X., Fresh fruits and vegetables, p. 131-138, deals with methods of distribution; jobbers; fruit auctions; intermediate distributors; average distribution charges and growers' realization; distribution of table grapes from California, citrus fruits, peaches from Georgia and the Carolinas, apples from the Pacific Northwest, white potatoes, tomatoes, iceberg head lettuce from the Far West, dry onions from Texas, and cabbage.

140. U. S. FOOD DISTRIBUTION ADMINISTRATION. Chronological record of marketing agreements and orders issued by the Secretary of Agriculture for fruits and vegetables. 2 p., processed. Washington, D. C., 1943. 1.9422 Fr3C46

141. U. S. FOOD DISTRIBUTION ADMINISTRATION. Normal seasonal availability of fresh fruit & vegetable supplies. 14 p., processed. Washington, D. C., 1943. 1.9422 Fr22178

Statistics by regions and periods of greatest supply.

142. U. S. FOOD DISTRIBUTION ADMINISTRATION. Schedule of commodities; agricultural commodities and products and other articles procured for sale or transfer. 101 p., processed. Washington, D. C., 1943. 1.9422 A2Sch2

Includes fruits and vegetables for domestic or for export use.

143. U. S. FOOD DISTRIBUTION ADMINISTRATION. Sources of farm market information in the Southern States. 27 p., processed. Atlanta, 1945. 1.9422 A2S08  
Gives publication, editor, and frequency of release, and includes fruit and vegetable reports.
144. U. S. OFFICE FOR AGRICULTURAL WAR RELATIONS. Transportation, storage, processing and packaging farm products in 1943. Appendix A. Orders - Transportation and storage of farm products in 1943. Abstracts of orders applying directly to movement of agricultural products. Appendix B. Conservation and limitation orders affecting textiles, steel, tin, etc. as related to processing and packaging agricultural commodities. [25 p.] processed. Washington, D. C., 1942. 1.910 T2T68  
Scattered references to fruits and vegetables.
145. U. S. OFFICE OF FOREIGN AGRICULTURAL RELATIONS. Agricultural production and trade by countries; pre-war summary by commodities. 134 p., processed. Washington, D. C., 1945. 1.943 Ag82  
United States, p. 125-128. Includes fruits and vegetables.
146. U. S. OFFICE OF FOREIGN AGRICULTURAL RELATIONS. Imports of fruits and vegetables under quarantine by countries and ports of entry, July-June 1943-44. 9 p., processed. Washington, D. C., 1945. 1.945 Im7  
Statistical tables.
147. U. S. OFFICE OF FOREIGN AGRICULTURAL RELATIONS. United States foreign trade in agricultural products by commodity and by country, annual fiscal year 1940-41 to 1944-45. 69 p., processed. Washington, D. C., 1946. 1.945 T762  
Includes fruits and vegetables.
148. U. S. OFFICE OF FOREIGN AGRICULTURAL RELATIONS. United States foreign trade in agricultural products, calendar year 1944, with comparisons. 44 p., processed. Washington, D. C., 1945. (Foreign Crops and Markets. Calendar Year Sup., Dec. 1, 1945). 1.9 St2F
149. U. S. OFFICE OF MARKETING SERVICES. Licensing provisions of the Perishable Agricultural Commodities Act, 1930, as amended. 4 p., processed. Washington, D. C., 1945. 1.90 A2P11
150. U. S. PRODUCTION AND MARKETING ADMINISTRATION. Agricultural commodities delivered at shipside by the U. S. D. A. for foreign shipment. Monthly, processed. Washington, D. C., 1941-1946. 1.9422 A8R29  
Includes fruits and vegetables.
151. U. S. PRODUCTION AND MARKETING ADMINISTRATION. Periodic market reports, May 1946. 30 p., processed. Washington, D. C., 1946. 1.9422 A8R293  
This publication lists and describes the various periodic market reports issued by the Administration. Since the present bibliography makes no attempt to list all of the reports the following, based on statements in Periodic Market Reports gives an indication of the fruit and vegetable reports issued.

Market News Reports. "Daily, weekly, semi-monthly, and other periodic reports are compiled in leading wholesale markets and in many important producing areas of the United States... Reports are prepared by field offices under the direction of headquarters in Washington." Market news field office addresses are given, by commodities.

Market Reports. Fruits and Vegetables Daily: Daily market reports are issued from 22 market news field offices. "In addition to the general reports covering leading products in season... a large number of special commodity reports give detailed shipment and market information for particular products. These reports are issued from certain of the foregoing offices, and from about 42 temporary field stations... a list of such reports by commodities, giving the location of the offices where issued and the approximate periods of publication" is given.

Weekly:

"Weekly summary of carlot shipments shows the total number of cars of each product shipped from all states, by weeks and shipping season... Issued from Washington each Tuesday."

Monthly:

Carlot Unloads of Fruits and Vegetables issued in summarized form at Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Denver, Detroit, Fort Worth (Dallas), Kansas City (Mo.), Los Angeles, Minneapolis (St Paul), New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, Portland (Oreg.), St. Louis, San Francisco (Oakland), Seattle, Washington, D. C. (1.9 Ec741Um)

Annual:

Annual Summary of Carlot Unloads, Fruits and Vegetables. Issued in each of the above 22 cities for local markets only. (1.9 Ec741Cu)

Carlot Shipments of Fruits and Vegetables by Commodities, States, and Months covers carlot shipments of certain fresh fruits and vegetables, also dried apples, peaches, and prunes. Issued from Washington. (1.9 Ec742Ca)

Carlot Shipments of Fruits and Vegetables. Summaries by Commodities, Counties, and Billing Stations. Issued from Washington.

Wholesale Prices of Fruits and Vegetables at New York, Chicago, and Leading Shipping Points. (1.942 F43W62)

Prices are summarized by months for important sources, varieties, containers, and sizes of the fruits and vegetables. Issued from Washington.

A Weekly Peanut Report gives a summary of arrivals of peanuts on important markets, prices for different varieties and grades, and other pertinent information. Issued from Washington each Wednesday.

152. U. S. PRODUCTION AND MARKETING ADMINISTRATION. Report of agricultural commodities purchased... for the supply program, price support, and other purposes. Monthly, processed. Washington, D. C., 1942-1946. 1.9422 A8R292

Includes fruits and vegetables.



153. U. S. PRODUCTION AND MARKETING ADMINISTRATION. MARKETING FACILITIES BRANCH. TRANSPORTATION FACILITIES DIVISION. States of origin for estimated major movements of fresh fruits and vegetables. Monthly? processed. June 1945-Nov. 1946. Washington, D. C. 1945-1946. 1.9422 Fr8St2
154. U. S. WAR FOOD ADMINISTRATION. Final report, 1945. 39 p. Washington, D. C., 1945. 1 F735F1  
General references to distribution, transportation, support prices, storage, and containers.
155. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Sales report [Government-owned food stocks and related agricultural products which are no longer needed by U. S. Military Forces or for other war agencies]. processed. Washington, D. C., 1944. 1.9422 A8Is7  
Issued for fruit and vegetable products. Lists by commodity, buyers, quantity, and price.
156. VAUGHAN, F. L. Marketing; functions, mediums, practices, variations, and appraisal. 639 p. N. Y., Farrar and Rinehart, Inc., 1942. (Farrar & Rinehart Business Admin. Ser.) 280.3 V46M  
Supplementary readings at end of each chapter.  
References to auctions of fruits and vegetables, cold storage, and local marketing of fresh fruits and vegetables.
157. VAUGHAN, H. S., and others. Round table: roadside retailing. Mass. Fruit Growers' Assoc. Rpt. (1942) 48: 124-131. 81 M384  
J. Davis, H. A. St. Maurice, and W. F. Hopkins participating.
158. VON LOESECKE, H. W. Outlines of food technology. 505 p. N. Y., Reinhold Pub. Corp., 1942. 389.3 V89  
Contains chapters on The Tin Can and the Glass Container, Fruits and Their Products and Storage and Marketing of Fruits and Vegetables.
159. WALES, H. G. The Kansas City wholesale fruit and vegetable market: an historical study and appraisal of recent developments. Northwest. Univ. Sum. Doct. Diss. 12: 59-64. 1945. 241.8 W81  
A descriptive and analytical study of the development of the wholesale fruit and vegetable terminals of Kansas City, Missouri and Kansas City, Kansas, and of the nature and volume of business transacted in them. Suggestions are made for improvement of existing conditions.
160. WASHINGTON. STATE DEPT. OF AGRICULTURE. Horticulture in the State of Washington, 1943, 1944-1945; a statistical reference and guide including the annual summary of district horticultural inspectors' reports. 56 p., processed. Seattle, 1943? 252.91 Ag8  
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Statistics of fruit and vegetable production, utilization, and prices.
161. WELLMAN, H. R. Production and marketing of fruits and vegetables. Amer. Acad. Polit. and Social Sci. Ann. 225: 201-205. Jan. 1943. 280.9 Am34  
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162. WELLMAN, H. R., and MEHREN, G. L. Some considerations of research in marketing horticultural products. Jour. Farm Econ. 28: 170-181. Feb. 1946. 280.8 J822
163. WEST VIRGINIA. DEPT. OF AGRICULTURE. Biennial report, 1942-1944. 116 p. Charleston, 1944. 2 W52R  
Fruit and Vegetable Inspection Service, p. 78-84; Farmers' markets, p. 103-104.
164. WHITACRE, W. R. The marketing of fruits and vegetables in the Wilkes-Barre area. Pa. Agr. Expt. Sta. Jour. Ser. Paper 1160, 24 p., processed. State College, 1943. 100 P381J  
Contains suggestions for improvement of the Wilkes-Barre Farmers' Wholesale Market.
165. WHITACRE, W. R. Survey of Scranton Farmers' Night Market. Pa. Agr. Expt. Sta. Jour. Ser. Paper 1275, 9 p., processed. State College, 1945. 100 P381J  
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166. WILLIAMS, I. Marketing surplus home food products. Tenn. Agr. Col. Ext. Pub. 295, 12 p. Knoxville, 1946. 275.29 T25  
"More than three-quarters of a million dollars have been added to the incomes of Tennessee farm families within the past 15 years through curb, roadside and special day markets."
167. WILLIAMS, P. M. Post-war opportunities for the fresh fruit and vegetable industry. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1945) 53: 47-52. 287 W214  
Urges better and more attractive methods of packing; buying on U. S. grades; cold storage and refrigeration; and labeling.
168. WILLIAMS, P. M. Selling "fresh." West. Grower and Shipper 16(6): 13-14, 24-25. May 1945. 280.36 W52  
Distribution of fresh fruits and vegetables.

### Advertising

169. ADAMS, M. Evaluation of growers' promotional programs. N. Y. State Hort. Soc. Proc. (1943) 88: 87-91. 81 N484
170. APCDACA, J. L. Some aspects of advertising and of the advertisability of fruits and vegetables. 202 p., typewritten. Evanston, Ill., 1941. 280.3 Ap42  
Thesis (Ph.D) - Northwestern University.  
Based on research undertaken for the United States Bureau of Agricultural Economics. Deals mainly with cranberries, California oranges, and raisins, and includes data on advertising expenditures, behavior of farm prices, crop values, and consumption, consumption expenditures, and expenditures as percentage of income. Consumers' preferences are studied in connection with 51 fruits and vegetables, as well as conditions of production and marketing, with special attention to potatoes and apples.



171. BORDEN, N. H. The economic effects of advertising. 988 p. Chicago, Irwin, 1942. 238.2 B64  
The effect of advertising on the demand for oranges, walnuts, and lettuce. - Ch. XIII, p. 337-367.
172. TOUSLEY, R. D. Advertising fresh fruits and vegetables [and nuts]. Harvard Business Rev. 22: 447-458; 23: 79-94. Summer-Autumn 1944. 280.8 H262  
Includes Advertising by producers' cooperatives; Advertising on an industry basis; and State advertising of agricultural products.  
Discusses the efficacy of advertising by cooperatives and by States, the conditions favorable to advertising by cooperatives, effect of advertising on price and on consumption, conditions affecting advertising of apples, comparison of advertising by States and by cooperatives, and primary versus selective demand.
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#### Canned And Dried Fruits And Vegetables

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175. BAXTER, J. L. How shall the Government procure its canned foods? Canning Age 23: 149. Feb. 15, 1942. 286.83 C165  
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176. BAXTER, J. L. How will the Government procure its canned foods? Canner 94(13, pt. 2): 21-23. Feb. 28, 1942. 286.83 C16  
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177. CHURCH, D. E. The consumer market for canned vegetables, fruits, and juices. Jour. Mtg. 11: 44-54. July 1946. 280.38 J82  
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180. FIBREBOARD PRODUCTS, INC. How to load canned goods & dried fruits.  
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181. FORD, E. Commercial processing of fruit and vegetables in Louisiana under present war conditions. La. Rural Econ. 4(2): 6-7, 10-11.  
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183. FORD, K. E., and BALLINGER, R. A. The commercial processing of fruits and vegetables in Louisiana. La. Agr. Expt. Sta. Mimeog. Cir. 27, 25 p. Baton Rouge, 1942. 100 L935  
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185. GAYLORD, F. C. The canning crop situation. Canning Trade 67(24): 8, 22. Jan. 8, 1945. 286.83 T67  
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186. HAWK, E. P. Fruit and vegetable canning industries, 1934-1945; production and wholesale distribution. 277 p. Washington, D. C., U. S. Bur. of Foreign and Dom. Com., 1945. (Indus. Ser. No. 15, revised to July 15, 1945). U. S. Dept. Com. Library.  
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Includes information on supplies and shipments of canned fruit and vegetable products for 1944/45, 1945 carry-over stocks, 1945/46 outlook on July 15, 1945, and distributors' stocks and shipments. A statistical appendix, p. 49-277, has title: United States Summary: Stocks production and shipments of packers, wholesale distributors, and chain store warehouses; annual 1934-35 to 1944-45; monthly 1942 to 1944.  
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The papers are a series of analyses of State trade-barrier laws, in which much data on barriers to agricultural marketing are brought out. Fruits and vegetables are considered on p. 24-25. Notes the setting of standards for fresh fruits, vegetables and nuts, most of which are established by the United States Government. "California forbids the sale of some two dozen kinds of fruits and vegetables unless they meet rigid grades, classifications, and standardization requirements fixed by the State authority. Colorado has similar legislation affecting a dozen agricultural products; and Montana specifically controls almost that many. South Dakota has a rigid law for potatoes; Kansas, for apples." Other regulations against inferior grades of products are noted as well as a diversity of regulations with regard to definitions of containers for fruits and vegetables.
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274. U. S. FOOD DISTRIBUTION ADMINISTRATION. Salvage of wooden containers for agricultural products; a statement of the container situation and suggestions for a campaign to increase salvage. 9 p., processed. W. Y., 1943. 1.9422 Fr2Sa3  
Economics Section, U. S. Extension Service, cooperating.
275. U. S. OFFICE OF MARKETING SERVICES. The container situation. 4 p., processed. Washington, D. C., 1945. 1.9422 Ac34C76
276. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Background statement on shipping container situation. 3 p., processed. Washington, D. C., 1944. 1.9422 A34B12  
Prospective container supply; probable carry-over; goals for salvaged containers; special rates for used containers; publicity angles; and container re-use program.
277. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Fact sheet on need for maximum use of second-hand containers. 4 p., processed. Washington, D. C., 1944. 1.9422 F2F11
278. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Identify American foods going abroad as American. 4 p., processed. Washington, D. C., 1944. 1.9422 A3Id2  
Directions for marking containers.
279. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Indiana 1944; greater needs for used containers. 10 p., processed. Indianapolis, Ind., 1944? 1.9422 A34In2  
Topics include Outlook for new containers in 1944; Potential supply of used containers; measures to facilitate conservation and re-use of containers; Suggested uses of available nailed type containers; Used containers for specific products (asparagus, cantaloupes, cauliflower, berries); and Paper sacks for apples.



280. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Salvage of used containers by small retailers in New York City, 1943. 6 p., processed. Washington, D. C., 1943? 1.9422 A348a32  
College of the City of New York cooperating.  
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281. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. They're scarce! Missouri 1944; greater needs for used containers. 10 p., processed. St. Louis, Mo., 1943? 1.9422 F2T34
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284. WHAT'S ahead in pre-packaged produce. Super Market Merchandising 10(7): 16-22; (8): 19-23; (9): 51-56; (10): 20-23. July-Oct. 1945. 389.3 Su7  
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286. BUTZ, E. L. Seasonal variations of Indiana farm prices. Ind. Agr. Expt. Sta. Bul. 469, 35 p. La Fayette, 1942. 100 In2F  
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287. CALIFORNIA. DEPT. OF AGRICULTURE. BUREAU OF MARKETS. Report... covering a survey of producer prices and wholesale and retail prices and margins for fresh fruits and vegetables. November 1943. 21 p. Sacramento, 1944. 284.393 C123
288. CANNON, M. F. Maximum prices relating to agricultural commodities or primary products thereof. 13 p., processed. Washington, D. C., U. S. Bur. of Agr. Econ., 1944. 1.941 F3M45A  
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290. GARFITT, W. Price ceilings and regulations. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1944) 40: 47-51. 280.3939 Un3  
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291. GINDICK, F. Present price control of fresh fruits and vegetables. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1945) 53: 143-152. 287 N214  
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292. GISMOND, J. F. [Future price control of fresh fruits and vegetables]. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1945) 53: 78-81. 287 N214
293. GISMOND, J. F. Price control - past, present and future. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1945) 41: 82-84. 280.3939 Un3
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297. LINS, E. W. Price ceilings on fresh fruit and vegetables. Fla. State Hort. Soc. Proc. (1944) 57: 224-227. 81 F66
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The operation of food price control in the United States.  
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306. TAYLOR, P. R. Price control of fruits and vegetables. Ohio State Hort. Soc. Proc. (1945) 78: 22-40. 81 Oh3

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Contains data on fruit, truck crops, potatoes, sweetpotatoes, dry beans and peas.

310. U. S. CONGRESS. SENATE. COMMITTEE ON BANKING AND CURRENCY. 1946 extension of the Emergency Price Control and Stabilization Acts of 1942, as amended. Hearings... 79th Cong., 2d sess. on S. 2028... Apr. 15, 16, 17, 18, 22, 23, 24, 25, 26, 29, 30, May 1, 2, 3, 6, 7, 8, 9, and 10, 1946. 2 v. Washington, D. C., U. S. Govt. Print. Off., 1946.

Contains a statement by C. W. Kitchen, Executive Vice President, United Fresh Fruit and Vegetable Association, on p. 760-763 and 1029-1032.

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Prices proposed are "contingent upon action by Congress." "The War Food Administration will extend assistance to fresh vegetable growers to the extent possible through (1) encouragement of movement through normal trade channels, (2) diversion of surplus fresh vegetables to processing channels, and (3) purchases of surplus fresh vegetables for distribution through Government channels. However, no support prices for 1945 crop vegetables grown for fresh market will be designated."



312. WALSH, L. V. Wholesale prices of fruits and vegetables at New York City, Chicago, and leading shipping points, by months, 1944. 36 p., processed. Washington, D. C., U. S. Off. of Mktg. Serv., 1945. 1.942 F43W62
313. WELFARE FEDERATION OF CLEVELAND. Food costs in relation to the rationing of processed foods. Welfare Fed. of Cleveland. Nutr. Bul. 9(3): [1-4] Mar. 1943.  
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#### Transportation And Storage

314. ASHBY, R. C., and PARRISH, B. D. A survey of motor trucks in Henderson county, Ill., Oct. 1942. Ill. Agr. Expt. Sta. AE-2000, 13 p., processed. Urbana, 1945. 275.29 I162P  
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316. BLOUNT, J. P. Air freight for fresh vegetables. Veg. Growers Assoc. Amer. Ann. Rpt. 1945: 25-38. 81 V52  
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317. BLOUNT, J. P. Possibilities for transporting perishables by air. Natl. Provisioner 111(15): 87-88, 90-92. Oct. 7, 1944. 286.85 N21  
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319. BOWLING, C. B. The interest of the Department of Agriculture in war-time transportation. Natl. League of Wholesale Fresh Fruit and Veg. Distributors. Off. Proc. (1943) 51: 115-122. 287 N214  
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320. BRADY, E. M. Motor truck transport of fruit and vegetables. United Fresh Fruit and Veg. Assoc. Ann. Mtg. (1944) 40: 87-89. 280.3939 Un3
321. BRANDT, E. Fruit and vegetable icing in retail stores. Ice and Refrig. 108(3): 41, 60. Mar. 1945. 295.3 Ic2

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G. M. Gilligan, C. W. Woodmansee, and E. M. Rahn, joint authors.  
Storage with cracked ice or ice refrigeration.
323. BRATLEY, C. O. The transportation and storage of fresh fruits and vegetables. Ice and Refrig. 105(2): 79-80. Aug. 1943.  
295.8 Ic2
324. BREAKIRON, P. L. Reduction of loss and damage in rail transportation of fresh fruits and vegetables by improved loading methods. 80 p., processed. Washington, D. C., U. S. Bur. of Agr. Econ., 1946.  
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Summarized in U. S. Bur. Agr. Econ. Mktg. and Transportation Situation, July 1946, p. 3-13. (MIS-46). 1.941 M3M34  
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327. BRITTIN, L. H. Shipping agricultural products by air. 7 p. Washington, D. C., 1945. 289.5 B77S  
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1251. TUSSING, E. B. If we had a window in the potato bag. Ohio Veg. and Potato Growers Assoc. Proc. (1942) 27: 46-55. 75.9 Oh3  
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1252. U. S. BUREAU OF AGRICULTURAL ECONOMICS. March 1 [1946] merchantable potato stocks with comparisons. 2 p., processed. Washington, D. C., 1946. 1.941 S3P85  
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#### Consumer Demand And Consumption

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1256. FINDLEN, P. J. Market demand for new varieties of potatoes in cities of upstate New York. N. Y. (Cornell) Agr. Col. Farm Econ. No. 131, p. 3316-3319. June 1942. 280.8 C812  
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1257. FINDLEN, P. J. Potatoes for consumers after the war. Natl. League of Fresh Fruit and Veg. Distributors. Off. Proc. (1945) 53: 82-93. 287 I214



Discussion, p. 93-97.

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175-176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200,  
202, 204, 206, 208, 210, 212, 214, 216-217. 75.9 Oh3

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1259. HEMPHILL, P. V. Potato varieties purchased by North Dakota consumers. N. Dak. Agr. Expt. Sta. Bimonthly Bul. 6(6): 28-30. July/Aug. 1944. 100 N813B

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1260. HOTCHKISS, A. S. Consumer buying of potatoes and store offerings. N. Y. (Cornell) Agr. Expt. Sta. Bul. 764, 34 p. Ithaca, 1941. 100 W48C

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1262. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. A program to increase eating of Irish potatoes in 1944. 6 p., processed. Washington, D. C. ? 1944. 1.9422 V2P84

1263. WOOD, M. A. Potatoes in institution food service ... buyers' preferences and practices. N. Y. (Cornell) Agr. Expt. Sta. Bul. 798, 46 p. Ithaca, 1943. 100 W48C

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#### Cooperative Marketing

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1265. FRANTZ, P. D. Marketing Pennsylvania potatoes. Guide Post 22(8): 13. Aug. 1945. 75.8 G94

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1266. MCKAY, A. W. Maine Potato Growers break with tradition. News for Farmer Coop. 11(5): 5-6. Aug. 1944. 166.2 N47  
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1368. THOMPSON, H. C. Storage of sweetpotatoes. Revised by V. R. Boswell and J. H. Beattie. U. S. Dept. Agr. Farmers' Bul. 1442, 27 p. Washington, D. C., 1943. 1 Ag84F  
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1369. U. S. FOOD DISTRIBUTION ADMINISTRATION. Additional storage facilities needed for increased sweetpotato crop. 12 p., processed. Washington, D. C., 1943. 1.9422 V3Ad2  
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1370. U. S. WAR FOOD ADMINISTRATION. OFFICE OF DISTRIBUTION. Sweetpotatoes. 2 p., processed. Chicago, 1944. 1.9422 V2Sw34  
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#### Tomatoes

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1373. BEATTIE, J. H., BEATTIE, W. R., and DOOLITTLE, S. P. Production of tomatoes for canning and manufacturing. U. S. Dept. Agr. Farmers' Bul. 1901, 37 p. Washington, D. C., 1942. 1 Ag84F  
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1374. CALIFORNIA. DEPT. OF AGRICULTURE. BUREAU OF FRUIT AND VEGETABLE STANDARDIZATION. Inspection and certification of tomatoes for canning purposes during 1941 season. Calif. Dept. Agr. Spec. Pub. 190, 39 p. Sacramento, 1942. 2 C121S
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1376. GAYLORD, F. C., and FAWCETT, K. I. Comparable data on the cost of cannery tomatoes in Indiana in 1942. Canner 96(6): 58. Jan. 9, 1943. 286.83 C16

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1378. GAYLORD, F. C., and FAWCETT, K. I. A survey of methods of delivering cannery tomatoes. Canner 97(4): 12-13, 24. June 26, 1943. 286.83 C16

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