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WHOLESALE MARKETS FOR
FRUITS AND VEGETABLES IN
40 CITIES

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As this work was a supplementary task, these men could not make a complete market study. It is emphasized that many of the figures shown for motortruck receipts, receipts by markets, intermarket movement, volume of business by markets and chain stores, extent and area of distribution from the city, etc., are estimates and not the result of actual tabulation. As estimates they should be considered to be approximations based upon the best opinion available to those collecting the figures. It is hoped that this publication will lead to more definite studies by competent agencies which will result in greater efficiency in marketing.



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CONTENTS

	Page		Page
Foreword.....	1	How can these markets be improved?.....	29
Problems in the markets.....	2	Research.....	29
Markets antiquated; improperly designed and equipped.....	3	Construction or reorganization.....	31
Too many markets within a city.....	10	Operation.....	35
Inadequate facilities for motortruck re- ceipts.....	17	Market organization in each of 40 cities.....	35
Markets without rail connections.....	19	Trucking of fruits and vegetables within cities.....	130
Unregulated selling hours.....	20	Hauling from railroads or docks to the principal wholesale market.....	130
Lack of information on supplies.....	21	Hauling from one wholesale or jobbing market to another.....	132
Unethical practices.....	22	Hauling from wholesale or jobbing markets to city retailers.....	133
Importance of these problems.....	24	General comments on commercial trucking charges.....	135
Market regulations.....	24	Appendix.....	137

FOREWORD

Recent studies of the Bureau of Agricultural Economics show that the wholesale and jobbing markets for perishable agricultural commodities in many of the large cities need to be reorganized. In many of these cities there are too many markets. They are poorly coordinated with one another, and in only a few cities is there anything like adequate provision for the handling of motortruck receipts. If changes were made to correct this situation the cost of city wholesaling and distribution could be substantially reduced and better service could be given to the farmer, to the retailer, and to the consumer.

The purpose of this report is to bring together certain statistical information and descriptive material concerning the wholesale fruit and vegetable markets of several of the principal cities of the United States, and to point out some of the general principles which need to be considered in any plan of improving these markets.

Before any actual reorganization or construction is undertaken in any of these cities it would be necessary to make more intensive studies of the local situation. Failure to make such studies has already resulted in waste of millions of dollars in unsatisfactory and little-used market facilities in many cities. After an adequate study has been made of the markets of any city a definite program for market improvement should be drawn up. With a satisfactory plan worked out it is reasonable to expect members of the trade and others to cooperate in finding a way to effect these improvements. If this is not done, it is probable that city, State, and Federal Governments will have to play a larger and larger part in the planning of improvements and in regulating marketing methods.

A. G. BLACK, *Chief of Bureau.*

PROBLEMS IN THE MARKETS

It has been known for many years that the larger part of the consumer's dollar spent for fruits and vegetables goes to pay the distribution costs from the farm to the consumer. Although retail margins account for a considerable part of these distribution costs, and the cost of transportation to the cities is important, one of the greatest possibilities for reducing the cost of marketing appears to be the improvement of the wholesale and jobbing markets in the large cities. Markets for fruits and vegetables in many large cities have grown up without any coordinated plan. In many cities the facilities are antiquated. Many of the new markets that have been built were not carefully designed or they have been established for the benefit of certain elements of the trade or individual railroads, rather than in accordance with any definite plan for producing efficiency in marketing and distribution.

Improvements of the organization, facilities, and practices of many of these markets are urgently needed. Changes in buying habits of consumers, increased marketing costs, the development of motortruck transportation and chain-store methods of purchase and sale have affected materially wholesale fruit and vegetable markets during recent years. With these changing conditions a conviction has developed among growers, consumers, and members of the trade that improvements are necessary to the future welfare of the produce industry and the buying public.¹ The seriousness of the situation was pointed out by the Federal Trade Commission in a report to Congress on June 10, 1937, in which many unsatisfactory conditions in the marketing of fruits and vegetables were described and the conclusion was drawn that "improvement of many of the unsatisfactory conditions calls for action on a large scale," and that "each of the principal terminal markets should be studied" for the purpose of bringing about these improvements.

The farmers' cash income from the sale of fruits and vegetables in 1936 amounted to slightly more than \$1,000,000,000. In 1936 the prices farmers received from the sale of 12 representative fruits and vegetables amounted to only about 40 percent of the retail prices paid by consumers in 51 cities.¹

This would indicate that consumers must have paid in the neighborhood of \$2,500,000,000 for the fruits and vegetables for which the growers received \$1,000,000,000. This means that it cost approximately \$1,500,000,000 to market the billion-dollars' worth of fruits and vegetables sold by farmers, or that 60 percent of the consumer's dollar spent for fruits and vegetables was used to pay the distribution costs from the farm to the consumer. In most instances the greater part of these marketing costs occurs after the produce has reached the large cities. Retail margins are high, but there is considerable expense in the handling of produce in the large cities before it reaches the retail store. Hence, keen interest is developing in the organization, facilities, and practices of the large terminal markets.

To a certain extent these high costs of handling fruits and vegetables are due to inefficient practices, improper organization, and unsuitable facilities. These conditions present problems that must be solved.

¹ BEEN, R. O., and WAUGH, F. V. PRICE SPREADS BETWEEN THE FARMER AND THE CONSUMER. U. S. Bur. Agr. Econ., Div. Marketing Research, 73 pp. July 1936. [Mimeographed.] A statistical supplement bringing up to date the tables contained in the mimeographed report of July 1936 was issued in April 1937. 17 pp. [Mimeographed.]

The solution is of vital interest to growers and shippers in order that their income may be increased, to consumers in order that their food dollar may buy more, and to dealers who operate in these markets in order that their cost of operation and hours of labor may be reduced. Furthermore, dealers are interested because in many cities their business is declining on account of the movement of produce directly to chain stores and other large buyers and to neighboring towns without passing through these large markets.

A rapid survey of conditions in 40 of the large cities of the country discloses that several problems are common to many of the cities. Others exist in only relatively few places. This discussion is limited to those problems that are rather common and that are important contributing factors to any avoidably high costs of marketing. These problems should be among the first to be attacked in any attempt to reduce the costs of distribution in cities.

In discussing each of these problems illustrations are cited of cities where the specified evils exist, but in no case should it be inferred that the problems exist only in the cities used as examples. It is even possible that they may be more serious in some city not mentioned than in the one used as an illustration. The purpose is not to point out extreme cases but to discuss and illustrate inefficiencies in the large city markets—inefficiencies that are contributing to high marketing costs—inefficiencies that make improvements in the organization, facilities, and practices of these markets imperative.

MARKETS ANTIQUATED; IMPROPERLY DESIGNED AND EQUIPPED

In many cities the wholesale fruit and vegetable markets are very old. Two of the oldest markets for which any record was found are the Faneuil Hall Market of Boston and the French Market in New Orleans. The former is about 200 years old and the latter about 150 years old. Each is still one of the most important markets of the city in which it is located. The Pearl Street Market of Cincinnati was established in 1804. The Dock Street Market and the Callowhill Street Market, both important markets in Philadelphia, and the Roanoke Avenue Market of Norfolk are nearly 100 years old. The Washington Street Market and the Colombo Farmers' Market of San Francisco, the Poydras Street Market of New Orleans, the Market Street district of Denver, and many other markets have been in use for more than half a century.

Only 44 of the 101 markets in the 40 cities covered in this survey have been built during the last 20 years, and many of these are railroad produce terminals (table 49).

Many changes have taken place since the old markets were constructed. When such markets as Faneuil Hall in Boston, the French Market in New Orleans, and the Dock and Callowhill Street Markets of Philadelphia were built, transportation was mainly by water. These markets are (or were at the time of construction) water-front markets. When water transportation was largely supplanted by rail in the hauling of fruits and vegetables, produce arriving by rail was frequently hauled from the railroads to these old established water-front markets. There it was placed on sale. Local produce was brought in by horse and wagon. The established markets, although in many instances not ideally located and arranged for handling this new business, continued to exist with little or no change. Many

years later when motortrucks were supplanting horses and wagons, and recently when they have been substituted for railroads to a certain extent, these markets have continued to function with little change (figs. 1 and 2).

It is true that there have been some changes in these market places. The creek running through the Dock Street Market has been filled in



FIGURE 1.—The Dock Street Market of Philadelphia in 1880.



FIGURE 2.—The Dock Street Market of Philadelphia in 1935. (Pictures courtesy Corn Exchange National Bank, of Philadelphia.)

to make a street. Land has been made by filling in around the edge of the water in the Faneuil Hall Market. Other markets have expanded somewhat because the traffic has pressed into surrounding streets, or nearby stores or other buildings have been taken over for handling fruits and vegetables. But in only a few cases have the changes been commensurate with the changes in the methods of handling that have occurred in the transition from transportation by boat and horse-drawn vehicles to heavy movement by rail and

motortruck. Markets originally designed to take care of horse-and-wagon traffic are now being called upon to take care of motortrucks that are 35 and 40 feet long. Many of these trucks are longer than the width of the streets in front of the stores.

Changes in methods of transportation are not the only changes that have taken place since many of our produce markets were built. In some of the cities the population has increased manifold, so that a market originally intended to serve a few thousand people is now trying to carry on the wholesaling and jobbing for many times that number. The population of New Orleans is 86 times as large as it was when the French Market was established. Boston has 43 times as many people as when the Faneuil Hall Market was set up, and Philadelphia's population has increased 2,100 percent since the Dock Street and Callowhill Street Markets began operation. To cite less extreme cases, Indianapolis is five times as large as when its principal market was established; Detroit's population has increased 800 percent since its Western Market and Eastern Market were built; and Denver's population is nearly three times as great as it was when its principal market began to operate.

In most instances only slight modifications have been made to take care of some of the increased business instead of the more-or-less complete renovation that would provide an efficient market. In many cities where these markets have not been able to care for the increased business of the growing population, supplementary markets have been established in other locations, but the old markets have remained important in the distribution of fruits and vegetables. Consequently, in most cities the markets or outlets have been split.

The per capita volume of produce flowing through the marketing system has greatly increased since many produce markets were established. Years ago consumers of fruits and vegetables were more self-sufficient than they are now. They usually grew their own produce or bought it in some retail market that was chiefly supplied by local growers. Out-of-season produce brought from distant producing areas was scarce, and for most of the people it was not available. But the passing years have seen the population of growing cities become more and more dependent upon specialized producing areas for supplies of fruits and vegetables. Improved methods of transportation and increased purchasing power have made it possible for large numbers of people to obtain these foods throughout the year from specialized producers in areas well suited to efficient production.

Any large city in the United States today receives its supply of fruits and vegetables from most of the States and from several foreign countries. Take Philadelphia as an illustration. Philadelphia's supply of fruits and vegetables in 1936 came from 36 States and more than a dozen foreign countries. Out of a total of nearly 70,000 cars received (excluding bananas), California supplied nearly 12,000 cars which was about 50 percent more than the number received from Pennsylvania. Receipts from Florida exceeded receipts from Pennsylvania by one-third. And more than half of the total receipts was handled through markets that were originally retail markets handling chiefly local produce.

Markets designed to retail small quantities of local produce in an age of comparative self-sufficiency could hardly be expected to be efficient in the wholesale handling of the huge volume of produce

needed by a large city in an age when its inhabitants are dependent upon its local markets for all their supplies, which are brought from many States and from abroad. But in the effort to do this they have remained important units in the distribution system of the city.

In several respects many of these markets are inadequate in design and equipment and this is not surprising. In fact, the old markets have no monopoly on faulty arrangement and equipment. Much that is said in the following paragraphs applies to newer markets as well.

In the first place, many of the buildings are not suitable for the efficient handling of produce. They are old, have not been kept in good repair, and cannot now properly protect perishable products against the weather. Some landlords consider that the present market place has a monopolistic advantage due to custom or location, and that other tenants can easily be found if the present occupants are dissatisfied with the facilities. They are therefore unwilling to repair and equip the buildings properly. In other markets the stalls, or stores, are so small that, taken together, they cannot accommodate all the produce that passes through the market; in a few instances unsold produce must be returned at the end of the day's business to railroad cars for safekeeping.

In most of the wholesale and jobbing markets the buildings are not equipped with cold-storage facilities so that, during certain seasons, some commodities deteriorate rapidly. This unnecessary spoilage contributes to high distribution costs.

Frequently stores are narrow and as a rule they have no rear entrances. Motortrucks must unload supplies at the front of these narrow stores frequently at the same time that other trucks are loading. When this small space is occupied by one truck other trucks frequently stand in the narrow street awaiting their turn at the curb. In at least one city, farmers' motortrucks line the curb so that trucks hauling to or from the stores must find parking space some distance down the street or around the corner and supplies must be moved along the sidewalk between the store and the motortruck on hand trucks. In still other markets the motortrucks cannot even get near the sidewalk and their supplies must be carried by hand to the stores (fig. 3).

In some instances nearly all the stores in a market are located along one narrow street. This makes it necessary for all the trucks to pass along the one street. Each passes in front of all the stores in the market, thus unnecessarily complicating the traffic problem. Many markets have no adequate provision for parking space for trucks that are not ready to unload and for buyers' trucks that must be parked somewhere while the buyers make their purchases. If no suitable parking space is available, these waiting trucks usually stand in the market proper, adding to the confusion and interfering with the physical movement of produce.

The floors of stores and the sidewalks in front of them as a rule are not at the height of truck beds and the floors of railroad cars. Hence, the produce must be lifted and lowered (frequently dropped) in loading and unloading. Since some stores are so small or so narrow that the only available space is far in the rear, fruits and vegetables are displayed on the sidewalks and even into the streets, occasionally with gutter refuse piled against the packages of produce (fig. 4). This is

METHODS OF MOVING FRUITS AND VEGETABLES
BETWEEN SALES FLOOR AND TRUCK

IN OLDER TYPE OF MARKETS



IN MORE MODERN MARKETS



FIGURE 3.

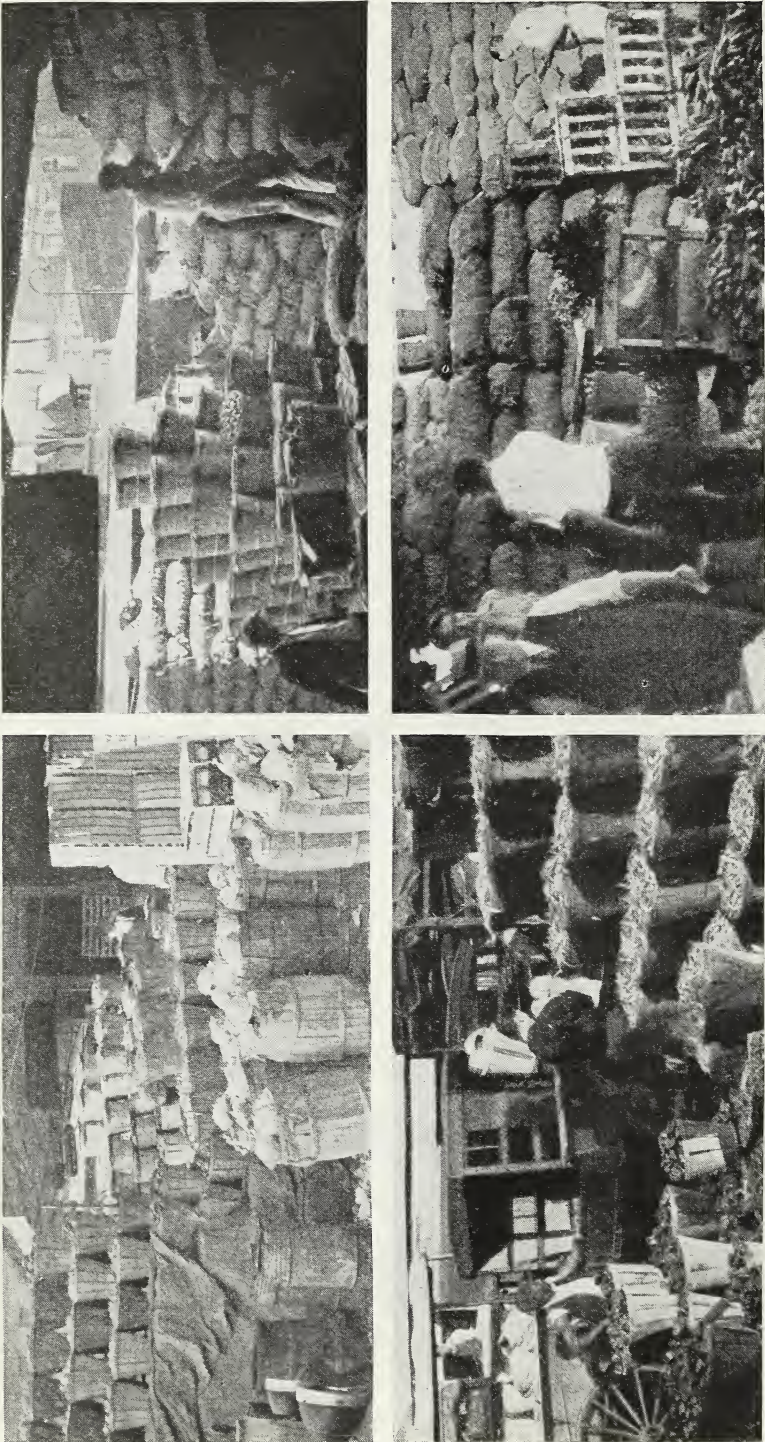


FIGURE 4.—In many markets fruits and vegetables are displayed on the sidewalk and even into the street.

not only unsanitary—it interferes with loading and unloading and leads to unnecessary spoilage, and spoilage increases the costs.

The antiquated condition of the principal market of New York City is well described by the commissioner of the New York City Department of Markets,² in one of his annual reports to the mayor. Conditions similar to these exist in many other cities.

In view of the national importance of the New York wholesale market, existing antiquated methods of receipt and distribution in this city should definitely be corrected and improved. The heart of marketing activities in New York has since Colonial days been centered in the lower west side of Manhattan, along the Hudson River waterfront. If modern facilities were available, the present procedure, which involves in most instances some 12 handlings, would be unnecessary.

The city receives its food supply through a widely extended though not especially intricate transportation system, comprising the railroads, steamers, river and canal boats, and a rapidly growing fleet of motor trucks. The enormous amount of produce necessary to feed the metropolitan area enters the city through the bottle neck south of Canal Street. The old narrow streets here, laid out practically at the time of the city's founding, have never been changed or widened although the population and hence the volume of produce necessary to support it has multiplied itself many times over. The replacement of the horse-drawn cart by the large motor truck has added to the congestion. Actual tabulation of truck movements in the district bounded by Canal and Washington streets and the North River show that the average time consumed in entering the area, unloading, loading and departing is two hours. This, added on to the running or transit time from point of origin to destination, accounts in considerable degree for the apparently high cartage rates prevailing.

The congestion is such that cartage and handling costs are double or triple what they would be in a more open area. This means naturally that the cost of food to the New York consumer is much higher than it should be. Conditions in this wholesale district, insofar as physical facilities go, are exactly as they were a half century and more ago. Sporadic attempts have been made from time to time to do something about a condition which is yearly becoming more intolerable, and one plan for a West Street terminal along the waterfront north of Franklin Street even got so far as the Board of Estimate, but no funds were appropriated and it died a natural death. * * * In 1927 the New York Marketing Research Council, after an extensive study, made recommendations as to changes and improvements. In general, however, it may be said that very little attention has been devoted to this problem, and certainly there has never been a comprehensive and detailed plan put through for its solution.

Many of the farmers' or truckers' markets that operate either separately or in connection with other markets are inadequately equipped. Frequently the only space available for sales is along the crowded streets in and around some other market. In other cities an open lot is provided, but trading must be carried on without so much as a shed to keep off the rain and hot sun. Not infrequently the driveways are unpaved, which means a cloud of dust in dry weather and a lake of mud when it rains. Even where new markets have been provided many have not been carefully planned.

The Georgia State Farmers' Market, in Atlanta (fig. 5), is one of the most successful of the recently developed "regional" markets of the country. Although this market is a vast improvement over the old markets which it supplanted, and in many respects was carefully planned, it was built in an area that is entirely too small. The driveways are too narrow. Three months after the market began to operate all the available space had been taken and there was little room for expansion because of the proximity of large buildings, as it is in the business section of the city. A little more than a year after this market was built the congestion had become so great that a

² (MORGAN, W. F., JR.) DISTRIBUTION OF FRESH PRODUCE IN NEW YORK MARKET. N. Y. Packer 33 (27): 3. June 19, 1937.

movement had been initiated to establish a new competing market 3 miles away near the edge of the city. If this new market is built, Atlanta will have four wholesale markets, one that handles primarily rail receipts and three for motortruck receipts. Such splitting of the business among many markets is not conducive to efficiency, and will be detrimental to the development of Atlanta as an important regional distribution point. If the Georgia State Farmers' Market had been located on an area at least twice as large, a much more satisfactory arrangement would have been possible. This emphasizes the need of extreme care in planning market improvements. While markets should be built to meet present needs they should be so arranged and located that future expansion will be possible.

Many other illustrations of improper designing and equipment of markets could be cited. The defects of most of the old markets and many of the new account for a considerable part of the marketing bill of \$1,500,000,000. Such conditions as these mean increased labor, waste of time, high operating costs, inadequate merchandising

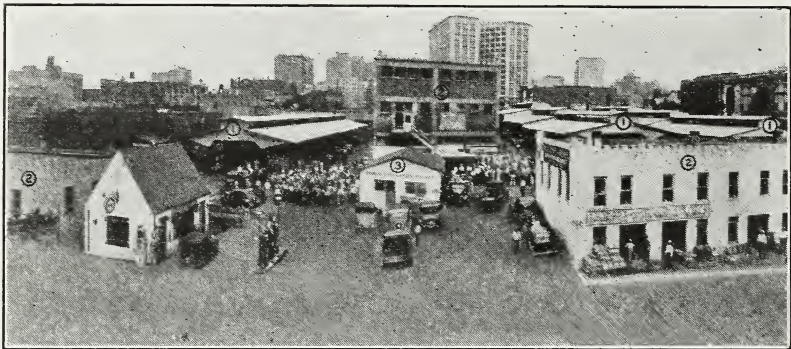


FIGURE 5.—Georgia State Farmers' Market, Atlanta, Ga. One of the more successful markets of the "regional" type which have been developing within the last few years. Such markets are primarily for handling fruits and vegetables moving by motortruck. In the picture above ① indicates sheds for truckers, ② indicates stores for dealers, and ③ indicates the office of the market.

(display, storage, etc.) unnecessary handling, needless exposure, unsanitary conditions, large losses from spoilage, and other expensive factors. They make real efficiency in marketing perishable products very difficult, if not almost impossible, to attain.

TOO MANY MARKETS WITHIN A CITY

In some cities, because of expanding business, antiquated facilities, inadequate planning, and changing conditions like those described, certain elements of the produce trade have become dissatisfied and have attempted to bring about improved conditions and practices. In the same markets, other less progressive dealers, many of whom had a property interest in the existing facilities or were afraid of a split market, have refused to take part in any activities looking toward any change. As a result one group of wholesalers and jobbers has pulled away from the established market and set up a competing market in another section, perhaps performing exactly the same functions as the older market.

In several cities the situation has been complicated by the action of some railroad. With the increased volume of fruits and vegetables

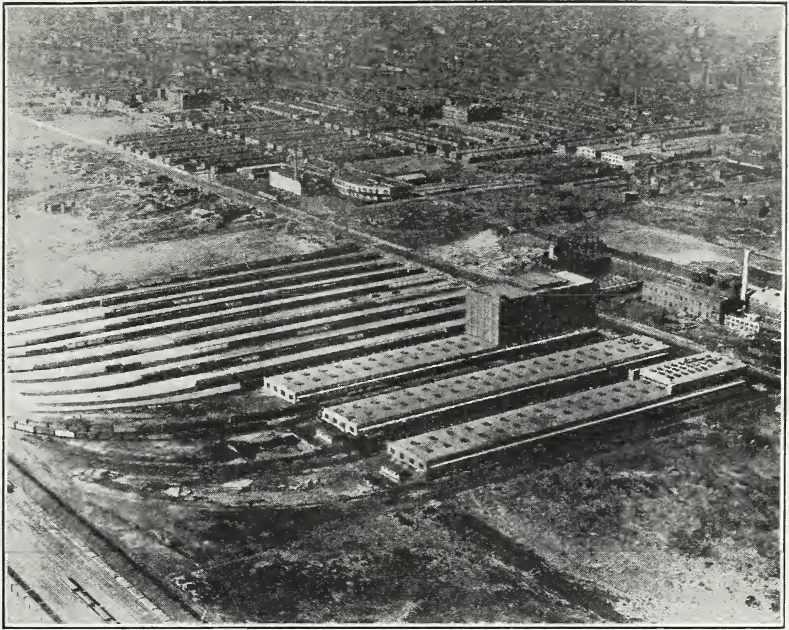


FIGURE 6.—Pennsylvania Railroad Produce Terminal, Philadelphia. This market is representative of many produce terminals that have been built by the railroads in a number of the larger cities.

arriving by rail the old markets were frequently unable to handle the rail business efficiently, so new facilities became necessary. In order to attract business to its lines a railroad, after enlisting the support of members of the trade who were dissatisfied with conditions in the established market, would therefore build a modern produce terminal market, perhaps at a cost of several million dollars. Unfortunately such railroad produce terminals, instead of being established as a part of or near existing markets, have usually been built on land already owned by the railroad or on land that was selected for some reason other than its desirability for a market. Perhaps excellent facilities were provided; but they were not established as a part of the existing market nor with the idea of absorbing it. In fact, as a rule, these new produce terminals have consistently refused to handle any produce except that arriving by rail, and have even refused to handle produce arriving over any other railroad. Frequently any plans to coordinate the activities of the railroad produce terminals with those of the existing markets have been ignored. To take care of future needs, many of these terminals were built large enough to handle all the rail receipts of fruits and vegetables of the city. But some competing railroad, unable to use the new terminal, has duplicated these facilities in some other part of the city. It, too, bars all produce except that arriving over its own lines and practically ignores any plan for market coordination.

In several cities this building of railroad produce terminals has provided some excellent physical facilities for handling perishable product but without effecting any substantial reduction in marketing costs, because there has been needless duplication, inadequate planning, and the imposition of arbitrary regulations.

Other new markets have been set up by groups of dissatisfied dealers who have pulled out of the old markets and established new ones in other parts of the city. Often these new markets are little better than the ones left behind. In a few instances new markets have been built on such an elaborate scale, with heavy expenditures for useless features, or unwise expenditures for land, materials, or services, that any improvement in the market has been largely offset by its high cost.

The way of development, then, in nearly all the large cities may be summarized substantially as follows:

An old produce market, which perhaps came into existence as a retail market and which probably was located on a water front, became antiquated and, because of its failure to make improvements commensurate with changing conditions, some of the dealers broke away from it, setting up a new market. Then, as neither of these markets was suited for handling produce arriving by rail, another market was established by a railroad. This in turn, because of its regulations, made it necessary for a competing railroad to establish still another market.

A few years from now perhaps this sentence will be added: As none of the markets was equipped to handle the increasing quantities of motortruck receipts, yet another market was established.

Or perhaps the addition may be: As none of these markets was equipped to handle motortruck receipts and as the multiplication of markets added to marketing costs without improving the efficiency of the city marketing system as a whole, the whole system of markets failed, and the business was largely taken over by large-scale retailers who dealt directly with producers and shippers, and by regional markets that were established to bring about direct contact between producers and shippers and retailers.

It is too early to know what this additional sentence will be, but it is known that the volume of business passing through the wholesale and jobbing markets of many cities has been declining and that the movement around these markets has been increasing.

It should be emphasized that in 33 out of the 40 cities covered in this survey there are 2 or more wholesale and jobbing markets for fruits and vegetables, and that 15 of the cities have 3 or more such markets. A city the size of New York may need several markets, but certainly this is not true for cities the size of Washington, Newark, Atlanta, Denver, New Orleans, and many others.

Many evils come from having too many wholesale and jobbing markets for fruits and vegetables in one city. In the first place, having too many markets brings trouble for the buyers. An excessive number of markets frequently means that buyers must spend unnecessary time in making their purchases. The situation in Philadelphia, for instance, is practically duplicated in this respect in several other cities. Suppose a large out-of-town buyer buys most of his supplies in Philadelphia. In the summer months he will come to the Dock Street or Callowhill Street Market around 9 p. m. to buy those commodities which arrive by motortruck. Then around 5 o'clock the next morning he goes to the private sale at the Pennsylvania Produce Terminal 3 or 4 miles away to buy vegetables and some of the fruits that arrive by rail. Later, around 8 a. m., he goes to the Baltimore & Ohio-Reading terminal to buy fruits at the auction sale.

This auction may last until noon or later. After this, or between the trips to these markets, he may go to the piers to buy some supplies that have been brought to the city by boat.

The buyer or his representative, in buying a complete line of produce, has found it necessary to spend from 12 to 15 hours. It should be emphasized that large buyers cannot get these supplies at any one market unless they are willing to buy from a jobber and pay jobbing prices. They must waste a great deal of time in buying, must haul their produce from one market to another, leave it exposed on their motortruck for many hours thereby increasing spoilage, and add one more motortruck to the traffic problem of every market they visit.

If these buyers were able to obtain all their supplies in one well-arranged market they would be able to make all their purchases in a much shorter time (perhaps in 2 hours) and then take their produce promptly back to their stores.

Decentralized markets, such as this, exist in many cities, while in relatively few is the wholesaling of fruits and vegetables concentrated in one location. A decentralized market situation in a city which has too many markets is shown in figure 7, while figure 8 is a picture of a market into which nearly all the wholesale selling of fruits and vegetables of the city has been concentrated. Where such markets as the latter have been established, allied industries, such as the handling of meat, poultry, and groceries, have tended to locate in the same area. This makes it possible for buyers to obtain all their supplies in the one market.

The existence of too many markets is harmful to the markets themselves. When the wholesaling and jobbing of fruits and vegetables is divided among so many markets the volume handled by each is frequently too small for real efficiency in operation. With a greater volume of business each market could operate nearer to capacity and so reduce many overhead costs. If there are enough markets in a city to handle the business, and a new one opens, the immediate effect may be a decrease in prices. But eventually the business is divided among this increased number of markets, and less business is left for each than before. After a time, the volume of business of each is materially reduced. Many of the costs—rent, heat, light, taxes, interest, depreciation, and a certain amount of the salaries—go on as before. With a smaller volume of business it costs more to handle each sale. Eventually then, this competition may split the business into such small parts that each dealer must increase his mark-up in order to meet his costs. This kind of competition, involving too many duplicating selling agencies, does not reduce the costs of selling. On the contrary it makes selling more costly, and tends to widen the spread between producers and consumers.

This division of business among too many markets not only decreases the volume handled by each to the point where the costs of handling each sale are higher, but the decrease in volume frequently means that no one market has a sufficient quantity and variety of produce to meet the buyers' needs. Any market that expects to function efficiently should carry enough supplies both as to quantity and variety to meet all the needs of its buyers.

As the business of the different wholesale and jobbing markets of a city begins to decline, each market attempts to preserve itself by establishing arbitrary regulations. Each railroad terminal will

AN EXAMPLE OF A DECENTRALIZED MARKET

WHOLESALE FRUIT AND VEGETABLE MARKETS OF BOSTON



1. FANEUIL HALL MARKET: WHOLESALE MARKET FOR PRODUCE RECEIVED BY TRUCK AND JOBBING MARKET FOR ALL COMMODITIES
2. BOSTON MARKET TERMINAL: RAIL RECEIPTS OF VEGETABLES AND FRUITS NOT SOLD AT AUCTION ARE HANDLED HERE
3. FRUIT AUCTION: AN AUCTION MARKET FOR FRUITS
4. CHARLESTOWN POTATO HOUSE: HANDLES MOSTLY POTATOES, ALSO SOME OTHER "DRY" VEGETABLES SUCH AS ONIONS AND CABBAGE
5. WATERMELON YARDS: WATERMELONS ARE SOLD HERE
6. GRAPE YARDS: GRAPES ARE SOLD HERE
7. CENTRAL WHARF: HANDLES PRINCIPALLY TURNIPS
8. PIER NUMBER 4: HANDLES MOSTLY POTATOES
9. BOSTON REGIONAL PRODUCE MARKET: A SMALL MARKET HANDLING MOSTLY LOCAL TRUCK RECEIPTS

* LOCATED 6 MILES WEST OF MARKET (1)

FIGURE 7.—In decentralized markets such as this buyers must visit several widely separated areas in order to obtain a complete line of fruits and vegetables; produce must be hauled from one market to another through congested sections of the city, thereby increasing congestion and spoilage. In many cities whose markets are as decentralized as this, the total volume of business passing through the wholesale markets has been declining.

AN EXAMPLE OF A CENTRALIZED MARKET
WHOLESALE FRUIT AND VEGETABLE MARKET OF CLEVELAND



FIGURE 8.—Layout of the Northern Ohio Food Terminal of Cleveland: ① Stores for wholesalers and jobbers, ② fruit auction, ③ team tracks, ④ farmers' market, ⑤ cold storage house, ⑥ chain-store warehouses. This is an illustration of a market where nearly all wholesaling and jobbing of fruits and vegetables has been centralized in one location. Buyers from the city and the surrounding territory are able to obtain in one area a complete line of fruits and vegetables as well as meats, butter, eggs, and poultry. Chain-store systems have also built warehouses adjacent to the market.

handle only produce arriving over its own line. It bars the produce arriving by other railroads, by motortrucks, or by boats. Farmers' markets, in an attempt to force the business to their own local group, frequently establish regulations barring produce grown outside the State. Such regulations by produce terminals and farmers' markets ignore the fact that by so doing they often will not have a variety and quantity that will attract buyers, and that this tends to defeat the very purpose they had in mind when the regulations were imposed. Dealers in the old markets insist that regulations of hours of selling, units of minimum sale, trucking, and so forth be so established that buyers will be forced into their markets, and produce will be forced to move from one market to another. This, they think, will keep up the business of each.

But the day of forcing buyers is over. Such arbitrary and unnecessary regulations as these merely maintain or increase the costs of marketing through the established channels and thus encourage efforts to obtain supplies by going around these markets. This keeping up of the costs in the local markets plays into the hands of those agencies that are in a position to buy elsewhere. As long as this continues, groups of retailers, buyers for chain stores, and other large buyers may be expected to buy more and more of their produce directly from producing areas and less and less through the local markets. The decline of business in the wholesale markets of many cities cannot be stopped by such measures. The usefulness, perhaps even the preservation, of the markets demands action toward improving practices, organization, and facilities.

Nor are these the only disadvantages of having too many markets in a city. Individual wholesale dealers find it necessary to operate in several markets in order to retain or increase their business. They must operate at a railroad terminal to sell their rail receipts (and sometimes at two or more railroad terminals if each railroad has its own produce terminal), and in some other market to handle their motor-truck receipts. This operating in two or more markets is certainly inconvenient, and it increases their cost of doing business. The same volume of produce could be handled more conveniently for themselves and their customers and at less expense in one location.

Still another disadvantage of having too many markets is that with the supplies so scattered it is very difficult to get information on supplies, demand, and prices, and to impose and enforce regulations for the good of the industry. These points will be discussed more fully in the following pages.

Only one more disadvantage of having too many markets within a city will be pointed out here. In some cities huge sums of money have been wasted in competitive building. An illustration of this is found in the development of the markets of Buffalo, as reported by Harry E. Crouch of the New York State Department of Agriculture and Markets.

Another aspect of what happens under the competitive system of building markets in cities and how difficult it is to create them is found in Buffalo. In 1925 and 1926 the city built two covered retail markets at a reported cost of \$1,000,000. In 1930 the trade and two different railroads built separate combined-terminal-and-farmers' markets located about four miles apart at a total cost of \$9,443,681.³ This, with the city's expenditure, made a grand total of \$10,443,681.

³ See report of Interstate Commerce Commission on duplication of produce terminals, Oct. 11, 1932.

At the present time, the two city markets and one of the terminal markets are practically out of business.

According to the Interstate Commerce Commission, the actual cost of the site and facilities of one of these terminals was \$3,079,312. However, \$6,711,534 was spent in the establishment of this market.

It appears that the difference of \$3,632,222 represents the cost of competitive building. Since the other of these terminals and the two new city markets are practically unused, it would be reasonable to include their cost in arriving at the total waste of funds on markets in Buffalo. Deducting the actual cost of the successful terminal for land and facilities in the amount of \$3,079,312 from the total amount spent by the city and the railroads for markets, amounting to \$10,443,681, there is left the sum of \$7,364,369, which represents what appears to be an excess of expenditures for markets over actual needs. In arriving at the total amount lost, the salvage value of the markets not in full use and the costs incident to organization and relocation must be taken account of. No attempt has been made to arrive at this figure, but it appears that between six and seven million dollars might have been saved in Buffalo.

Such a waste of funds as this is not only unnecessary, but unless one of the competing markets is so definitely superior to the others that in the end it will capture all the business, the competitive building with large expenditures is likely to produce no adequate market and to effect no decrease in the cost of distribution. It is true that in Buffalo one market has acquired nearly all the business (p. 47); but in some other cities where the various markets have been established in a haphazard way, or for the interest of certain groups, no satisfactory market has resulted from the expenditures and the costs of distribution have not been reduced. Furthermore, the investments in the existing facilities have made the problem more difficult to solve in the future.

INADEQUATE FACILITIES FOR MOTORTRUCK RECEIPTS

It is a well-known fact that during the last 15 years there has been a tremendous increase in the movement of produce to market by motortruck. In many cases this increase has been so great that it has not only accounted for all the increased volume of produce moving to the large cities but has taken business that was formerly handled by rail. In many cities rail receipts are actually declining, and the motortruck, in addition to bringing in nearly all local produce, is becoming increasingly important in the transportation of produce from more distant areas. As an illustration, Atlanta in 1936 received fruits and vegetables by motortruck from 30 States. The equivalent of 237 carloads was received from Michigan, 82 from Indiana, 73 from Maryland, 84 from Texas, and others from such distant States as Maine, Minnesota, Utah, Idaho, and California. In Atlanta nearly three-fourths of all receipts are by motortruck. In Los Angeles more than four-fifths of the supplies are received in this way, and in many cities truck receipts account for about half the produce received. Table 48 shows that about 44.1 percent of the receipts in the 40 cities covered in this survey was received by motortruck.

In few places has this increase in motortruck arrivals been accompanied by the provision of any adequate facilities for handling them. Large trucks have crowded into old markets situated on narrow streets, bringing about serious congestion of traffic. In some markets literally hours are required for a truck to get into the market and unload, and the same is true of buyers' trucks coming into the market to pick up purchases.

In New York, for instance, one of the most important problems of the Washington Street Market is traffic congestion. On some days as many as 1,000 carloads of produce are handled through this market. Three large groups of trucks create the traffic problem: Trucks bringing produce from growing regions; trucks bringing supplies from piers and railroad yards; and buyers' trucks. Washington Street, the principal thoroughfare in the market, is only 32 feet wide, and will handle only three lines of traffic. (See fig. 45, p. 92.) Most of the cross streets are no wider. Because of high rentals the majority of merchants are using cramped quarters with very limited street frontage for loading and unloading. The confusion and congestion caused by these conditions can readily be imagined. Progress through the streets at times is almost impossible, although traffic is thoroughly policed.

Not only have increased truck receipts produced traffic congestion but by being forced into particular markets they have in many cities increased the volume of business of certain markets far beyond that which these markets can efficiently handle. And what seems even more deplorable is that in some cities this congestion of one market exists with excellent facilities in another being only partially used. In Philadelphia, for instance, the Dock Street and Callowhill Street Markets, where truck receipts are handled, are at times greatly congested whereas each of the two modern railroad produce terminals has at least one building which is unused. The total unneeded floor space in the two produce terminals at the time of the year when truck receipts are heaviest is greater than the combined floor space of all the stores in the Dock Street Market, and in these produce terminals driveways are wide enough and are so arranged that traffic is no problem. In other cities new markets have been built and remain comparatively unused while older markets are greatly congested. In Baltimore the Marsh Market, where truck receipts are handled, has long been inadequate for handling the increased volume of truck receipts.

The motortruck is apparently here to stay and at least for many years will remain an important factor in the movement of produce, so any reorganization of terminal markets must take it into account. In many cities conditions are now so disadvantageous that adequate facilities must be provided for handling fruits and vegetables arriving by motortruck. Failure to provide such facilities will not only tend to prevent reduction of marketing costs but because of the flexible nature of this method of transportation will tend to encourage the movement of produce around the established markets rather than through them. Here is a problem that the markets must solve or it will be a factor in their destruction.

It is to be hoped that the provision of facilities for handling motortruck receipts will not result in the establishing of separate motortruck markets, similar to the separate railroad produce terminals that have been built, but that the result will be the provision of well-arranged markets which will be equipped to handle both rail and truck receipts as well as boat receipts in cities where such receipts are a factor. Such a coordinated market in some cities can be provided by market reorganization with little new construction. In other cities new facilities are needed. Wherever it is necessary to build new markets they should be carefully planned and expenditures should be wisely made

in order that increased efficiency will not be offset to a considerable degree by the high cost of the market.

MARKETS WITHOUT RAIL CONNECTIONS

In all parts of the country large portions of the fruit and vegetable supply are brought into the city by rail. It would seem then that, since rail receipts are important in the wholesale and jobbing markets, these markets should be so located that produce could be unloaded from the car directly into the market without the necessity of an additional haul by truck. This would appear to be especially desirable in view of the fact that the motortruck, which brings most of the remaining receipts, can just as easily go to a well-located market with rail connections as to one without such rail facilities. But such an ideal situation as this usually does not exist. In more than 85 percent of the cities covered in this survey a substantial part of the rail receipts must be hauled by truck from the railroads to the wholesale and jobbing markets. It is true that in some cases the distance between the railroad siding and the market is short, perhaps only one-fourth of a mile, but it is almost as expensive to haul produce these few blocks as it would be to haul it 2 or 3 miles. Although in some instances it may be desirable to leave certain kinds of produce in the railroad car, hauling only small quantities to the store by truck, it should be possible to unload produce directly from the car into the store.

The cost of this added and unnecessary haul from the railroad to the market adds many millions of dollars to the national food bill, and is no inconsiderable item in the margin between the producer and the consumer. In the city of Philadelphia alone, where the cost is less than in some other cities, the annual cost of trucking produce from the railroad produce terminals to the Dock and Callowhill Street Markets is nearly \$400,000, a sum large enough to build and in a few years pay for a modern, well-located market. Nor is the trucking charge the only cost of this additional haul, for the additional handling, exposure to weather, and loss of time results in deterioration and spoilage of produce. The extent of this spoilage cannot be accurately estimated, but it must be an important factor. Other objections to hauling produce from the railroads to the markets are that such hauling adds to the traffic congestion of the market and is a fertile field for the development of rackets.

It may seem excusable that markets built many years ago do not have rail connections, but it is exceedingly difficult to find any justification for locating expensive new markets at places without such connections. But new markets are being built without being so located and arranged as to avoid this needless motortruck haul from the railroad to the market. Chicago's new South Water Market, which some people have insisted is "the last word in planning an efficient market" is built near a railroad but not near enough to avoid the trucking costs. The main line of a railroad runs almost through the corner of Washington's new Union Market, but, in spite of the fact that a siding could be built for only a few thousand dollars, the nearest siding at which produce can be unloaded from the railroad car is far enough away from the market that a truck haul of about four blocks is necessary. In Cleveland's Northern Ohio Food Terminal and in Buffalo's Niagara Frontier Food Terminal, two of the

newer and better arranged markets of the country, rail facilities stop 100 feet short of the nearest wholesale and jobbing houses, necessitating truck hauls from the cars to the stores.

For each of 40 cities the locations of the wholesale and jobbing markets with respect to the railroads are shown in figures 11, 12, 13, 17, 18, 22-33, 38-44, 49-52, 57-65, and 70-72. From these maps it is noticeable that a large proportion of the principal markets have no rail connections, but the maps do not show that in many cases where the railroads run to the edge of the market produce cannot be unloaded directly from the car into the stores.

Where such factors as this are being overlooked, especially when new markets are being built, it certainly cannot be said that proper attention is being given to increased market efficiency.

UNREGULATED SELLING HOURS

There are at least three objections to the hours of selling in the markets of many cities. First, the selling period is entirely too long for the volume of business that is being done. In many markets the stores are open almost continuously from midnight Sunday night until noon on Saturday, and in a few markets at least during certain seasons of the year selling is continuous 24 hours a day, 7 days in the week. Such long selling periods not only increase the cost of doing business or force the dealers and their employees to work excessively long hours but they also tend to lead to greater price fluctuations throughout the selling period. These fluctuations in prices in turn lead to demands on dealers by the buyers for price readjustments. Indeed buyers who purchase in a market where there are great price fluctuations throughout the day are at a distinct competitive disadvantage when they happen to have made their purchases at a time when prices are high and their competitor bought the same commodities an hour or two later at a lower price. Under these conditions they are likely to demand a price readjustment or engage in the practice of "clipping" bills (paying less than the agreed-upon price by remitting less than the amount called for in the invoice).

This brings many evils. Wholesalers do not know what price they will get when a product is sold. This is not only unsatisfactory for them but hinders in making prompt returns to growers and shippers. A great deal of time is wasted in making adjustments. When readjustments are made on account of price changes, there is a tendency for buyers to use this as an excuse for making unjustifiable demands for further price concessions, which leads to many abuses. And all this in turn tends to cause the market to "drag" rather than move produce quickly from producer to consumer. A limited selling period will not do away with price fluctuations but it will greatly reduce them. The selling period should not be longer than the time required to move the goods.

A second objection to the hours of selling is found in many markets where some attempt at regulation is made. This objection is that the selling period in a particular market was not established at a time that is most satisfactory to the buyers on that market or at a time that results in proper coordination among the different markets within the city. It has already been pointed out that improper regulation of hours is sometimes an arbitrary scheme to force business into or away from certain markets.

Finally, there is a third reason why selling hours should be properly regulated. Adequate regulation of hours of selling and unloading will decrease traffic congestion and to a certain extent be a substitute for additional facilities. In markets that handle large quantities of produce arriving by truck the volume of business in summer is much heavier than in winter. In 1936, in Philadelphia, truck receipts were five times as great in the summer months as in winter. This means that in this case a truck market must handle five times the business in summer that it does in winter. This extreme fluctuation in volume of business in different seasons could be reduced by handling rail and truck receipts in the same market, because combined rail and truck receipts in the summer months were only twice as great as in winter. Thus it is obvious that in markets that are primarily truck markets there is great seasonal variation in business and that in markets where both rail and truck receipts are handled there is much less but still considerable variation with the seasons. Therefore, unless facilities are to be provided on a scale entirely out of reason as to cost, the hours of selling, as well as the hours of receiving and traffic, must be carefully regulated and enforced during the peak of the season. Failure to enforce adequate regulations during the months when produce movement is heavy can lead to only one of two possible results—bad congestion and market confusion, or provision of facilities on a scale that leads to unnecessary waste and expense. Either of these results means higher marketing costs than necessary. This is a case where reasonable regulation is an adequate substitute for expensive additional facilities.

For these reasons lack of proper regulation of selling hours is frequently one of the chief causes for complaint among dealers as well as buyers and truckers who bring in produce. Many efforts have been made to remedy this situation. Voluntary agreements have been tried, and legislation has been attempted, but the evil continues to exist. The general opinion seems to be that the most successful attempt at hour regulation was under the code of the National Industrial Recovery Act. In a few markets the market area is enclosed with a fence, which makes possible the enforcement of voluntary agreements. Present experience seems to point to the conclusion that there are two satisfactory methods of enforcing hour regulation—by law and by enclosing the market area with a suitable fence to make possible the enforcing of hours agreed upon by a majority of the trade.

LACK OF INFORMATION ON SUPPLIES

The complaint is heard in many markets that the arrival of produce by truck throughout the selling period causes a demoralization of the market. Supplies of fruits and vegetables available for a particular day's business should be definitely known before selling begins. This knowledge of supply is necessary if the price-making forces in any market are to operate properly. Otherwise it is difficult to know just what price should be established. Without this knowledge of available supplies some receivers begin selling at too low a price and later raise it, while others begin selling at too high a price and later in the selling period must lower it. Buyers, being in the same position, do not know what the price should be. As a result there are many different prices in the market for the same commodity at the

same time, and considerable fluctuations in these prices throughout the selling period. This leads to a demand for price readjustments and to other demoralizing situations.

If supplies are to be known in the markets where produce is received by truck the same conditions will have to be met that have already been established at many railroad produce terminals. Trucks bringing produce should be permitted to enter the market whenever they arrive up to the hour when selling begins, but after the beginning of the selling period no truck should be allowed to unload for at least 4 or 5 hours, or so long as the market is filled with buyers. Or, if trucks are allowed to unload during this period, it should be done only by the imposition on them of a penalty large enough to break up the practice of any unnecessary late arrival. The objection that is immediately raised to such a proposal is that trucks cannot avoid being late. To this objection there are several answers. The most important is that the proportion of trucks arriving late is greatly overestimated. This view is supported by a recent study of the Farm Credit Administration⁴ which shows that for more than 123,000 trips to market by trucks bringing produce to large eastern markets over a period of a year on only about one-half of 1 percent of the trips did the trucks arrive at the market later than was planned. In barring late arrivals the harmful effects on the few truckers who are late would be offset many times by the benefits that would accrue in increased market efficiency.

It has already been shown that this regulation of hours for arrival of produce and for selling is a necessary adjunct to efficient use of facilities.

Information on supplies and market prices is made less complete and less reliable not only by unregulated arrival of trucks bringing produce but also by having too many markets within a city and by the growth of direct purchasing. When a large proportion of a commodity is bought directly from farmers and shippers without passing through the established market, supply and demand tend to be scattered and price making becomes a difficult and uncertain process. On the other hand the concentration of supplies and focusing of demand into definite markets can hardly be expected so long as these markets are so seriously in need of improvement in organization, facilities, and practices.

UNETHICAL PRACTICES

In a number of cities certain market practices are objected to as unethical. One of these practices, rather severely criticized in some cities, is the sampling of cars of fruits and vegetables, and the selling from these samples. It is claimed that these samples are often far from representative of the contents of the car, and that deliberate attempts are made by some dealers to prepare a sample that is far better than one that would be representative of the whole car. Not only are the best packages chosen for samples, but in some instances a number of packages are opened and from the contents of these a few packages are repacked to give a sample of excellent quality. Then this sample is sometimes claimed to be representative not only of the car from which it was taken, but also of other cars that have not even been opened.

⁴ RASMUSSEN, M. P. USE OF MOTOR TRUCKS BY COOPERATIVE ASSOCIATIONS AND OTHERS IN MARKETING FRUITS AND VEGETABLES. U. S. Farm Credit Admin., Coop. Div., Misc. Rept. 10, 23 pp. December 1936. [Mimeographed.] See p. 14.

There are several undesirable results of such sampling methods. Both buyers and receivers discount the value of samples, sales tend to be made by description rather than by sample, and the preparing of samples is of little value. A situation is created whereby it is not known whether goods are sold or not when the sale supposedly is completed, because many buyers, if they are dissatisfied with the sample, will refuse delivery at the car. Other buyers, who think the sample was not representative or who take advantage of this excuse, will accept delivery of the goods, but will remit less than the agreed-upon amount. This is sometimes called "clipping of bills." This obviously leads to difficulties in making collections, quoting correct market prices, and making prompt returns to shippers.

A buyer who purchases produce by sample and has delivered to him goods which do not conform to the sample has a right of action against the seller under the Perishable Agricultural Commodities Act provided the transaction is in interstate or foreign commerce. However, it is sometimes difficult for him to furnish adequate proof of the quality of the sample.

Another troublesome practice in some markets is the making of unjust claims against the railroads for supposedly damaged produce. Unjust claims are not only unfair to the railroads but are also injurious to shippers and honest receivers. A receiver may without reason file a claim against the railroad under a threat of diverting his business to another railroad if the claim is not paid. If such a claim is paid, the receiver to whom it is paid is in a position to remit to the shipper a larger amount than an honest receiver could remit on the same produce. This tends to induce the shipper to shift his consignments from the honest receiver to the one who is dishonest.

It should also be pointed out that in some cities where railroads have built competing produce terminals the railroads themselves are reported to have encouraged dealers to file fictitious claims, and through a "claim war" have tried to attract business to their produce terminal and away from that of a competing railroad. These fights between railroads in some cities where duplicating facilities have been built have at times reached serious proportions.

Recent mimeographed reports of the Federal Trade Commission have called attention to the serious nature of this problem and suggested appropriate action. The paying of an unjust claim by a railroad really constitutes a form of rebate, and is objectionable for all the reasons that rebates are objectionable.

In some cities costs of distribution are kept unnecessarily high by various forms of racketeering. The most common racket appears to be carried on in connection with the trucking of produce within some of the large cities. The growth of these trucking rackets has been made easier by the lack of adequate market facilities or the improper location of these facilities. Sometimes these rackets take the form of making exorbitant charges for services which could be rendered at less cost. In others, inefficient and roundabout methods are enforced when the services could be performed much more efficiently in some other way. And in still other cases charges are assessed for the rendering of no service at all. These rackets have taken many forms in the different cities, but the purpose and result is always the same—the extortion of unnecessary charges in the marketing of fruits and vegetables. The provision of good markets with proper rail connec-

tions would eliminate some of the situations which are conducive to the growth of these rackets.

Other unethical practices include other misrepresentations of quality, improper returns to shippers through false statement as to price received or through selling to another dealer who will resell and split the profit with the first dealer, and pushing sales of dealer-owned produce when the market is good in discrimination against produce being handled on consignment.

Such practices not only increase the costs of marketing, but they encourage buyers and shippers to deal directly with each other rather than through the established markets. To some extent these unfair practices are being overcome by legislation and by trade regulations but much more needs to be done.

IMPORTANCE OF THESE PROBLEMS

Antiquated, improperly designed and equipped markets, too many markets within a city, inadequate facilities for handling truck receipts, markets without rail connections, unregulated hours, lack of information on supplies, and unethical practices are among the most important problems in the wholesale fruit and vegetable markets of the large cities of the country. The solution of these problems offers one of the most fertile fields for reducing marketing costs with consequent benefits to growers, consumers, and produce dealers. The failure to solve these problems will tend to (1) prevent reduction in the cost of handling fruits and vegetables through the regular (wholesaler-jobber-retailer) channel, (2) encourage further expansion of distribution from growers through large-scale retailers (chain stores, voluntary chains, etc.) to consumers with the produce not moving through the regular markets in the large cities, (3) cause produce to move in increasing quantities directly from producers and shippers to smaller cities without going through the large city wholesale markets, and (4) foster the growth of many small markets with duplicating facilities and inadequate supplies.

MARKET REGULATIONS

In general it may be said that the provision of facilities and the organization of the wholesale fruit and vegetable markets of the 40 cities are not regulated, and that such regulations as exist relate almost entirely to market practices. This means that almost without exception markets have been organized and facilities have been provided without any well-defined plan to bring into existence a market suited to shippers, buyers, and dealers, and that such facilities have usually been provided without proper attention to the efficiency of the market as a whole. The cooperative action of railroads, farmers, and the trade necessary to establish a well-organized and well-equipped market is usually lacking.

The regulations of the wholesale fruit and vegetable markets dealing with practices are imposed by one or more of five agencies—the United States Government, the State governments, municipal governments, organizations of the trade, and labor unions.

Six laws of the Federal Government are important in their influence upon practices in the wholesale fruit and vegetable markets—the Produce Agency Act, the Perishable Agricultural Commodities Act, three Standard Container Acts, and the act providing for standardization, grading, and inspection.

The Produce Agency Act covers three important propositions: It makes it a misdemeanor (1) for anyone receiving perishable farm products in interstate commerce for or on behalf of another to dump, abandon, or destroy the products so received without good and sufficient cause therefor; (2) for anyone receiving such products for or on behalf of another in interstate commerce to fail, knowingly and with intent to defraud, to account truly and correctly therefor; and (3) for anyone receiving such products in interstate commerce, for or on behalf of another, to make any false statement, knowingly and with intent to defraud, concerning the handling, condition, quality, quantity, sale, or disposition thereof.

The Perishable Agricultural Commodities Act requires that no person shall at any time in interstate or foreign commerce carry on the business of a commission merchant, dealer, or broker in fresh fruits and vegetables without a license issued by the Secretary of Agriculture. This act declares that it shall be unlawful in connection with any transaction in interstate or foreign commerce (1) for any commission merchant or broker to make any fraudulent charge; (2) for any dealer to reject or fail to deliver in accordance with the terms of the contract without reasonable cause; (3) for any commission merchant to discard, dump, or destroy without reasonable cause any perishable agricultural commodity received by him; (4) for any commission merchant, dealer, or broker to make, for a fraudulent purpose, any false or misleading statement in connection with any transaction involving any perishable agricultural commodity which is received in interstate or foreign commerce by such commission merchant, or bought or sold, or contracted to be bought, sold, or consigned in such commerce by such dealer, or the purchase or sale of which in such commerce is negotiated by such broker; or to fail or refuse truly and correctly to account promptly in respect of any such transaction in any such commodity to the person with whom such transaction is had; (5) for any commission merchant, dealer, or broker, for a fraudulent purpose, to misrepresent by word, act, mark, stencil, label, statement, or deed the character, kind, grade, quality, condition, degree of maturity, or State or country of origin of any perishable agricultural commodity received, shipped, sold, or offered to be sold in interstate or foreign commerce; and (6) for any commission merchant, dealer, or broker, for a fraudulent purpose, to remove, alter, or tamper with any card, stencil, stamp, tag, or other notice, placed upon any container or railroad car containing any perishable agricultural commodity, if such card, stencil, stamp, tag, or other notice contains a certificate or statement under authority of any Federal or State inspector or in compliance with any Federal or State law or regulation as to the grade or quality of the commodity contained in such container or railroad car or the State or country in which such commodity was produced.

This act further requires that every commission merchant, dealer, and broker shall keep such accounts, records, and memoranda as fully and correctly disclose all transactions involved in his business, including the true ownership of such business by stockholding or otherwise.

Violations of the provisions of this act may lead to publication of the facts and to suspension or revocation of the license of the offender. Any person complaining of any violation of the act may, at any time

within 9 months after the cause of action accrues, file a complaint with the Secretary of Agriculture who, after due procedure, may determine the amount of damage, if any, to which such person is entitled as a result of such violation and shall make an order directing the offender to pay to such person complaining such amount on or before the date fixed in the order. If this amount is not paid or an appeal to a United States district court has not been taken as provided in the act, the license of the offender is automatically suspended until payment is made. The complainant has a right of action in the courts, in which the Secretary's order is prima facie evidence of the facts therein stated.

Two standard-container acts fix the standard sizes of containers for fruits and vegetables. The act of 1916 applies to Climax baskets, berry baskets, and other containers such as till baskets, and the act of 1928 applies specifically to hampers, round stave baskets, and splint or market baskets. The Standard Barrel Act passed in 1915 established the standard fruit and vegetable barrel and the standard cranberry barrel.

By virtue of authority vested in the Secretary of Agriculture by a provision in the act of Congress entitled "An Act making appropriations for the Department of Agriculture" the Department is authorized to determine and establish standards and grades for fruits and vegetables and to provide inspectors to investigate and certify to shippers and other interested parties the grade, quality, and condition of fruits and vegetables when offered for interstate shipment or when received at such important central markets as the Secretary of Agriculture may designate. This grading and inspection service is not mandatory, but is widely used.

In general, State laws regulating the handling of fruits and vegetables are similar to those enacted by the Federal Government. Many States have laws similar to the Perishable Agricultural Commodities Act, which make the same provisions apply to intrastate movement of produce that the Federal law imposes for interstate commerce. In addition, some States require that wholesale commission merchants be bonded in order to insure honesty and fair dealing. Many States give power to the commissioner of agriculture to establish grades and provide for an inspection service. In many of these States most of the standards and grades which have been promulgated are the same as those established by the Federal Government.

As a rule the use of these standards and grades as well as the use of the State inspection service, like the Federal law, is not mandatory. But some States do require that certain commodities be graded according to the official standards and grades. Three States require that all fresh fruits and vegetables sold in containers be marked in accordance with the U. S. grades. One State, New York, has a law which requires that every open and closed package of fruits and vegetables shipped into the markets of that State from another State be marked in terms of the official standards and grades or classifications as promulgated from time to time by the Secretary of Agriculture of the United States, commonly known as U. S. grades. Many States have standard container laws. Some have quarantine laws which in some cases restrict the free movement of produce among the States. Differences in State laws regulating trucking sometimes act as an obstruction to the free movement of produce.

Many cities have some general regulations which apply to the wholesale fruit and vegetable markets. The subjects usually covered are sanitation, weights and measures, traffic regulation, and prohibition against selling for at least a part of the day on Sunday. In some cities an effort has been made by the city government at the insistence of produce dealers to eliminate itinerant truckers. For instance, one city has an ordinance requiring itinerant truckers to obtain a license costing \$50 for each 6 months or fraction thereof, and in addition to this to pay a fee of \$15 for each day in which sales are made. More specific regulations are laid down by municipal governments to deal with markets that are owned by the city, and these are usually farmers' markets. For such markets the regulations usually include provisions dealing with hours of selling, products that may be sold, types of persons or businesses that may sell, sanitation, traffic regulations, weights and measures, fees to be charged, and permits required.

Organizations of the trade have been very active in making and enforcing regulations in some cities. One of the most common regulations imposed by organizations within the produce industry concerns the extension of credit. In a number of cities the leading produce wholesalers have organized credit bureaus. The exact operations of these credit bureaus vary in detail, but in general they include the following: The credit bureau investigates the financial standing of buyers on the market, and compiles a list of buyers giving to each a credit rating. These lists are published, and copies are distributed to those dealers who are members of the organization. Supplementary reports are made from time to time as the credit ratings of the buyers change. In most instances a fine is imposed upon members who sell to buyers whose credit rating is listed as unsatisfactory. In some cities members of the credit bureau turn over to that agency the bills for a given period of time to be mailed out by the office of the bureau. The expense of running the bureau is usually met by levying a fixed monthly charge on each member or by charging a flat sum per car for every carload received by a member. In one city this charge is \$1 per car for every carload received, and at the end of the year the surplus is divided among the members on the basis of the number of cars handled.

In almost all the markets there seems to be a very definite feeling on the part of the trade that some regulation of trading hours is necessary. For several years produce dealers in many cities have endeavored to formulate voluntary agreements to regulate hours, but in most cases this method has not produced the desired results because a small minority of the dealers would not cooperate. The National Industrial Recovery Act made it possible to force these minorities into line. Consequently, while that act was in force, hours of trading in a number of markets were satisfactorily regulated. But when the court did away with these codes, hour regulation dropped back to a voluntary status and immediately broke down. In many cities the dealers are continuing their cooperative efforts but in most markets they are meeting with very limited success. The main exception seems to be in markets that are controlled by one organization such as a railroad or a market-terminal company. In these cases the markets are usually enclosed with a suitable fence which makes it easy for the controlling organization to enforce the hours

agreed upon by a majority of the trade. In markets which consist of a large number of independently owned units it has been almost impossible to effect any satisfactory solution to the problem. Dealers in Los Angeles have been using a unique method of regulating the hours of selling. Under a State law which makes possible the formulation and enforcement of voluntary agreements, an agreement regulating hours was drawn up. A contract was drawn up, which was signed by all who were willing. The signers agreed to extend no credit to nonsigners and to pay the manager of the arbitration committee, which administers the agreement, \$25 per day for each day of violation, plus any fine that the manager may levy not to exceed \$500. Under the California law, action under such agreements as this, when properly made, is enforceable in the courts.

In connection with auction companies and sales in railroad produce terminals regulations are commonly imposed which deal with sampling, minimum unit of sale, etc. In addition, the railroads owning these terminals and auction facilities as a rule prohibit the use of their facilities for handling produce received by any method of transportation other than rail as well as produce brought into the city by other railroads.

Groups of farmers commonly impose certain regulations in connection with farmers' markets. Frequently these regulations deny the use of the market to certain groups such as out-of-State farmers, farmers beyond a radius of 75 miles or some other arbitrarily fixed distance, truckers selling produce not produced by themselves, and farmers who are not members of their organization.

In some cities where labor organizations are strong these unions make certain requirements in connection with the handling of fruits and vegetables. Sometimes they require that certain hauling be reserved for their members and that workers be paid rates prescribed by them. Occasionally these regulations extend to preventing truckers bringing produce to the market from entering the market and unloading. These organizations have played a part in a variety of other regulations such as limiting hours of selling and establishing minimum units of sale.

The above regulations are the ones most commonly enforced in the large wholesale fruit and vegetable markets of the country. A casual reading of these regulations will lead to the conclusion that although they have done much to improve market practices none of them makes an attempt to change the marketing system. None attacks the problems of market organization or provision of adequate and properly planned facilities for handling fruits and vegetables. Most of them are efforts to bring about honesty and fair dealing, leaving the markets and marketing system as they are.

In few States has positive action been taken to improve the system of wholesale markets. Georgia and Florida have made some attempt to provide State systems of regional markets. The State of New York has authorized the setting up of market authorities which are public-benefit corporations, to acquire land, plan, issue bonds, and build markets. In some cities, such as Cleveland and Buffalo, groups of dealers in cooperation with the railroads have attempted to provide consolidated wholesale food markets handling a complete line of fruits and vegetables whether received by rail or truck as well as such related products as meats, poultry, butter, eggs, and cheese. These

markets probably are examples of the most serious attempts that have been made to provide well-organized, properly designed and equipped, complete markets for handling fruits and vegetables.

The interest of producers and consumers, as well as of members of the trade, demands that more serious thought be given to the fundamentals of our marketing system, not only to its practices but also to its organization and facilities. Wholesale produce markets are affected with almost as broad public interest as are the public utilities. Public interest requires that considerable thought be given to improving the marketing system, and that means be provided whereby the many and diverse elements of the trade may be united to bring about greater marketing efficiency.

HOW CAN THESE MARKETS BE IMPROVED?

In addition to the more common problems, the markets in each city have peculiarities of their own. Therefore before drawing any satisfactory conclusions for improving the markets of any individual city it is first necessary to make considerable study of local conditions. There is no one panacea for the evils in all markets even though there may be some general principles which need to be considered in all cases. In effecting improvements in the organization, facilities, and practices of the wholesale fruit and vegetable markets of any city three steps are necessary: (1) Research to determine needs, (2) construction or reorganization, and (3) operation.

RESEARCH

The first prerequisite of any effective plan for improving markets is a careful study of local conditions to determine needs. No efficient marketing system for a city is likely to result from haphazard developments not based upon a definite plan. In many cities existing facilities have been unnecessarily duplicated, new markets have been improperly located and designed, and many other mistakes have been made because of failure to study carefully the local conditions and the experience of other cities in the building of markets. Such mistakes not only lead to unnecessary expenditure of funds in providing market facilities but they frequently establish a marketing system that is highly inefficient and expensive to operate, thus not only making an expensive immediate outlay of funds but establishing a condition that results in a continuing needless expense for years to come.

This research for the purpose of formulating a plan should be carried on by agencies which not only know local conditions and are competent to analyze the problems but also will study the situation with a view of general market efficiency rather than the more narrow view of some individual interest. Markets should not be established for the benefit of any particular railroad, any restricted group of farmers, any particular group of the trade, nor any other one part of the produce industry or its affiliated interests. This is not to say that the interests of any one of these groups should be ignored but that market developments should be brought about to increase efficiency rather than to give one group an advantage over another. Therefore, this study preparatory to improving markets should be carried on by groups of people or agencies that have a broad public viewpoint. The specific organization that is in a position to take part in this work varies in the different

States, but in general one or more of the following agencies should be able to take part in such activities: Agricultural colleges, agricultural experiment stations, departments of agriculture, and State or city bureaus of markets. These organizations are usually familiar with local conditions and should have a broad enough viewpoint to be impartial in their analysis. Organizations of farmers and dealers can give valuable assistance in supplying information and in reaching conclusions. When a market is of importance to growers or buyers in more than one State, the appropriate agencies of the States concerned may well cooperate in the study of that market. Many of the State colleges and State departments of agriculture have done work of this kind, and interest in such activities has grown substantially in the last few years.

A distinct limitation which many of these local agencies have in planning for improvements is their lack of familiarity with market developments in other parts of the country. Valuable suggestions in improving markets can be obtained from the experience of other cities. Hence some agency familiar with conditions throughout the country should be in a position to contribute to the analysis of local conditions in any given city and to the making of recommendations for changes. In addition, the markets of many of the large cities are important not only to people within the city itself and the immediately surrounding territory but also to shippers from nearly all the States and to buyers from several States in the general section in which the city is located. Under these conditions it is necessary that a Federal agency cooperate with the local organizations in developing a program. The Bureau of Agricultural Economics is glad to assist in such studies as far as it is able and whenever its services are needed.

With a careful analysis of local needs carried on by the State agencies in cooperation with some Federal agency, with the full support and advice of farmers, wholesalers, jobbers, retailers, consumers, railroads, State and city officials, and other interested groups, it should be possible to work out in each city where improvements are needed a program which will greatly increase the efficiency of the markets.

It is difficult to believe that if such preparatory work as this had been done, and their recommendations had been followed so many millions of dollars would have been wasted by providing unnecessary duplicating facilities such as have been established by competing railroads and other competing groups in many of the large cities. It is hard to imagine any competent agency having recommended the establishing of markets without proper rail connections such as are found in many of our large and more recently constructed markets. Nor would results of any carefully conducted survey have led to the establishing of three or four wholesale markets within a city which could better be served by one well-planned and well-located market. Much that has been done has resulted in great waste of funds and left the problem either unsolved or made more difficult to solve because of the investments involved. In short, many of the mistakes that have been made, mistakes whose costs have run into millions of dollars and are adding similar sums to the marketing cost each year, could have been pointed out in advance if a careful analysis had been made of local conditions before market changes were put into effect.

CONSTRUCTION OR REORGANIZATION

After a good plan has been developed for improving the markets in a given city, the next question which arises is that of putting it into effect. Reorganization or construction of markets is a matter which concerns a large number of growers, wholesalers, jobbers, and retailers, as well as railroads, trucking companies, banks, property owners, real estate promoters, and industries allied with the distribution of fruits and vegetables. With so many varied interests involved and often a large expenditure of funds required, most individuals regardless of their convictions as to the need for improvements must take the marketing system as they find it. Changes call for group action. Group action is difficult to achieve.

If a new market is to be built, by whom should it be financed and controlled? In the past in most cases markets have been established by whatever agency was ready and willing to advance funds, and, as a rule, such agencies were willing to advance funds only because the provision of such facilities would give them a definite advantage in competition with others. The agency advancing such funds has usually dictated at least some of the important features of the market operation. Such dictation, as would be expected, was not usually for the interest of the produce industry as a whole or for the general welfare. Hence, it may be said that market facilities should not be financed by any agency which will thereby be in a position to dictate and enforce arbitrary regulations designed in the interest of special groups rather than for improving market efficiency. In short, facilities for wholesaling fruits and vegetables from the view of the ideal should not be controlled by railroads, by any restricted group of dealers, by a particular organization of farmers, or by any individual promoter. If the provision and financing of facilities could be separated from control of operations and if exorbitant rents would not be charged, it would make little difference who did the actual financing and construction, but in practice it has been difficult if not impossible to bring about such separation.

Then in most cities (all except the largest) there is a real advantage in having only one wholesale fruit and vegetable market handling rail, truck, and boat receipts of fruits and vegetables of all types. That is, in most cities the providing of these facilities might be considered to be a natural monopoly. The establishing of a single fruit and vegetable market would not only prevent unnecessary cross hauling with its consequent loss of time, spoilage of produce, and many other expenses, but would be conducive to many other market improvements such as obtaining proper information on supplies, establishing and enforcing adequate regulations, and avoiding needless expenditure in duplicating and unnecessary facilities. It might be pointed out that in some countries governments have protected the monopoly right of an established wholesale fruit and vegetable market that was operating for the public good.

Therefore, it would seem reasonable to conclude that regardless of what agency constructs and finances market facilities there should be definite assurance that (1) the facilities will be properly located, designed, and equipped; (2) duplicating and unnecessary facilities will be prevented; (3) the money will be wisely spent to provide for real needs in order that the increased efficiency will not be offset by the

high cost of the added facilities; and (4) the use of the facilities will be controlled in the interest of the industry and the public rather than to enhance private profits and benefit certain groups at the expense of others.

With these purposes in mind it appears that markets can be built (1) by a private corporation, subjected to certain regulations, or (2) by public corporations set up by governmental agencies for the specific purpose of establishing markets.

If market facilities are to be established by a private corporation whose stockholders are the general public or even produce dealers, and if such facilities are to be given a monopoly right, or if they are to become a monopoly in the natural course of events, there should be some definite provision to insure that the owners of such facilities will not exact exorbitant rentals or impose arbitrary and undesirable regulations and that they will keep the facilities in a proper state of repair. Without such protection the produce industry and the public is left at the mercy of some corporation which may have no interest in the industry or the public. The provision of such facilities is broadly affected with public interest and is perhaps a natural monopoly, and therefore is somewhat similar to grain elevators, public warehouses, stockyards, or electric-power companies.

One way to insure proper protection for both the owners of the facilities on the one hand and the produce industry and the public on the other would be to have those facilities declared to be public utilities. Since this method has not been tried in the fruit and vegetable industry, it would be difficult to appraise its probable success. It is argued that by such action the owners would be assured that unnecessary competing markets would not be built and the produce industry, and hence the public, would be protected against exorbitant rentals, inadequate equipment, and arbitrary regulations. Such a set-up should not only enable private enterprise to supply better facilities, but should result in fairer treatment and more consideration being given to each of the groups interested in marketing fruits and vegetables. On the other hand in the case of other public utilities it has sometimes been difficult to achieve satisfactory regulation and to effect improvements that are needed to provide for changing conditions. It should be emphasized that the public-utility status, if used, should apply to the use of the facilities only and not extend to the actual operations of buying and selling produce.

In some places market facilities have been provided by cooperative action of dealers or growers. In such cases the voting stock in the market corporation is usually owned by the dealers or growers, but most of the necessary funds have been advanced as a loan by some other organization. With such cooperative ownership occupants of the facilities are protected against exorbitant charges, but not infrequently arbitrary regulations are imposed against persons or businesses not connected with the controlling organization. Another problem encountered in this method of organization is the difficulty of inducing dealers and farmers to cooperate in providing a single complete market. Therefore, if markets are provided by corporations controlled by dealers or growers, marketing efficiency requires that unified markets be provided and that they be regulated in the interest of the public, and not as a means of giving some competitive advantage to the controlling group.

A second way by which markets can be established is by public corporations brought into existence by governmental agencies. New York State has passed laws bringing into existence such corporations which are known as market authorities. These authorities have—the power to acquire by the exercise of the right of eminent domain or otherwise such real estate within the district and other property as may be necessary; to sue and be sued; to incur debts, liabilities, and obligations; to issue bonds and other evidences of indebtedness; to have a seal; and to exercise all powers authorized by this act and reasonably necessary for accomplishing its purposes.

The board of directors of these market authorities—

may name a manager and such other officers and employees as may be needed, and fix their compensation; may determine the location, type, size, construction, and equipment of requisite regional marketing facilities within the district; may prepare a plan for financing the acquisition, construction, equipment, and operation of such facilities; and may exercise generally the powers of the authority to the end that there may be constructed, equipped, and operated adequate regional marketing facilities within the district for the buying and selling of farm produce and any and all other businesses which reasonably tend to serve the public in connection with that business or make it more convenient, efficient, profitable, or successful * * * may make investigations; may acquire, lease, erect, construct, equip, maintain, and operate market facilities within the district. * * *

The bonds and other obligations of the authority are not a debt of the State or of any county or counties within the district.

A method similar to this might be used by other States, groups of States, or by the Federal Government to establish any necessary market facilities, but in this case, as with private ownership, the governmental control might well apply to the use of the facilities only and not to the actual buying and selling of produce. If this method is used, it is of vital importance that the necessary steps be taken to insure that the markets not be subjected to domination by political or other special interests. This method of establishing markets should insure unified action with proper attention to all the interests concerned with the marketing of fruits and vegetables. A possible disadvantage might be the difficulty of effecting changes in such markets at some future time when conditions have changed.

As for the actual financing of these markets, whether they are to be built by a private corporation or by some governmental agency, it would appear that Federal funds could properly be loaned in cases where it can be definitely shown that (1) the market is interstate in character; (2) present facilities are inadequate, improperly located, or inefficient; (3) that new facilities would make substantial improvements in the situation and would lead to reduced marketing costs; (4) that the market would be supported by farmers, dealers, and consumers; (5) that there would be reasonable prospects for the market to be financially self-supporting; and (6) that the market would be operated in an efficient manner.

Present information does not make it possible to lay down any model plans for the actual lay-out of any new market facilities. Even if this were possible, such plans would have to be modified to meet conditions in a particular city. But there are certain general points that should be taken into consideration. Among these are the following: (1) The market should be properly located; (2) the use of the market should not be restricted to produce arriving from any particular section of the country or by any one method of transportation; (3)

rail connections should be provided so that produce can be unloaded directly from the cars into the stores without the expense of a truck haul; (4) the market should have proper facilities for cold storage, common storage, cleaning, washing, and displaying produce; (5) if stores are provided they should have both front and rear entrances and the floors should be at or near the height of truck beds and floors of railroad cars; (6) streets or driveways should be wide enough to avoid any possibility of traffic congestion which would hinder the movement of produce; (7) ample parking space should be available; (8) the market area should be so enclosed as to make possible the enforcing of regulations of hours of selling, movement of trucks, collecting of information on supplies, etc.; and (9) only enough buildings to meet present needs should be constructed, but the market area should be large enough to accommodate any additional facilities that may be needed in the course of normal future expansion.

In some cities no new wholesale fruit and vegetable market is necessary, and the problem is one of reorganization to make several existing markets into a unified marketing system. This reorganization is frequently one of the most difficult problems to solve. Even when a plan of reorganization has been worked out, and when a large majority of the interests of the produce industry are agreed upon the plan, it is difficult to get action. Such reorganization, if it is to be of any value, will reduce the costs of marketing, and such reductions must of necessity result in a loss of income by certain people or interests.

Another reason why reorganization of markets is difficult is that many people prefer high costs each month to the much larger immediate outlay that might be necessary to correct a bad situation. And it should be reemphasized that a large outlay of funds will not necessarily cure a situation and that extreme care should be used in making sure that expenditures for improvements are of real economic value.

Perhaps it is not going too far to suggest that there are a few persons whose interest in increased market efficiency and lower distribution cost is diminished somewhat by the fact that many of these high costs are deducted from the remittance to the shipper or added to the bill of the consumer rather than being paid by the persons actually operating in the markets.

Persons with attitudes such as these are often influential and in a position to render some rather strong opposition to any worth-while program of reorganization. This is one of the principal reasons why some markets have not already been improved. This is one of the reasons why some such markets are losing business today.

This failure to adjust to changing conditions not only is injurious to the market and to the shippers but also to the consumer. One of the leaders ⁵ in the fruit and vegetable industry has well described this situation. He said in part:

An economic loss anywhere along the line of production and distribution is a crime against the consumer. The consumer must pay the economic price for what he consumes and the economic price of every service making it possible for him to consume. This mass of humanity, of which we ourselves are units, in its collective capacity has no interest in individuals or groups of individuals. Its interest is in commodities and services, facilitating consumption. It will preserve and protect by whatever means those persons and agencies which best serve its necessities and it will ruthlessly persecute and destroy those persons and agencies which make more difficult and more expensive the satisfaction of its necessities.

⁵Horace H. Herr, Secretary of the National League of Wholesale Fresh Fruit and Vegetable Distributors.

If these agencies which oppose necessary market reorganization or readjustments will eventually be crushed, there seems to be little justification for progressive members of the produce industry being held back by them to the detriment not only of themselves but of growers and consumers.

It should be reemphasized, however, that reorganization should in all cases be preceded by some careful research and analysis to determine local needs. When a good plan has been worked out and when dealers, growers, and buyers have the initiative and leadership, it is possible to put through a reorganization on a cooperative basis.

OPERATION

The actual operation of the fruit and vegetable business may well be left with private business concerns and cooperative associations. These individuals should be as unhampered as possible in exercising their own initiative in the merchandising of their products. This does not mean that they should not be subjected to such regulations as are necessary to insure fair dealing or honesty, nor that regulations should not be imposed dealing with such things as packages, weights, measures, inspection, grading, and other factors necessary to improve marketing.

Members of the trade in cooperation with growers and buyers may well establish and through voluntary agreement enforce certain other regulations for the common good. Regulations of this type would include hours of selling, extension of credit, giving information on supplies available in the market, and minimum unit of sale. Such regulations can be established by a majority vote and enforced by the organization that manages the market facilities.

The initiative in bringing about specific improvements may well be taken by any organization interested in the marketing of fruits and vegetables. Such organizations may be trade associations, groups of farmers, consumer groups, chambers of commerce, or any group of similar nature. The important thing is that marketing be made more efficient. If these organizations of the industry with the cooperation of other agencies cannot bring about the necessary changes, it is probable that city, State, and Federal Governments will have to play a larger and larger part in the planning of improvements and in regulating marketing methods.

MARKET ORGANIZATION IN EACH OF 40 CITIES

In the following pages some general information is given. It is admitted that the data here shown for the markets in each of 40 large cities are inadequate for reaching detailed and specific conclusions for individual cities, but it is hoped that the material will serve as a basis for further study along the lines here suggested and that in this way it will lead to reduced costs and increased efficiency.

A map of each city is included on which are shown the location of each wholesale and jobbing market (including team tracks where sales are made and wholesale farmers' markets), the location of chain-store warehouses that handle fruits and vegetables, railroads serving these markets, and some of the principal streets and landmarks. Considerable data are shown for each city, including the name, age, and usual hours of selling of each of the markets; the total number of carloads of fruits and vegetables received by rail, truck, and boat for the city as a whole, for each market, and for the chain stores;

the approximate quantity of produce transferred among markets; the approximate total volume handled by each market and by the chain stores; the number of chain-store systems operating in the city and the approximate number of stores operated by each; the percentages of chain-store receipts and total market receipts that are distributed from the markets to the surrounding territory; and a statement of the area from which buyers come with some degree of regularity.

Even though the information shown in the following pages is not adequate for portraying a complete picture of the market organization of any city, a careful study of the data will reveal much about the market conditions in any city. For instance, in the tables included with the data on each city are shown the number of markets operating and the volume of business done by each. From these items it is evident that in many cities the total business is divided among too many markets, leaving too little business in each market for maximum efficiency. It has already been pointed out that a condition of this kind not only leads to higher costs, but scatters supplies and is not satisfactory for growers, shippers, dealers, or buyers.

Furthermore, a more careful analysis of these tables will show that in many cities some of the markets are handling largely motortruck receipts while in others the business consists largely of produce received by rail. Markets split on this basis as a rule are improperly organized. There is little economic justification for a set-up that requires rail receipts to be sold at one place and truck receipts at another. Such market organization leads to a great deal of cross-hauling among markets with the attendant evils of wasted time, high costs, increased spoilage, and frequently various forms of racketeering. The extent of this cross-hauling among markets is partially shown in the tables under the columns regarding receipts brought from other markets. But these figures show only the amount of hauling from stores in one market to stores in another, and do not include that produce hauled in trucks of buyers who must move from one market to another in assembling a complete line of supplies. Hence, the figures in the tables tend to minimize the amount of cross-hauling that is required.

These illustrations are sufficient to point out the nature of the features of market organization that are brought out in the pages that follow. These data will indicate points of strength and weakness in the markets of the various cities, and should serve as a basis for the more detailed and complete studies that are necessary before attempts are made to improve the markets.

The figures on rail and boat receipts were taken from the records of the Federal market news service. As the market news service collects information on motortruck receipts in only a few cities, these figures as a rule were estimated on the basis of records and opinions of representative dealers and chain stores. In most cases the figures on receipts by markets, intermarket movement, volume of business by markets and chain stores, percentage and area of distribution from the city, etc. are estimates based upon opinions and data of representative dealers, chain-store officials, market managers, State departments of agriculture, railroads, auction companies, and other agencies familiar with the markets. Although these data are approximations, they represent the best available opinion, and it is believed they are sufficiently accurate to give a picture of the market structure of each city.

(NOTE.—In the data for each city the term “chain store” is restricted in its use to mean corporate chains only and hence does not include voluntary chains. An attempt was made to include all the important chains, but in a number of cases chains of two and three units were omitted. In the table for each city in which data are shown for the intermarket movement of produce a dash indicates little or no movement between the markets in question, while a blank space indicates a lack of information. The hours of selling which are shown are the hours when most of the sales are made. It should not be inferred that the selling period is definitely limited to the hours shown.)

ATLANTA, GEORGIA

The data on the organization of the markets in each of the 40 cities follow, beginning with Atlanta and proceeding in alphabetical order.

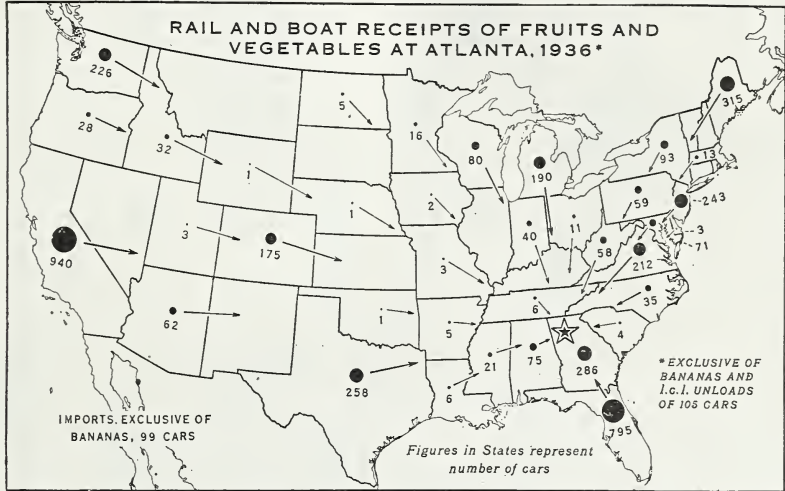


FIGURE 9.—In 1936 Atlanta received 4,473 carloads of fruits and vegetables by rail from 37 States and 2 foreign countries. These receipts accounted for a little more than one-fourth of the total supply in the city.

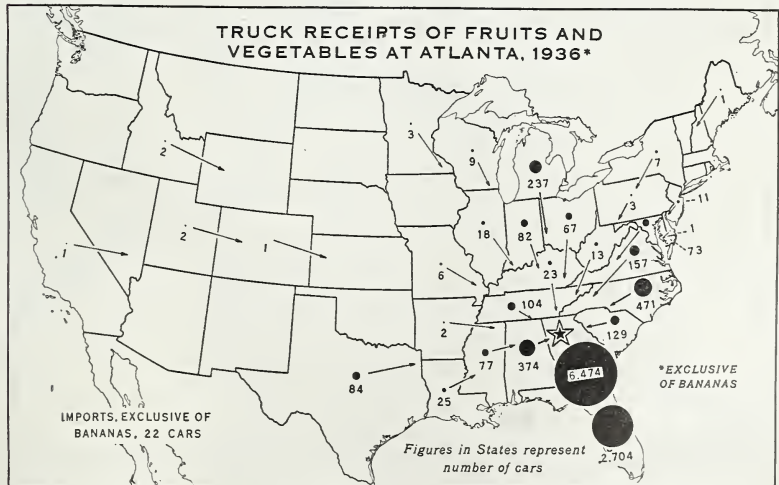


FIGURE 10.—Nearly three-fourths of Atlanta's fruit and vegetable supply in 1936 was received by motortruck. These motortruck receipts amounting to the equivalent of approximately 11,183 cars, came from 30 States as well as from Canada and Mexico.

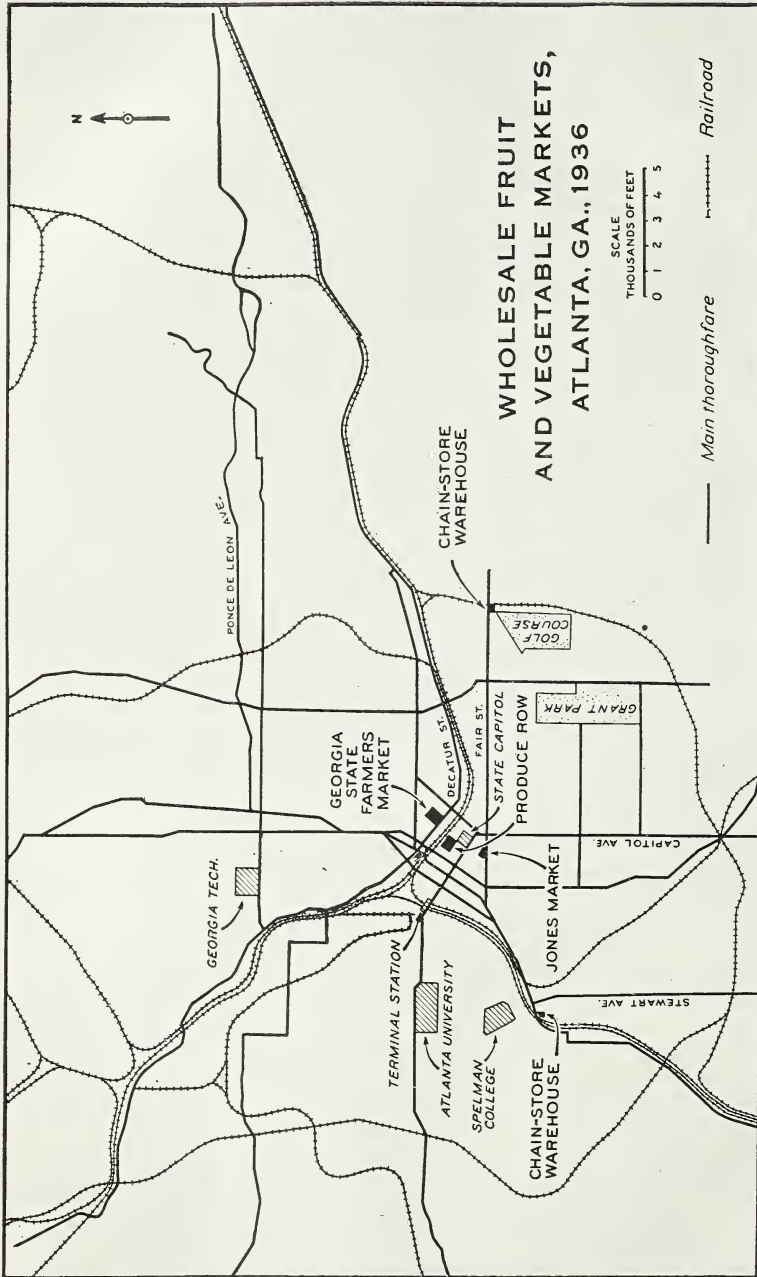


FIGURE 11.

ATLANTA, GA.

TABLE 1.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter and summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—			Total volume handled	
			Rail	Motor-truck		Produce Row	State Farmers' Market	Jones Market		Georgia Railroad team tracks
Produce Row.....	Years 22	24 hours daily ¹	Cars 2,900	Cars 300	Cars 3,200	Cars 300	Cars 300	Cars 300	Cars 3,500	
State Farmers' Market.....	1	do	9,183	9,183	9,183	100	---	---	9,283	
Jones Market.....	6	do	200	800	800	---	---	10	810	
Georgia Railroad team tracks ²			1,373	900	2,273	650	600	---	200	
Chain stores ³			4,473	11,183	15,656	750	900	10	3,523	
Total.....									4 17,316	

¹ Except Sunday opens at 6 p. m.

² Watermelons only.

³ 3 chain-store systems operating in the city. Approximate number of stores of each in city: 132, 96, and 32. Estimated percentage of receipts distributed to out-of-town stores, 25.

⁴ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 40 percent of the fruits and vegetables unloaded in Atlanta was consumed within the city and the remaining 60 percent was distributed to cities and towns in the surrounding territory. The normal area of distribution from the Atlanta market is that territory within a radius of about 125 miles of the city. But since the construction of the new State Farmers' Market, Atlanta has become a regional market for itinerant truckers. It is estimated that 35 percent of the produce sold on this new market in 1936 moved outside the State. To this market come trucks from all the States east of the Mississippi River (except the New England States) and from many States (chiefly Texas) west of the Mississippi River. These trucks bring produce to Atlanta from their own States, and many of them buy return loads on the Atlanta market. In this respect Atlanta is becoming a redistributing point for a large part of the country.

Basis of data and estimates.—The figures on rail and truck receipts were taken from the records of the Federal market news service of the Bureau of Agricultural Economics. The information on the number of units operated by the chain stores was supplied by the chain stores. Figures on receipts by markets, volume of business at each market, and distribution, are estimates made by the representative of the market news service after conferring with a few members of the trade. (All figures are exclusive of bananas.)

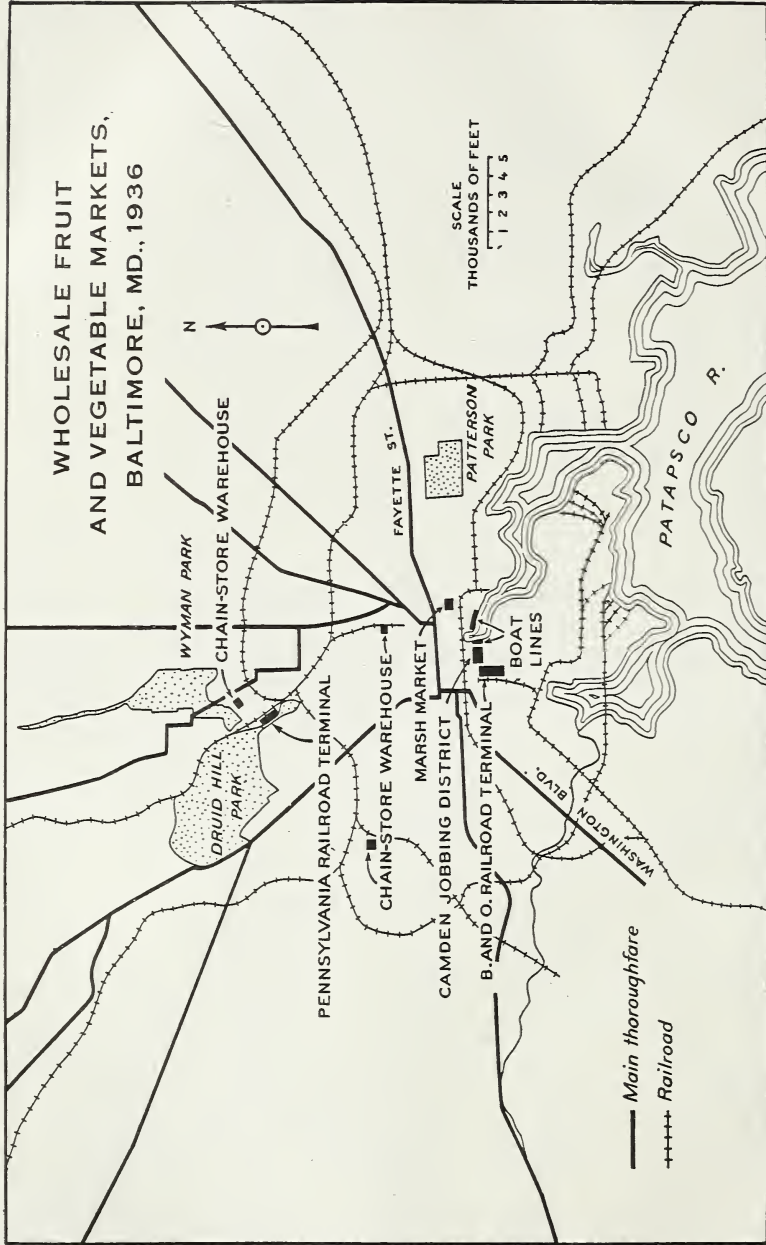


FIGURE 12.

BALTIMORE, MD.

TABLE 2.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—				Total volume handled	
				Rail	Motor-truck	Boat	Penn-sylvaniana Railroad Terminal	Baltimore & Ohio Railroad Terminal	Marsh Market	Camden jobbing district		Piers
	Years			Cars	Cars	Cars	Cars	Cars	Cars	Cars	Cars	Cars
Pennsylvania Railroad Terminal	15	6 a. m. to 1 p. m.	6 a. m. to 1 p. m.	8,270								8,270
Baltimore & Ohio Railroad Terminal	16	Opens 9 a. m. ²	Opens 8 a. m. ²	2,200								2,200
Marsh Market ³	150	Opens 4 a. m.	Opens 1 a. m.	11,400	11,400		25				75	11,745
Camden jobbing district	100	Opens 3 a. m.	All night	6,000	6,000		2,200	1,400	3,500		600	13,700
Piers along Patapsco River						2,025						2,025
Chain stores ⁴				1,000	100		800	120	475	960	125	3,580
Total				11,470	17,500	2,025	3,245	1,545	3,975	960	800	41,520

¹ Old terminals existed before present buildings were constructed

² The sale on this market is an auction, which closes when selling is completed.

³ This market was rebuilt in 1907.

⁴ 3 chain-store systems operating in the city. Approximate number of stores of each in city: 210, 175, and 75. Estimated percentage of receipts distributed to out-of-town stores, 40.

⁵ Of this number Baltimore cannery took approximately 5,000 cars nearly all of which was truck receipts purchased in the Marsh Market.

⁶ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that 60 percent of the fruits and vegetables unloaded in Baltimore was consumed within the city, and the remaining 40 percent was distributed to cities and towns in the Baltimore area. This area included part of Delaware, the southern part of Pennsylvania, to a more limited extent parts of Virginia and the Carolinas, and all except the most western part of Maryland.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are from representative dealers, chain-store officials, and the University of Maryland. (All figures are exclusive of bananas.)

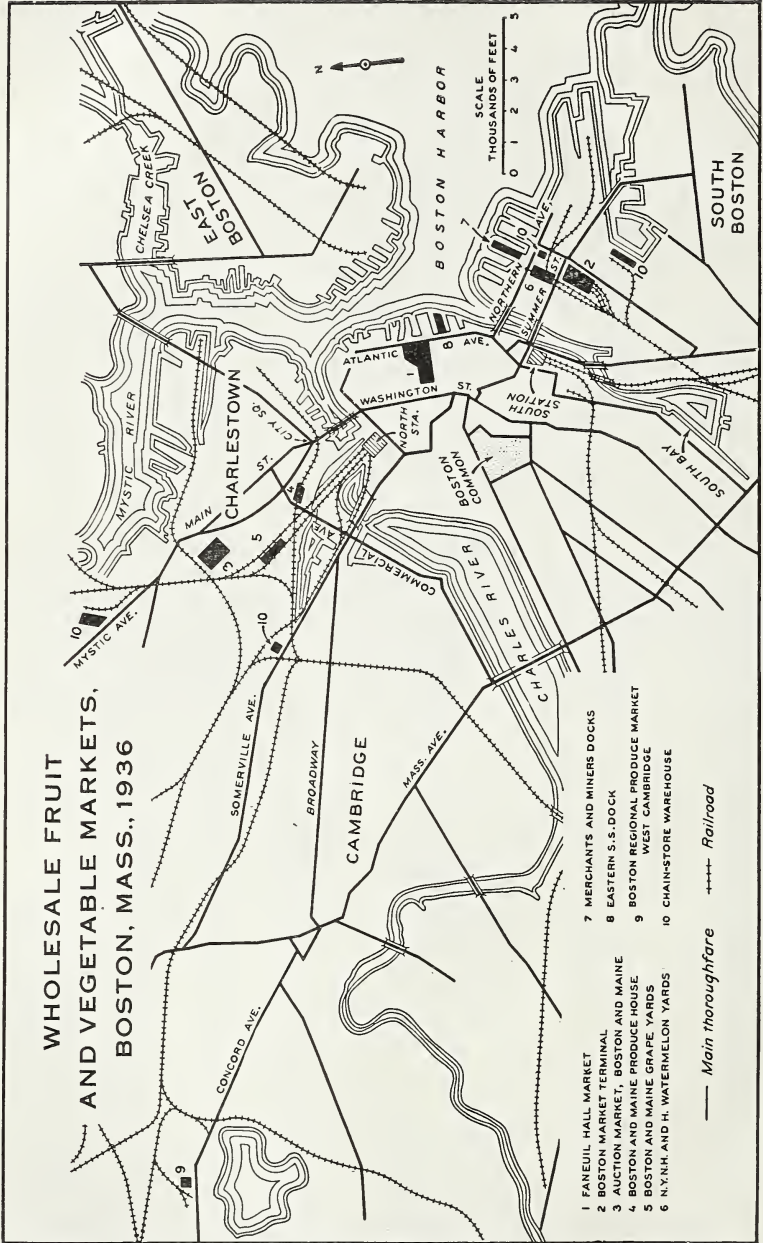


FIGURE 13.

BOSTON, MASS.

TABLE 3.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—				Total volume handled	
				Rail	Motor-truck	Boat	Faneuil Hall	Boston Market Terminal	Fruit Auction	Boston & Maine Produce House		Cars
Faneuil Hall Market ¹	Years 196	3 a. m. to noon	Midnight to 10 a. m.	Cars 275	Cars 13,750	Cars 400	Cars 14,425	Cars 4,612	Cars 500	Cars 3,268	Cars 22,805	
Boston Market Terminal	9	7 a. m. to 10 a. m.	6 a. m. to 9 a. m.	18,000	9,804	450	18,450	---	---	---	18,450	
Fruit Auction ²	9	Opens 8:30 a. m.	Opens 8:30 a. m.	9,804	100	120	9,904	---	---	---	9,804	
Boston & Maine Produce House ³	37	8 a. m. to noon	8 a. m. to noon	2,900	500	---	3,120	---	---	---	3,120	
Boston Regional Produce Market	1	Opens 6 p. m.	Opens 6 p. m.	5	3,600	225	505	---	---	---	505	
Chain stores ⁴				6,000	50	408	9,825	925	4,000	2,475	18,000	
Others							458				458	
Total				36,984	18,000	1,603	56,587	925	8,612	5,743	1,275	73,142

¹ See fig. 14 for views of this market.

² Present building is 9 years old, but auction operated for many years in another building.

³ Commonly called "C" Bartlettown Potato House.

⁴ 3 chain-store systems operating in the city. Approximate number of stores of each in city: 1,000, 600, and 400. There are several smaller chains which have about 6 stores each.

Estimated percentage of receipts distributed to out-of-town stores, 25.

⁵ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 70 percent of the fruits and vegetables received in Boston was consumed within the metropolitan area, and the remaining 30 percent was distributed throughout an area including practically all of Maine and New Hampshire, eastern and southern Vermont, Massachusetts east of Springfield, eastern Connecticut, and Rhode Island.

Basis of data and estimates.—Figures on rail receipts were taken from the records of the Federal market news service. Others were obtained from the Massachusetts Department of Agriculture, the Boston Market Terminal Co., and from representatives of the railroads, auction companies, dealers, and chain stores. (All figures are exclusive of bananas.)



FIGURE 14.—Two views of Faneuil Hall Market, Boston.

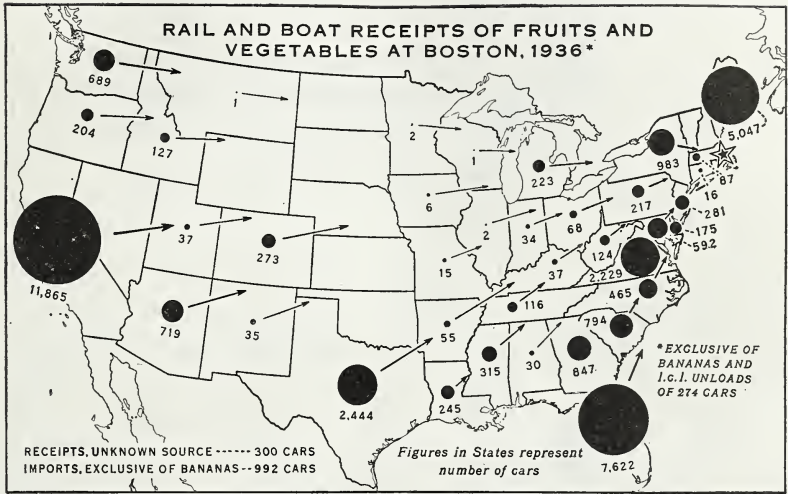


FIGURE 15.—More than two-thirds of the fruit and vegetable supply of Boston in 1936 (38,587 car-loads) was brought into the city by rail and boat from 38 States and several foreign countries.

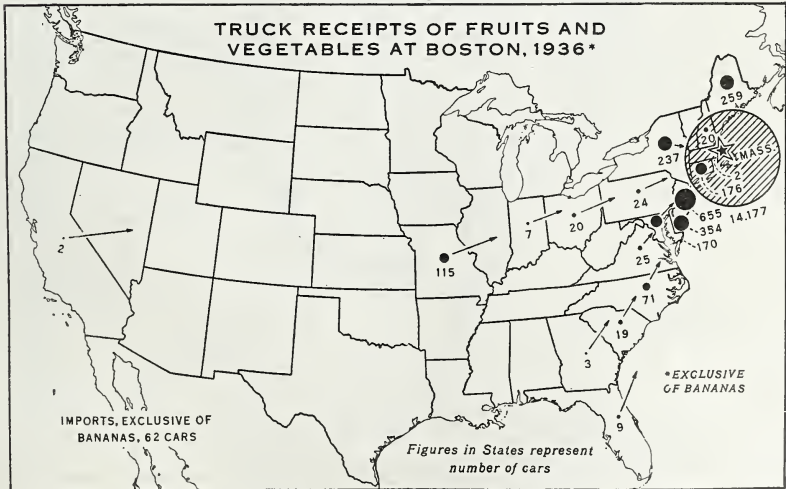


FIGURE 16.—Nearly one-third of the fruits and vegetables received in Boston in 1936 came by motortruck from 19 States and Canada.

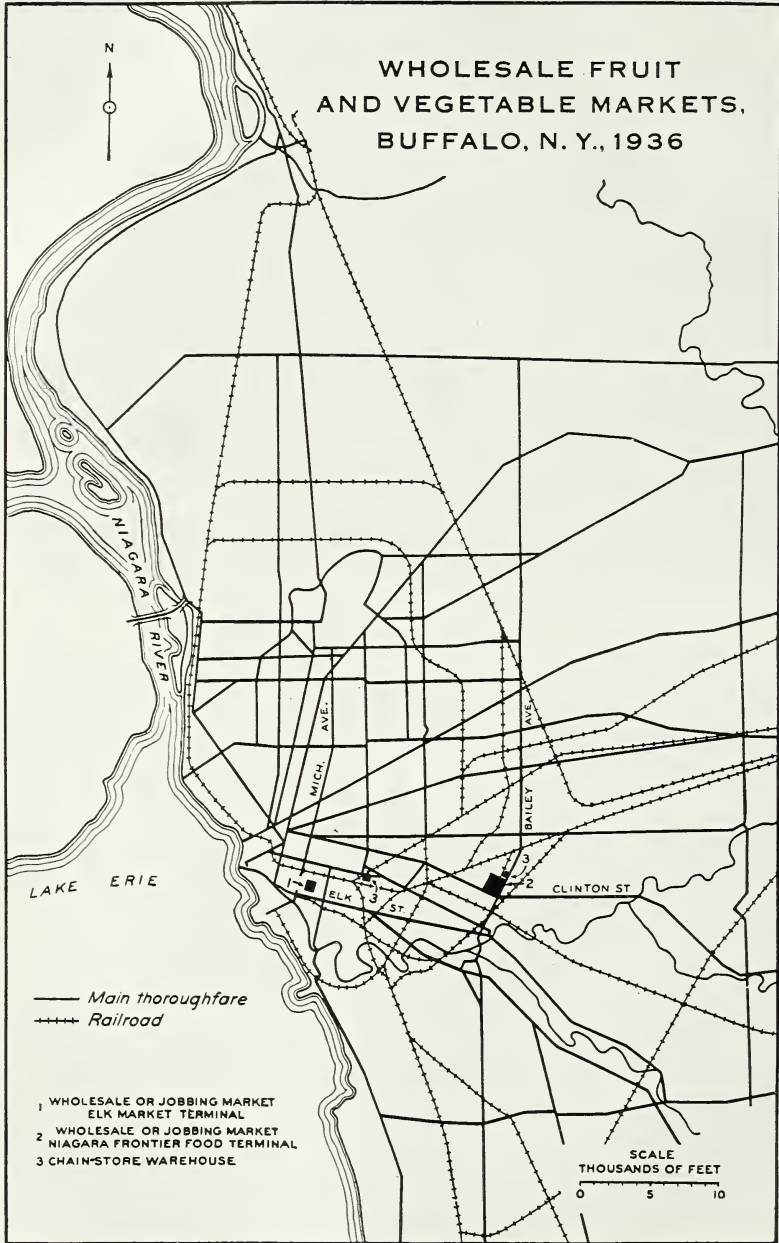


FIGURE 17.

BUFFALO, N. Y.

TABLE 4.—*Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936*

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		Niagara Frontier Food Terminal	Elk Market Terminal	
Niagara Frontier Food Terminal.....	Years 5	6 a. m. to 2 p. m.	5 a. m. to 2 p. m. ¹	Cars 6,545	Cars 5,461	Cars 12,006	Cars 50	Cars 12,056	
Elk Market Terminal.....	6	6 a. m. to 4 p. m.	5 a. m. to 3 p. m.	200	440	300	100	12,940	
Chain stores ²				1,550	750	2,300	1,000	4,000	
Others.....				49	49	49	100	49	
Total.....				8,285	6,700	14,985	1,900	3 17,045	

¹ Saturday, 4 a. m. to 2 p. m.² 4 chain-stores systems operating in the city. Approximate number of stores of each in city: 160, 150, 45, and 11. Estimated percentage of receipts distributed to out-of-town stores, 40.³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 65 percent of the fruits and vegetables unloaded in Buffalo was consumed within the city, and the remaining 35 percent was distributed to cities and towns within a radius of about 150 miles to the south, 100 miles to the east, 125 miles around the Lake to Toronto, and about 50 miles to the west.

Basis of data and estimates.—Figures on rail receipts were taken from the records of the Buffalo Produce Exchange. The others are estimates obtained from the inspection service, representatives of the railroads, the Niagara Frontier Food Terminal, the chain stores, and representative dealers. (All figures are exclusive of bananas.)

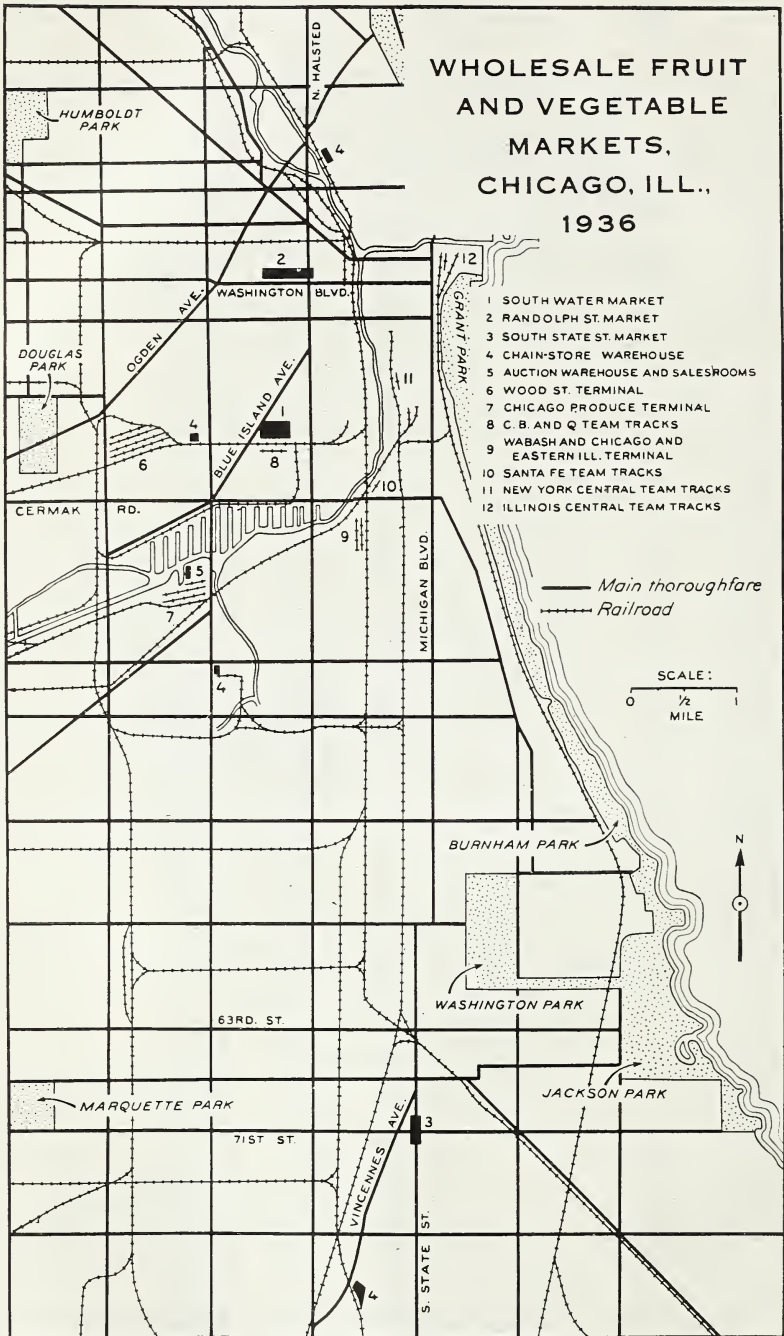


FIGURE 18.

CHICAGO, ILL.

TABLE 5.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours ¹	Summer selling hours	Receipts by—		Receipts brought from—		Total volume handled
				Rail	Motor-truck	South Water market	Randolph Street market	
South Water Market ²	Years 11	Opens 7 a. m.	Opens 6 a. m.	Cars 3 49,523	Cars 5,511	Cars 55,034	Cars 55,034	
Randolph Street Market.....	75do.....	Opens 4 a. m.	1,318	6,504	7,822	8,322	
South State Street Market.....	15do.....do.....	658	1,975	2,633	3,133	
Chain stores ⁴				12,140	2,469	14,609	17,609	
Others.....				2,200		2,200	2,200	
Total.....				65,839	16,459	\$ 82,298	3,700	6 86,298

¹ Nov. 1 to Apr. 15.² See figs. 19, 20, and 21 for views of this market. The potato market opens at 8 a. m. in the winter and 7 a. m. in summer.³ Includes produce sold on track and at the auction in the nearby Wood Street Terminal and Chicago Produce Terminal.⁴ 5 chain-store systems operating in the city. Approximate number of stores of each in city: 828, 735, 224, 98, and 5. In addition to these there are 3 department stores with 7, 6, and 3 branches which handle fruits and vegetables.⁵ Estimated percentage of receipts distributed to out-of-town stores, 30.⁶ In addition 47,129 cartloads of fruits and vegetables (excluding bananas) were diverted from Chicago.⁷ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 70 percent of the fruits and vegetables unloaded in Chicago was consumed within the metropolitan area of the city, and that 30 percent was distributed to cities and towns within a radius of 200 miles of Chicago. This territory included central and northern Illinois, northern Indiana, western Michigan, Wisconsin, and most of Iowa.

In addition to supplying this midwestern territory, within the last few years Chicago has become an important carload-distributing center for all western fruits and vegetables. A large number of brokers in Chicago specialize in this carlot distribution. Their customers are located throughout the country especially east of the Mississippi and north of the Ohio Rivers. Dealers in such markets as New York, Philadelphia, Boston, Cleveland, Detroit, Milwaukee, and Minneapolis are large carlot buyers of such commodities as Iceberg lettuce, bunched carrots, cauliflower, cantaloups, citrus fruits, northwestern apples, cabbage, and potatoes. A number of large receivers in some of the eastern markets have representatives located in Chicago to inspect on-track merchandise that may be offered and to handle their carlot purchases.

The carlot broker in Chicago works closely with his shipping connections, and is in a position to sell on an f. o. b. basis, cars rolling, or on-track at Chicago. Immediately upon billing the car the shipper may wire the car number and manifest to the Chicago broker who will attempt to sell the car while it is rolling. Then the car is diverted to the city where it has been sold. During the year 1936 approximately 47,000 carloads of fruits and vegetables (exclusive of bananas) handled through Chicago by local brokers and receivers were diverted to other



FIGURE 19.—Fruit on display at the Fruit Auction, Chicago.

markets throughout the country. These diversions are not included in the figures for rail receipts, shown in table 5.

Basis of data and estimates.—Figures on carlot receipts and unloads were taken from the records of the local office of the Bureau of Agricultural Economics. Truck receipts and distribution among the several wholesale markets are estimates based upon interviews with representative dealers in the markets. Information on chain stores was obtained from officials of those organizations. Trading hours and date of establishment of the several markets were obtained from the secretary of the South Water Market Association. Area of distribution, percentage of fruits and vegetables handled on the several markets, estimate of total truck receipts and distribution, were obtained by interviewing a number of representative receivers and dealers. (All figures are exclusive of bananas.)



FIGURE 20.—The old South Water Street Market, Chicago. This market was demolished after the new market, shown below, was built.

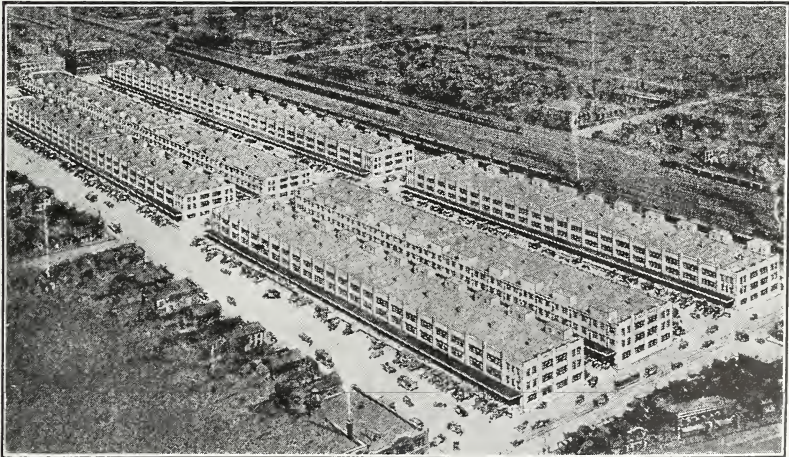


FIGURE 21.—South Water Street Market, Chicago,

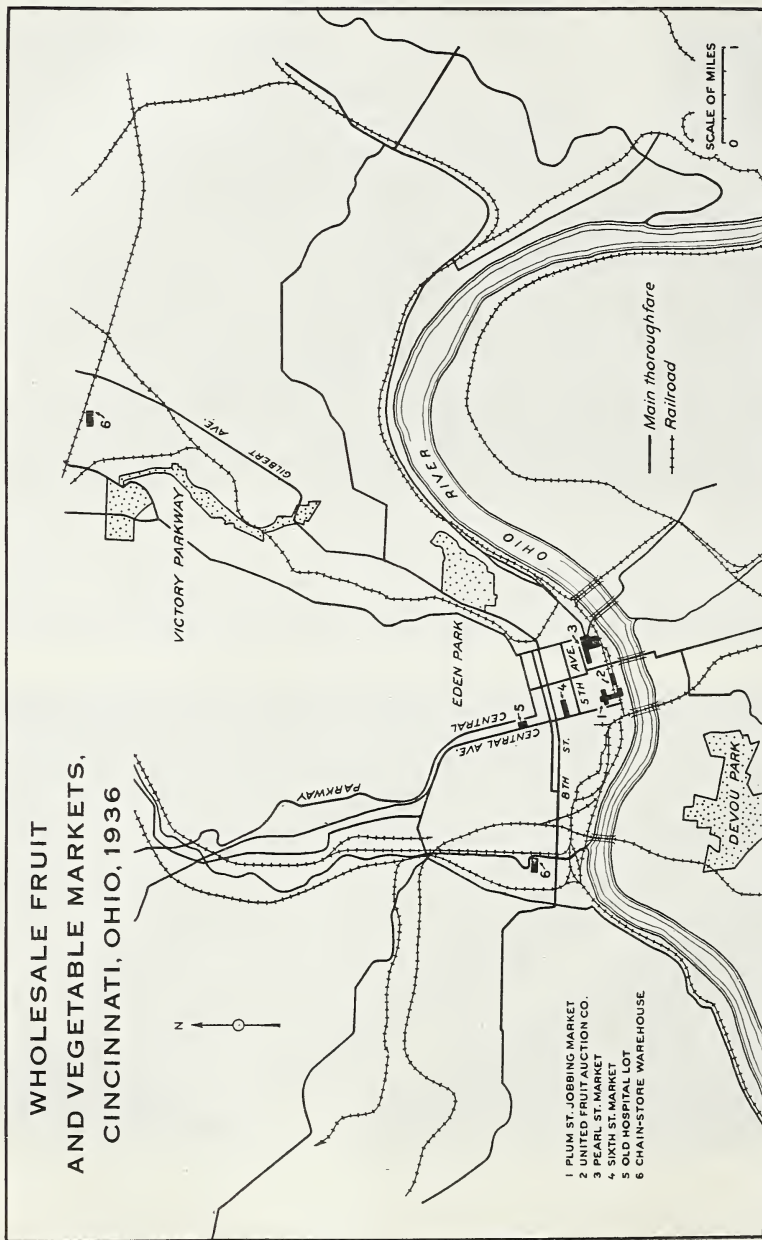


FIGURE 22.

CINCINNATI, OHIO

TABLE 6.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—				Total volume handled	
				Rail	Motor truck		Plum Street	Fruit auction	Pearl Street	Sixth Street		Hospital lot
Plum Street Market	Years 35	7 a. m. to 4 p. m.	5 a. m. to 3 p. m.	Cars 10,660	Cars	Cars	Cars	Cars	Cars	Cars	Cars	Cars
United Fruit Auction Co. ¹	45	9 a. m.	8 a. m.	3,580		3,580						
Pearl Street Market	132	} No regular hours.	} No regular hours.									
Sixth Street Market	94											
Old Hospital Lot (Farmers' Market)	9	8 p. m. to 8 a. m.	8 p. m. to 8 a. m.	2,850								
Chain stores ²				17,090								
Total												3,580

¹ Sales at this market are on Monday, Wednesday, and Friday.

² 6 chain-store systems operating in the city. Approximate number of stores of each in city: 312, 90, 70, 56, 30, and 10.

Area of distribution.—It is estimated that approximately 70 percent of the fruits and vegetables unloaded in Cincinnati was consumed in the metropolitan area and the remaining 30 percent was distributed to cities within a radius of 150 miles toward the south and west and from 50 to 75 miles toward the north and east. Occasionally shipments go as far as 300 miles and more.

Basis of data and estimates.—The figures and information on this report were taken from the records of the Federal market news service. (All figures are exclusive of bananas.)

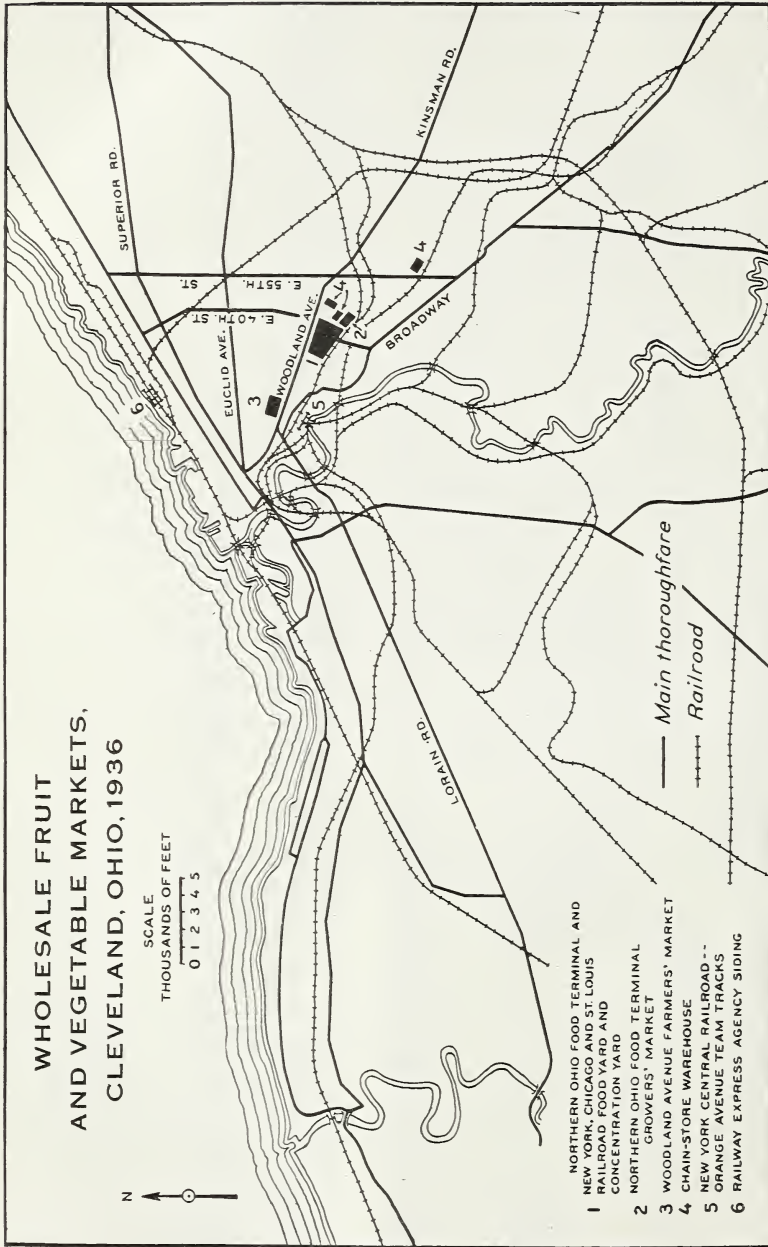


FIGURE 23.

CLEVELAND, OHIO

TABLE 7.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from Northern Ohio Food Terminal	Total volume handled
				Rail	Motor truck			
Northern Ohio Food Terminal	7	6 a. m. to 1 p. m.	5 a. m. to 11 a. m.	Cars 11,903	Cars 10,000	Cars 21,903	Cars 21,903	21,903
Terminal Farmers' Market	7	3 a. m.	3 a. m.	—	2,700	2,700	—	2,700
Woodland Avenue Farmers' Market	16	4 a. m.	2:30 a. m.	4,400	2,700	2,700	—	2,700
Chain stores ¹	—	—	—	—	1,000	6,000	3,650	3,650
Total	—	—	—	16,303	17,000	33,303	3,650	36,953

¹ 13 chain-store systems operating in the city. Approximate number of stores of each in city: 280, 180, and 123. Estimated percentage of receipts distributed to out-of-town stores, 35.

² The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that about 65 percent of the fruits and vegetables unloaded in Cleveland was consumed within the city, while the remaining 35 percent was distributed throughout northern, eastern, central, and southeastern Ohio, as far south as Charleston, W. Va., and into the extreme western part of Pennsylvania as far east as Erie and Meadville.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are estimates of the manager of the Northern Ohio Food Terminal, the managers of the farmers' markets, officials of the chain stores, and representative dealers. (All figures are exclusive of bananas.)

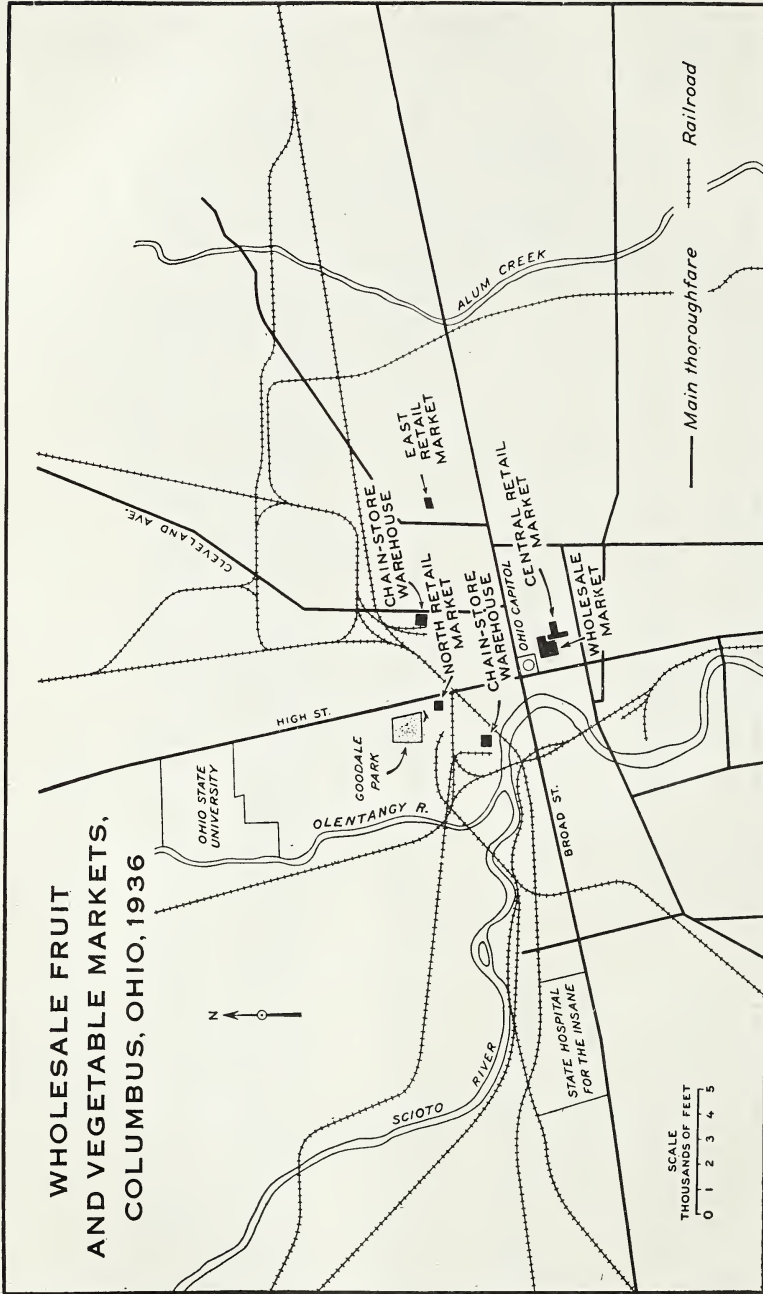


FIGURE 24.

COLUMBUS, OHIO

TABLE 8.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from the Wholesale Market	Total volume handled
				Rail	Motor-truck			
Wholesale Market 1	Years 87	4 a. m. to 9:30 a. m.	4 a. m. to 9:30 a. m.	Cars 3,250 1,750	Cars 3,000 500 500	Cars 6,250 2,250 500	Cars 6,250 3,000 500	
Chain stores 2								
Others 3								
Total				5,000	4,000	9,000	750	19,750

1 This market consists of stores for dealers and open lots which are used as a farmers' market. Hours shown are for farmers' market. Stores are open almost continuously.

2 3 chain-store systems operating in the city. Approximate number of stores of each in city: 104, 52, and 4. Estimated percentage of receipts distributed to out-of-town stores, 65.

3 Chiefly the North, East, and Central retail markets.

4 This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the Wholesale Market and the chain stores.

Area of distribution.—It is estimated that approximately 65 percent of the fruits and vegetables unloaded in Columbus was consumed in the city while the remaining 35 percent was distributed to places within a radius of 100 miles.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are from representative dealers, the Federal inspection office, and officials of the chain stores. Additional information on the Columbus market may be found in a bulletin by Hauck.⁶ (All figures are exclusive of bananas.)

⁶ HAUCK, C. W. FRUITS AND VEGETABLES RECEIVED IN TRUCKS IN THE COLUMBUS WHOLESALE MARKET. Ohio State Univ., Dept. Rural Econ. Mimeographed Bull. 86.

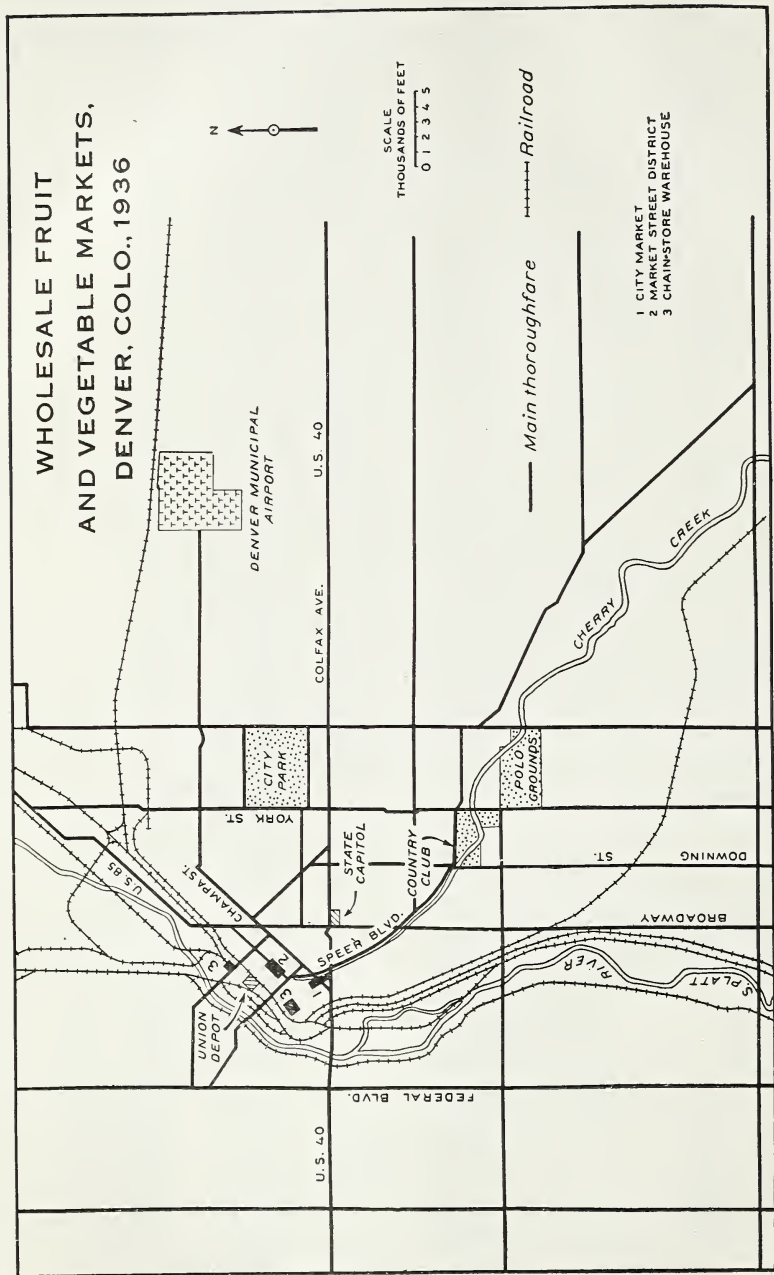


FIGURE 25.

DENVER, COLO.

TABLE 9.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		City Market	Market Street district	
City Market ¹	Years 40	7 a. m. to 4 p. m.....	5:30 a. m. to 3 p. m.....	Cars 2,150	Cars 2,500	Cars 4,650	Cars 100	Cars 4,750	
Market Street district.....	51	do.....	do.....	1,250	400	1,650	125	1,775	
Chain stores ²				2,300	1,000	3,300	70	3,440	
Total.....				5,700	3,900	9,600	195	39,965	

¹ The City Market, municipally owned, is a combination growers' and wholesalers' market. The Market Street district is occupied entirely by wholesalers and jobbers.
² 2 chain-store systems operating in the city. Approximate number of stores of each in city: 105 and 8. Estimated percentage of receipts distributed to out-of-town stores, 60.
³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 40 percent of the fruits and vegetables unloaded in Denver was consumed within the city, and the remaining 60 percent was distributed to places 30 miles to the south, as far west as Leadville (115 miles); northwest to Boulder (35 miles); north to Fort Collins (65 miles); northeast through western Nebraska as far as Lead and Rapid City, S. Dak.; and east into the extreme western part of Kansas.

Basis of data and estimates.—Figures on total receipts were taken from records of the Federal market news service, with truck receipts estimated to be 40 percent of the total receipts. Information on chain stores, receipts by markets, intermarket movement, and distribution are based upon combined opinions of representative dealers and chain stores. (All figures are exclusive of bananas.)

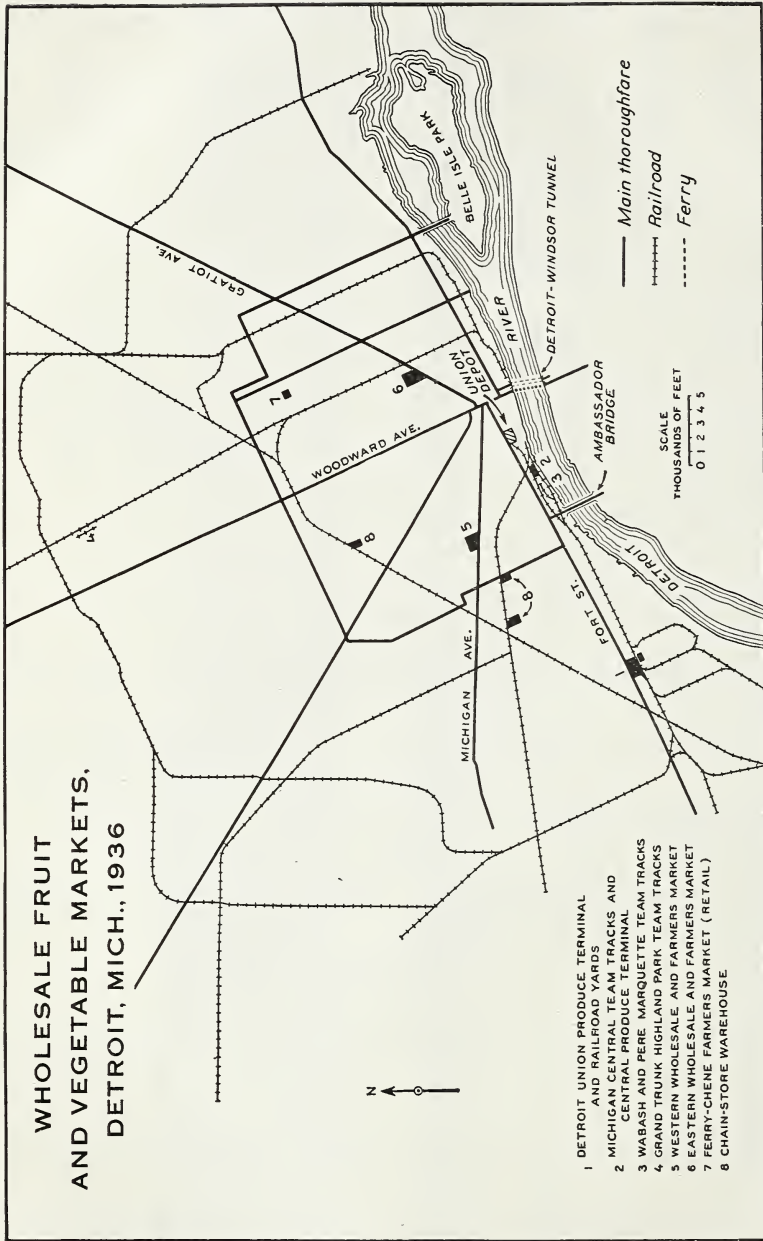


FIGURE 20.

DETROIT, MICH.

TABLE 10.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in ex-istence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck	Boat		Union Produce Terminal	Central Produce Terminal	
Union Produce Terminal.....	Years 7	5:30 a. m. to 12:30 p. m.	5:30 a. m. to 12:30 p. m.	Cars 15,837	Cars 783	Cars	Cars 16,620	Cars	Cars 16,620	
Central Produce Terminal 1.....	7	5 a. m. to 4 p. m.	5 a. m. to 4 p. m.	1,340	500	-----	1,840	-----	1,840	
Western Market 2.....	45	Farmers, 6 a. m. to 12:30 p. m.	Farmers, 5:30 a. m. to 12:30 p. m.	-----	\$ 2,600	-----	2,600	-----	5,100	
Eastern Market 2.....	45	Jobbers, 6 a. m. to 4 p. m.	Jobbers, 6 a. m. to 4 p. m.	-----	4,345	-----	4,345	-----	16,845	
Chain stores 3.....	-----	-----	-----	6,160	5,000	-----	11,160	-----	13,160	
Others.....	-----	-----	-----	160	1,272	-----	1,432	-----	1,432	
Total.....	-----	-----	-----	23,497	19,500	7 1/4	43,011	-----	\$ 54,997	

1 Including adjacent Pere Marquette and Wabash team tracks.
 2 Consists of farmers' market and stores for wholesalers and jobbers.
 3 Farmers, 2,300 cars; jobbers 300 cars.
 4 Farmers, 8,345 cars; jobbers 1,000 cars.
 5 4 chain-store systems operating in the city. Approximate number of stores of each in city: 550, 415, 370, and 10. Estimated percentage of receipts distributed to out-of-town stores, 10. Several additional chains of less than 5 stores.
 6 2,000 cars bought locally—no further information available.
 7 No record of destination of boat receipts.
 8 The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 80 percent of the fruits and vegetables unloaded in Detroit was consumed within the city, and the remaining 20 percent was distributed throughout that part of the Lower Peninsula east of a line drawn from Bay City southward through Lansing to a point a little west of the Indiana-Ohio line; western Ontario, Canada, to a northwest-southeast line through London; and the extreme northern part of Ohio, with a small proportion as far east as Toronto and to other outside Michigan points.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. The others are estimates obtained from discussions with various receivers and jobbers, and information from records of the markets, railroads, chain stores, and the municipal bureau of markets. (All figures are exclusive of bananas.)

WHOLESALE FRUIT AND VEGETABLE MARKETS, FORT. WORTH, TEX., 1936

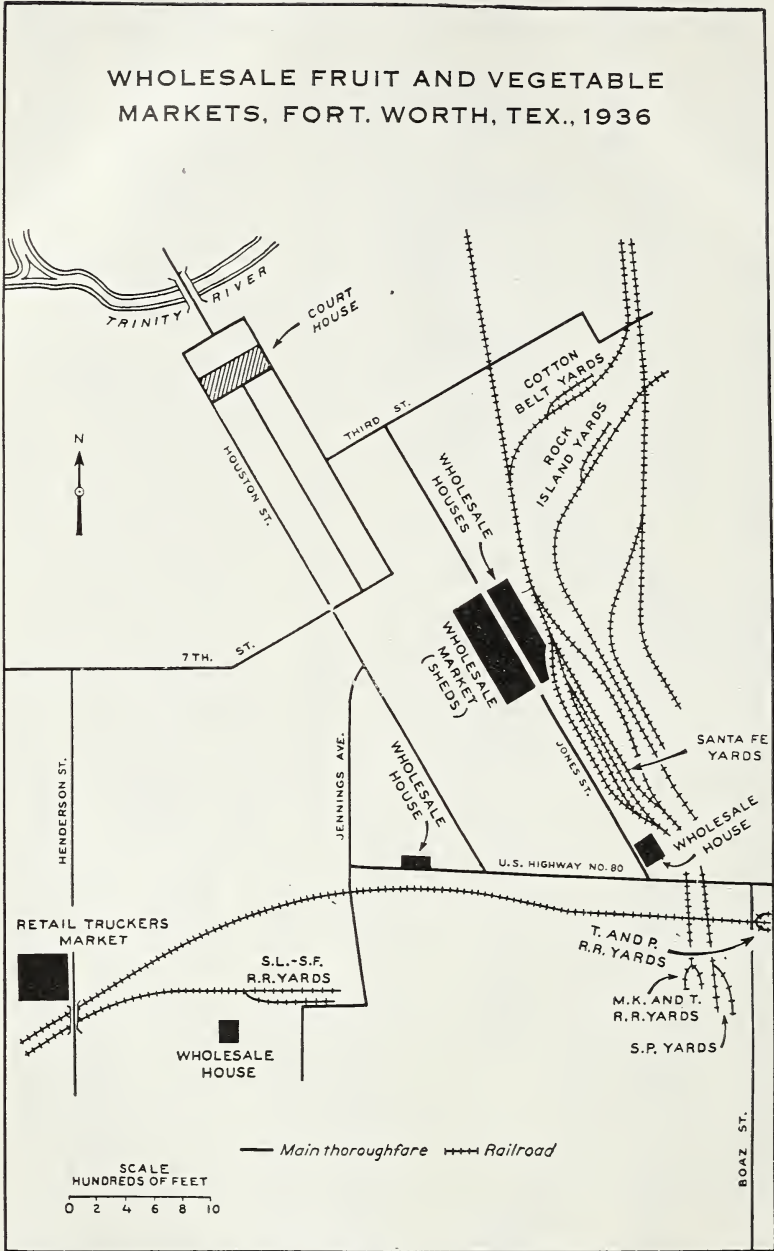


FIGURE 27.

FORT WORTH, TEX.

TABLE 11.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from the Wholesale Market	Total volume handled
				Rail	Motor-truck			
Wholesale Market:	Years 7 10 to 25	5 a. m. to 6 p. m.	5 a. m. to 6 p. m.	Cars	Cars	Cars	Cars	Cars
Sheds for trucks				1,867	1,050	2,917	25	2,942
Stores for wholesalers				100	2 450	550	575	575
Chain stores ¹				1,967	1,500	3,467	25	3,492
Total								

¹ 3 chain-store systems operating in the city. Approximate number of stores of each in city: 19, 13, and 13. Estimated percentage of receipts distributed to out-of-town stores, none.

² Includes produce hauled by truck from warehouses in Dallas.

³ This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the Wholesale Market and the chain stores.

Area of distribution.—It is estimated that approximately 50 percent of the fruits and vegetables unloaded in Fort Worth was consumed within the city and that the remainder was distributed mainly throughout an area extending to Waco on the south, approximately 100 miles, and west and northwest to a distance of approximately 150 miles, north approximately 50 miles and east about 15 miles.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. Truck receipts and other information are estimates based upon opinions of wholesale receivers. (All figures are exclusive of bananas.)

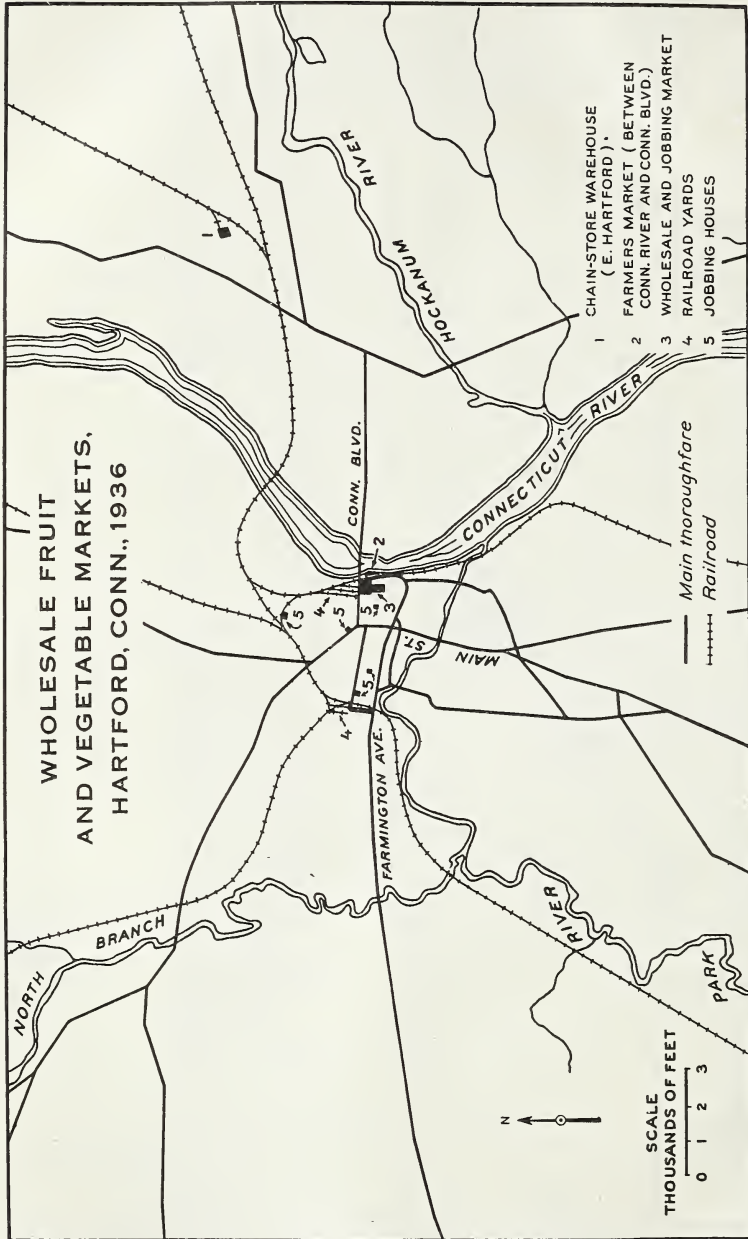


FIGURE 28.

HARTFORD, CONN.

TABLE 12.—Markets operating, years in existence, selling hours, receipts by rail, molotruck, boat, and market, 1936

Name of market	Period in existence	Selling hours		Receipts by—			Total direct receipts	Receipts brought from Wholesale and Jobbing Market	Total volume handled
		Winter	Summer	Rail	Motor-truck	Boat			
Wholesale and Jobbing Market.....	Years 10	6 a. m. to 6 p. m.....	4 a. m. to 6 p. m.....	Cars 3,040	Cars 1,225	Cars 56	Cars 4,321	Cars 4,321	
Farmers' Market.....	15	Closed.....	4 a. m. to 9 a. m.....	820	1,030	1,030	1,030	1,030	
Chain stores ¹					335		1,215	1,350	
Total.....				3,860	2,650	56	6,566	135	36,701

¹ 2 chain-store systems operating in the city. Approximate number of stores of each in city: 110 and 43. Estimated percentage of receipts distributed to out-of-town stores, 65.
² This figure does not include produce trucked directly to retailers and consumers without passing through the markets. No estimate was made of the volume handled in this way but some well-informed persons believe it to be of considerable importance.
³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 75 percent of the fruits and vegetables unloaded in Hartford was consumed in the city, while the remaining 25 percent was distributed within a radius of 40 miles, which includes Springfield and Holyoke, Mass.; Willimantic, Norwich, New London, New Haven, Middletown, Meriden, New Britain, Waterbury, Torrington, Canaan, and Winsted, Conn. Frequently surpluses are trucked to Boston and Providence and occasionally to New York.

Basis of data and estimates.—The figures on rail, boat, and truck receipts were taken from records of the Bureau of Markets of the Connecticut Department of Agriculture. Others were based upon unpublished data of the Connecticut State College and opinions of representative dealers and chain-store officials. (All figures are exclusive of bananas.)

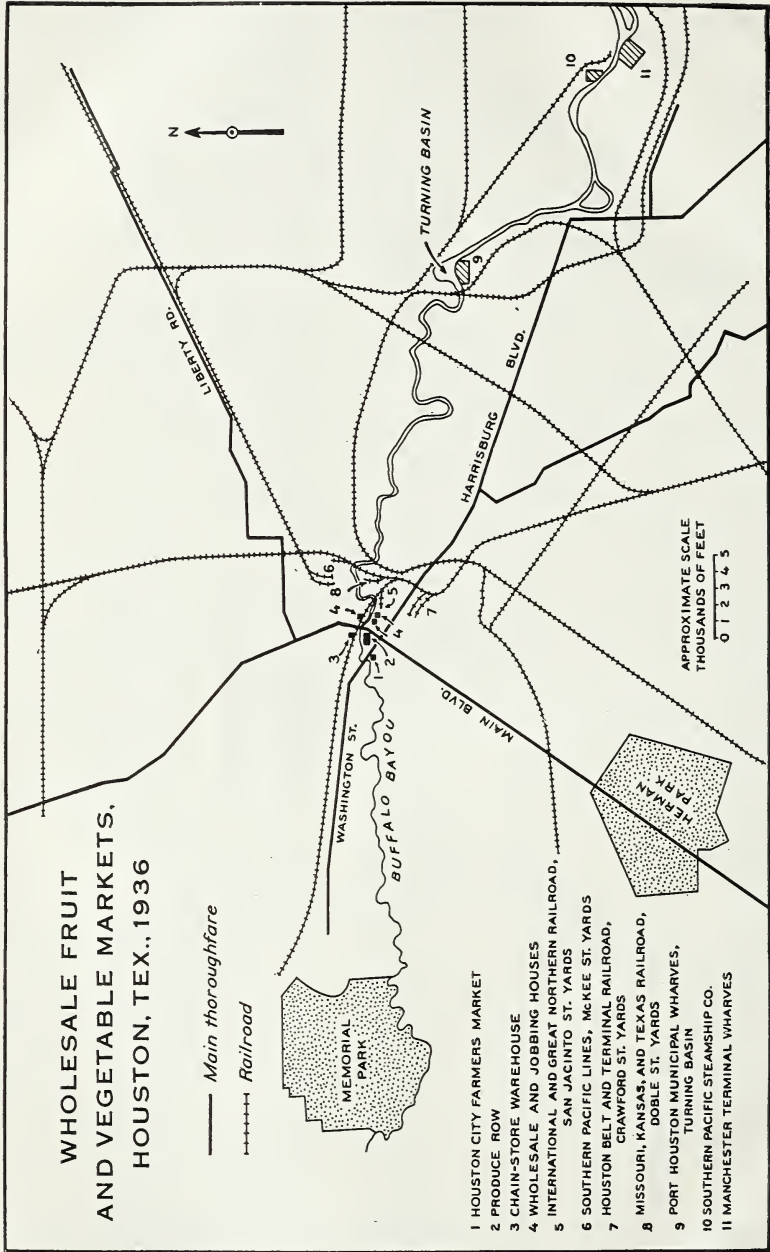


FIGURE 29.

HOUSTON, TEX.

TABLE 13.—*Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936*

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck	Boat		Produce Row	Farmers' Market	
Produce Row ¹	Years 40	5 a. m. to 5 p. m.....	5 a. m. to 5 p. m.....	Cars 3,500	Cars 300	Cars 525	Cars 4,325	Cars 350	Cars 4,675	
Farmers' Market.....	10	5 a. m. to 9 p. m.....	5 a. m. to 9 p. m.....	600	1,500	---	1,500	---	1,500	
Chain stores ²					75	100	775	225	1,000	
Total.....				4,100	1,875	625	6,600	575	37,175	

¹ Includes a few stores of wholesalers which are not on the Row.

² 2 chain-store systems operating in the city. Approximate number of stores of each in city: 20 and 6. Several local organizations with from 6 to 12 stores not considered as chains. Estimated percentage of receipts distributed to out-of-town stores, 35.

³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 50 percent of the fruits and vegetable unloaded in Houston was consumed within the city and that the remaining 50 percent was distributed to places within a radius of 125 miles.

Basis of data and estimates.—Rail and boat receipts were taken from records of railroads and steamship companies. Other information was taken from records of the Houston Farmers' Market and from opinions of representative members of the trade. (All figures are exclusive of bananas.)

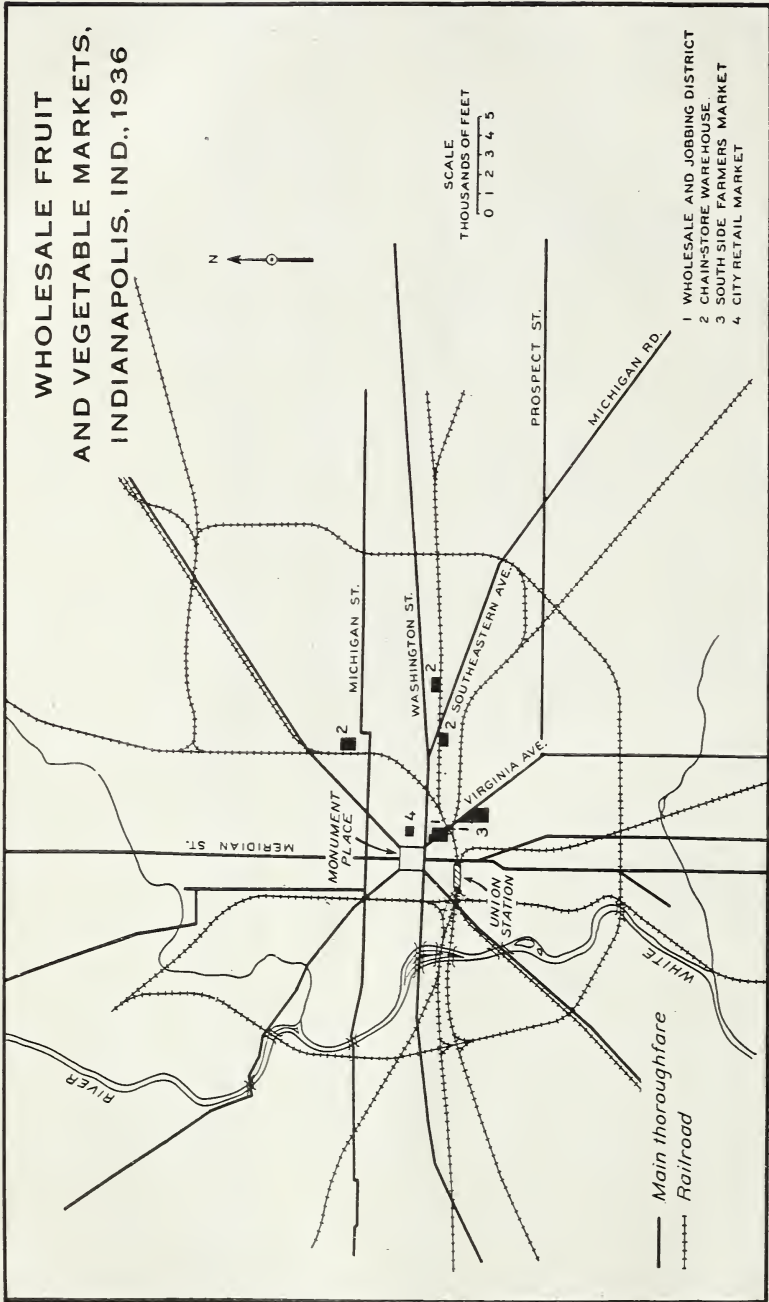


FIGURE 30.

INDIANAPOLIS, IND.

TABLE 14.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor truck		Wholesale and jobbing district	South Side Farmers' Market	
Wholesale and jobbing district	Years 58	4 a. m. to 4 p. m.	4 a. m. to 4 p. m.	Cars 3, 250	Cars 1, 000	Cars 4, 250	Cars 10	Cars 4, 260	
South Side Farmers' Market	10	2 a. m. to 10 a. m.	2 a. m. to 10 a. m.	2, 000	2, 550	2, 550	—	2, 550	
Chain stores ?		7 p. m. to 12 p. m.	7 p. m. to 12 p. m.		450	2, 450	800	3, 600	
Total				5, 250	4, 000	9, 250	800	10, 410	

¹ Includes produce, amounting to from 5 to 10 cars a week, trucked from Chicago and Cincinnati.

² Chain-store systems operating in the city. Approximate number of stores of each in city: 130, 80, and 75. Estimated percentage of receipts distributed to out-of-town stores, 65.

³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 60 percent of the fruits and vegetables unloaded in Indianapolis was consumed within the city, and the remaining 40 percent was distributed to places as far as Bloomington on the south, Terre Haute on the west, Kokomo on the north, and Rushville on the east, a radius of about 60 to 65 miles.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. The others are based on estimates obtained from representatives of the markets, chain stores, and wholesale trade. (All figures are exclusive of bananas.)

WHOLESALE FRUIT AND VEGETABLE MARKETS, JACKSONVILLE, FLA., 1936



FIGURE 31.

JACKSONVILLE, FLA.

TABLE 15.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck	Boat		Produce Row	Duval Farmers' Market	
Produce Row	Years 25	6 a. m. to 6 p. m.	6 a. m. to 6 p. m.	Cars 1,300	Cars 200	Cars 240	Cars 1,740	Cars 35	Cars 1,775	
Duval Farmers' Market	6	Always open	Always open	400	1,800	160	1,800	10	1,810	
Chain stores ¹					350		910	300	1,410	
Other					250		250		250	
Total				1,700	2,600	400	4,700	310	235	3 5, 245

¹ 6 chain-store systems operating in the city. Approximate number of stores of each in city: 50, 30, 24, 9, 8, and 4. Estimated percentage of receipts distributed to out-of-town stores, 50.

² In addition to these about 16,000 cars of fruits and vegetables were loaded on boats for northern cities without passing through any Jacksonville market.

³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 50 percent of the fruits and vegetables unloaded in Jacksonville was consumed within the city and the remaining 50 percent was distributed to cities and towns in the surrounding territory. The normal area of distribution from the Jacksonville market is that territory within a radius of about 125 miles of the city, but in recent years trucks have been hauling produce into the Duval Farmers' Market from as far away as Virginia, Pennsylvania, New York, and Michigan bringing apples, potatoes, cabbage, etc., on their south-bound trip and hauling Florida citrus fruits and winter vegetables on their return trip. Many Florida truckers go northeast from June to October, taking what fruits and vegetables they can but primarily to bring back miscellaneous fruits and vegetables from Baltimore, Washington, Philadelphia, and other points.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are estimates of the Florida State Marketing Bureau, wholesalers, and representatives of the various public carriers, market officials, and chain stores. (All figures are exclusive of bananas.)

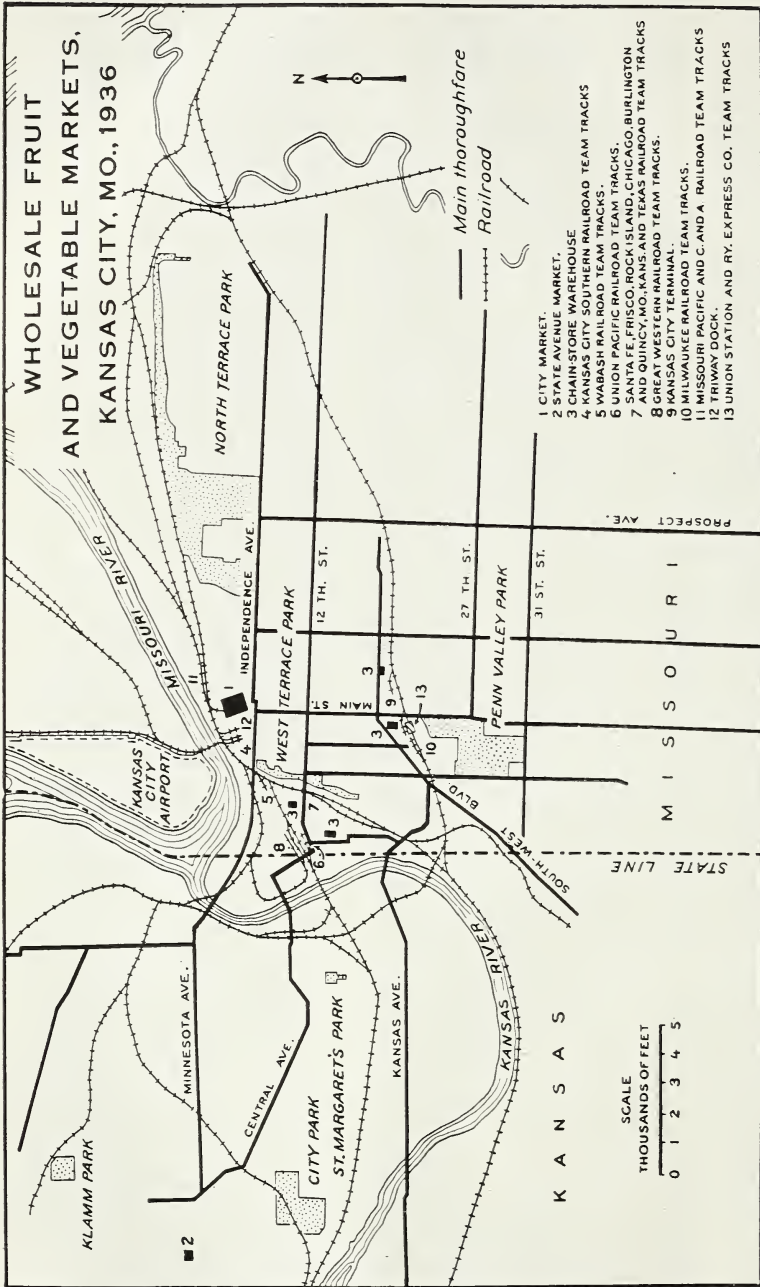


FIGURE 32.

KANSAS CITY, MO.

TABLE 16.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		City Market	State Avenue Market	
City Market ¹	Years 46	1 a. m. to 4 p. m.....	1 a. m. to 4 p. m.....	Cars 9,568	Cars 2,000	Cars 11,568	Cars	Cars 11,568	
State Avenue Market ²	14	10 a. m. to 10 p. m.....	10 a. m. to 10 p. m.....	3,300	500	500	1,800	5,500	
Chain stores ³					400	3,700			
Total.....				12,868	2,900	15,768	1,800	17,568	

¹ The City Market is a combination retail, wholesale, and farmers' market.

² The State Avenue Market is located in Kansas City, Kans., and has been constructed in sections, as demand necessitated, beginning in 1922. This market is open only from April to November.

³ 8 chain-store systems operating in the city. Approximate number of stores of each in city: 76, 70, 40, 12, 11, 9, 4, and 4. Estimated percentage of receipts distributed to out-of-town stores, 50.

⁴ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that for the year as a whole approximately 60 percent of the fruits and vegetables unloaded in Kansas City was consumed within the city and the remaining 40 percent was distributed west as far as Salina and Concordia, Kans.; south as far as Tulsa and Muskogee, Okla., and Fort Smith, Ark.; east through-out the northwestern half of Missouri, and north into the extreme southern part of Iowa and southeastern part of Nebraska. In the winter this out-of-town distribution was about 60 percent of the total unloads; in July and August it dropped to around 10 percent.

Basis of data and estimates.—Figures on rail receipts were taken from reports of the Federal market news service. The others are estimates of the representatives of the different chain stores and dealers in the market. (All figures are exclusive of bananas.)

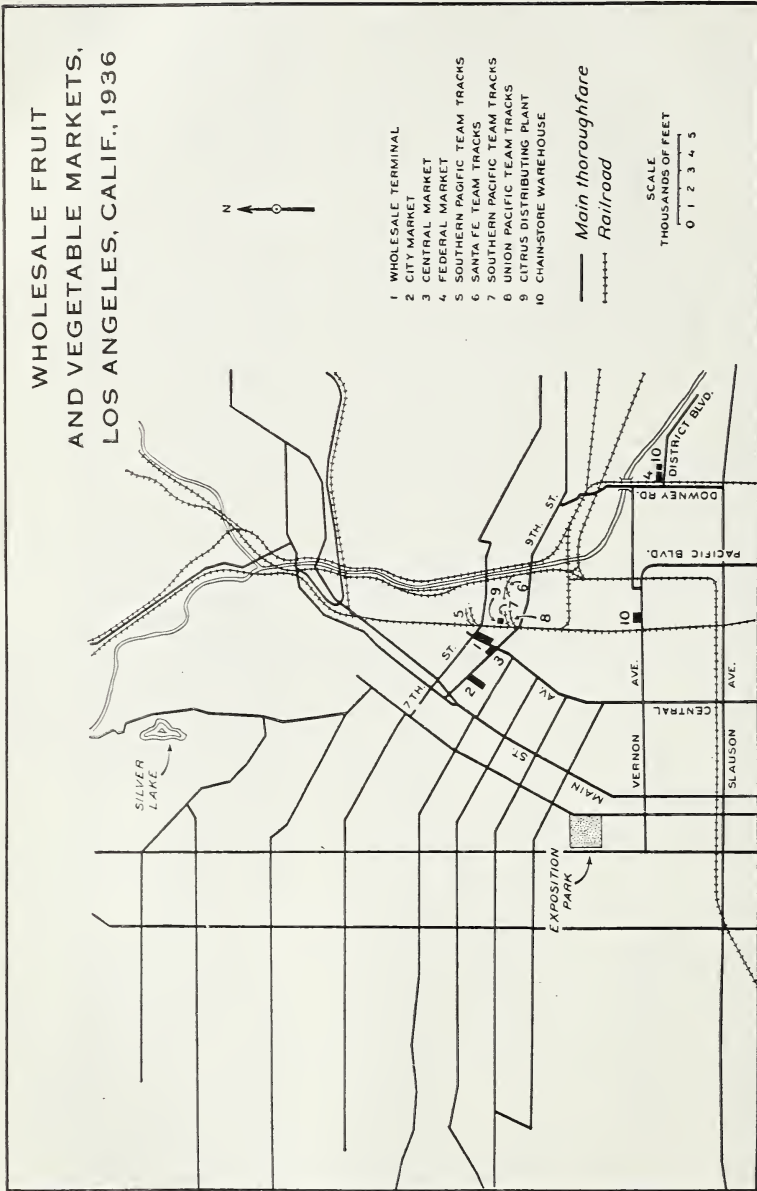


FIGURE 33.

LOS ANGELES, CALIF.

TABLE 17.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter and summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—				Total volume handled
			Rail	Motor-truck		Wholesale Terminal	City Market	Federal Market		
Wholesale Terminal ¹	Years 21	11 a. m. to 2 p. m.	Cars 8,180	Cars 17,340	Cars 25,520	Cars 1,530	Cars	Cars	Cars 27,050	
City Market ²	27	do	2,450	28,150	30,600	5,100			35,700	
Central Market	9	do	132	1,080	1,212				1,212	
Federal Market ³	9		12			1,100	1,200		12	
Chain stores ⁴			1,050	2,900	3,950				6,250	
Others			63	7,501	7,654				7,654	
Total			\$ 11,887	57,061	68,948	6,200	2,730		\$ 77,878	

¹ See fig. 34 for a view of this market.² See fig. 35 for a view of this market.³ The business of this market consisted mostly of sales of 2 banana houses.⁴ Chain-stores systems operating in the city. Approximate number of stores of each in city: 296, 17, 9, and 8. Estimated percentage of receipts distributed to out-of-town stores, 45.⁵ In addition there are several chains of from 2 to 5 retail stores which do not maintain central distributing warehouses.⁶ It was not possible to separate the boat and rail receipts by markets, so this figure includes the 357 cars received by boat.⁷ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 65 percent of the fruits and vegetables unloaded in Los Angeles was consumed within the city, and the remaining 35 percent was distributed to other cities. A large portion of the supplies of cities within a radius of 100 to 200 miles, such as Santa Barbara (97 miles), San Diego (123 miles), and Imperial Valley towns (200–225 miles) is obtained from Los Angeles. Truck receipts from Los Angeles are important in Fresno (220 miles), Las Vegas, Nev. (290 miles), and Phoenix, Ariz. (393 miles). Trucks also go with considerable regularity to Oakland, San Francisco, and Sacramento (largely with citrus fruits), and to points in Utah, Nevada, Arizona, and New Mexico; frequently to Oregon and Washington and occasionally to Colorado and Texas. In general, Fresno marks the northern limit and Phoenix the eastern limit of any large distribution by truck from Los Angeles.

Basis of data and estimates.—Figures on rail, truck, and boat receipts were taken from the records of the Federal market news service. The others were obtained from the records of railroads, dealers, and chain stores, supplemented by estimates of additional dealers and other informed persons. (All figures are exclusive of bananas.)

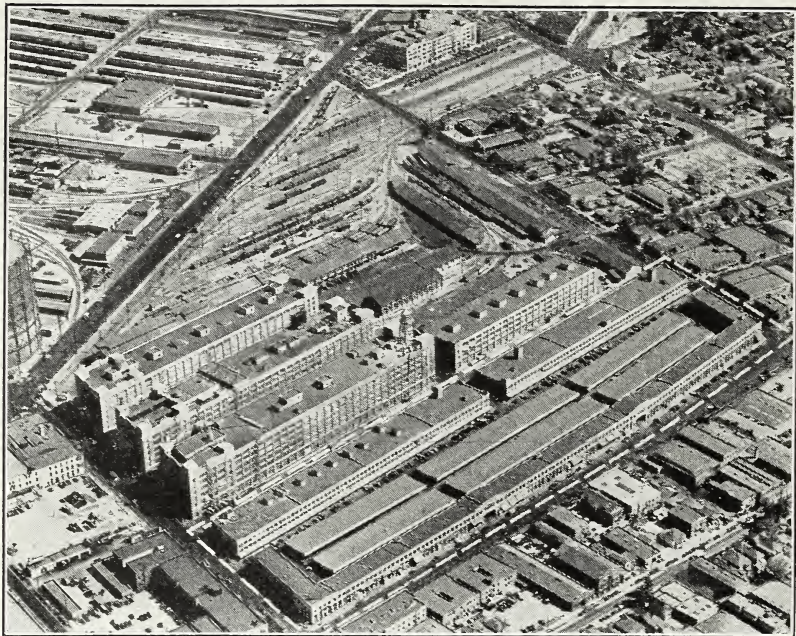


FIGURE 34.—The Wholesale Terminal Market, Los Angeles.



FIGURE 35.—The City Market, Los Angeles.

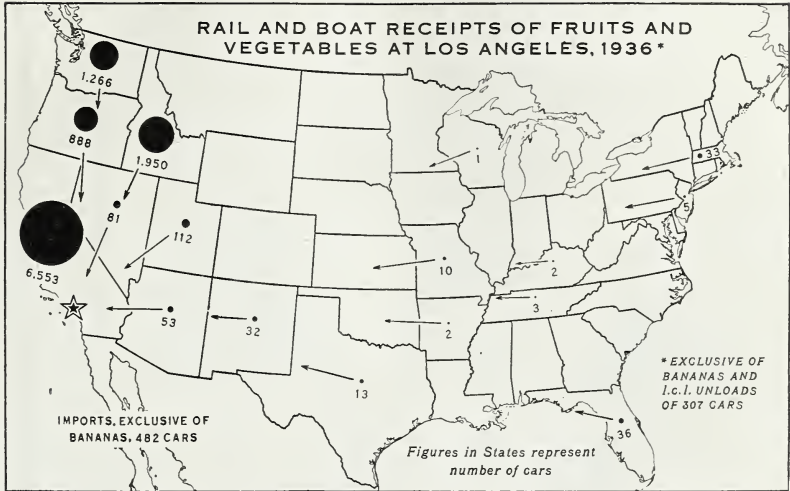


FIGURE 36.—In 1936, Los Angeles received 11,887 carloads of fruits and vegetables by rail and boat from 17 States and several foreign countries.

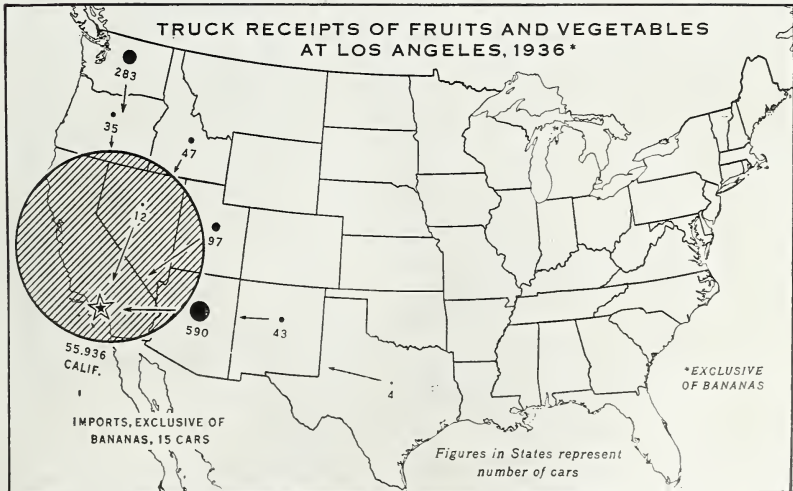


FIGURE 37.—More than four-fifths of the fruits and vegetables received in Los Angeles in 1936 arrived by motortruck from nine States and Mexico. These truck receipts amounted to the equivalent of 57,061 carloads.

WHOLESALE FRUIT AND VEGETABLE MARKETS, MEMPHIS, TENN., 1936

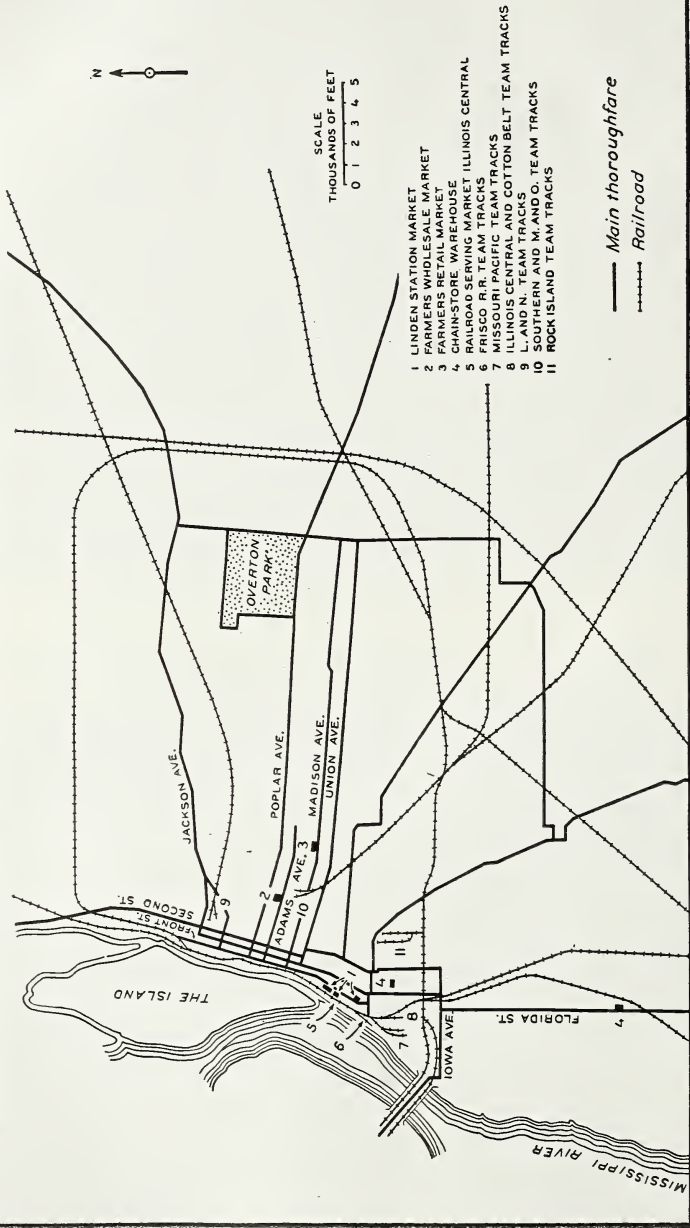


FIGURE 38.

MEMPHIS, TENN.

TABLE 18.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		Linden Station Market	Farmers' Wholesale Market	
Linden Station Market.....	Years 20	5 a. m. to 7 p. m.	5 a. m. to 7 p. m.	Cars	Cars	Cars	Cars	Cars	4,530
Farmers' Wholesale Market.....	3	5 a. m. to 8 a. m.	5 a. m. to 8 a. m.						1,745
Chain stores.....									
Total.....				4,152					

¹ 2 chain-store systems operating in the city. Approximate number of stores of each in city, 76 and 30. Estimated percentage of receipts distributed to out-of-town stores, 50.

Area of distribution.—It is estimated that approximately 50 percent of the fruits and vegetables unloaded in Memphis was consumed within the city, and the remaining 50 percent was distributed to towns and cities within a radius of 150 miles.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. The others are estimates from information received from representatives of the city government, the wholesale trade, the chain stores, and the county agent. (All figures are exclusive of bananas.)

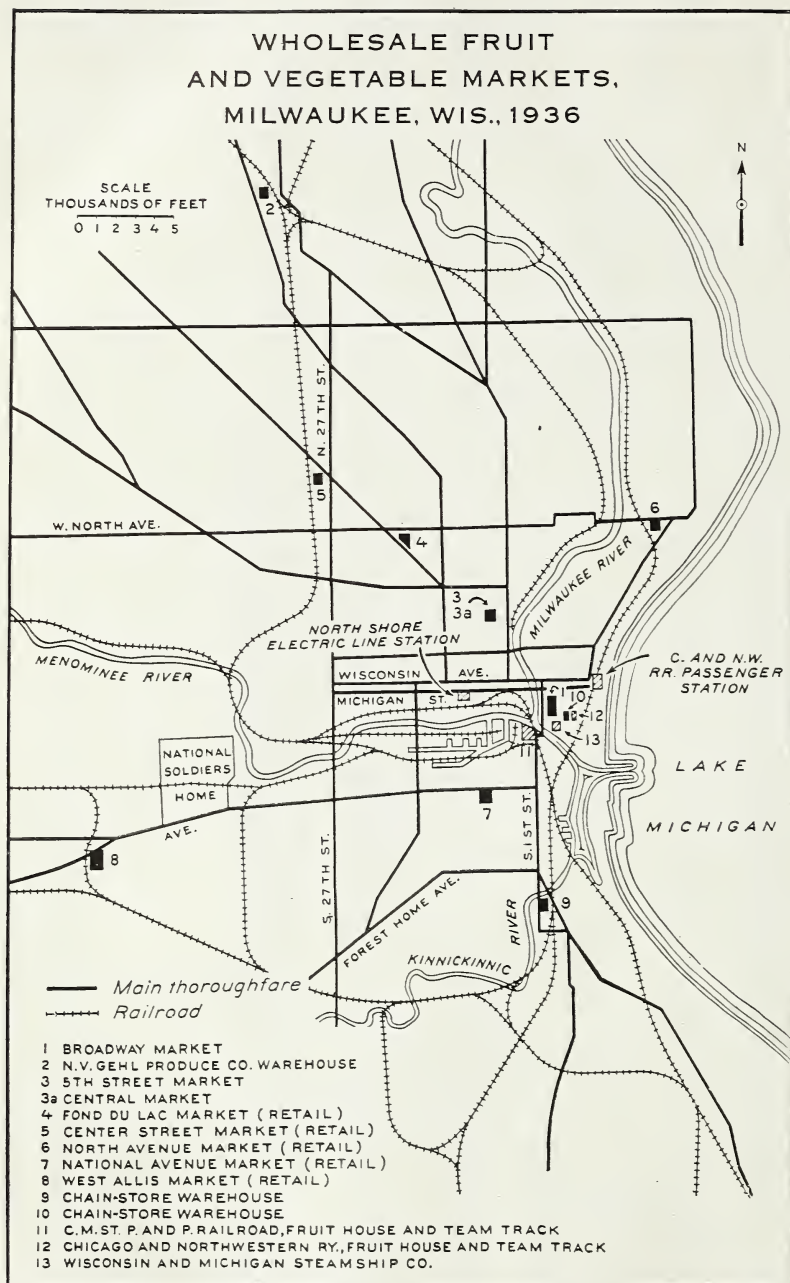


FIGURE 39.

MILWAUKEE, WIS.

TABLE 19.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from—			Total volume handled
				Rail	Motor-truck	Boat		Broad-way Market	Fifth Street Market	Central Market	
Broadway Market.....	Years 40	7 a. m. to 4 p. m.	6 a. m. to 3 p. m.	Cars 6,040	Cars 425	Cars 156	Cars 6,621	Cars	Cars	Cars	Cars
Fifth Street Market.....	21	do	6 a. m. to 4 p. m.	1,510	81	28	1,619				
Central Market.....	33	6 a. m. to 11 a. m.	5 a. m. to 11 a. m.		700		700				
N. V. Gehl Produce Co. Warehouse.....	28	7 a. m. to 5 p. m.	7 a. m. to 5 p. m.	11	75		87	300	100		1,447
Chain stores ¹				847	200		1,047				
Others (municipal retail markets).....					607		607				
Total.....				8,408	2,149	184	10,741				

¹ Does some retailing.

² Chain-store systems operating in the city. Approximate number of stores of each in city: 112 and 51. Estimated percentage of receipts distributed to out-of-town stores, 33 1/3.

Area of distribution.—It is estimated that approximately 85 percent of the fruits and vegetables unloaded in Milwaukee was consumed within the city and the remaining 15 percent was distributed throughout the surrounding territory north to Green Bay (120 miles), west to Madison (85 miles) and south to Kenosha (35 miles). Occasionally a truck from Winnipeg, Canada, brings in fish and returns with fruits and vegetables. The chain-store warehouses serve their stores as far as Rhinelander (245 miles) to the north, Portage (100 miles) to the west, and Beloit (75 miles) to the south.

Basis of data and estimates.—Figures on rail and boat receipts were taken from records of the Federal market news service. The others are estimates obtained from representatives of the chain stores, wholesalers, and municipal markets. (All figures are exclusive of bananas.)

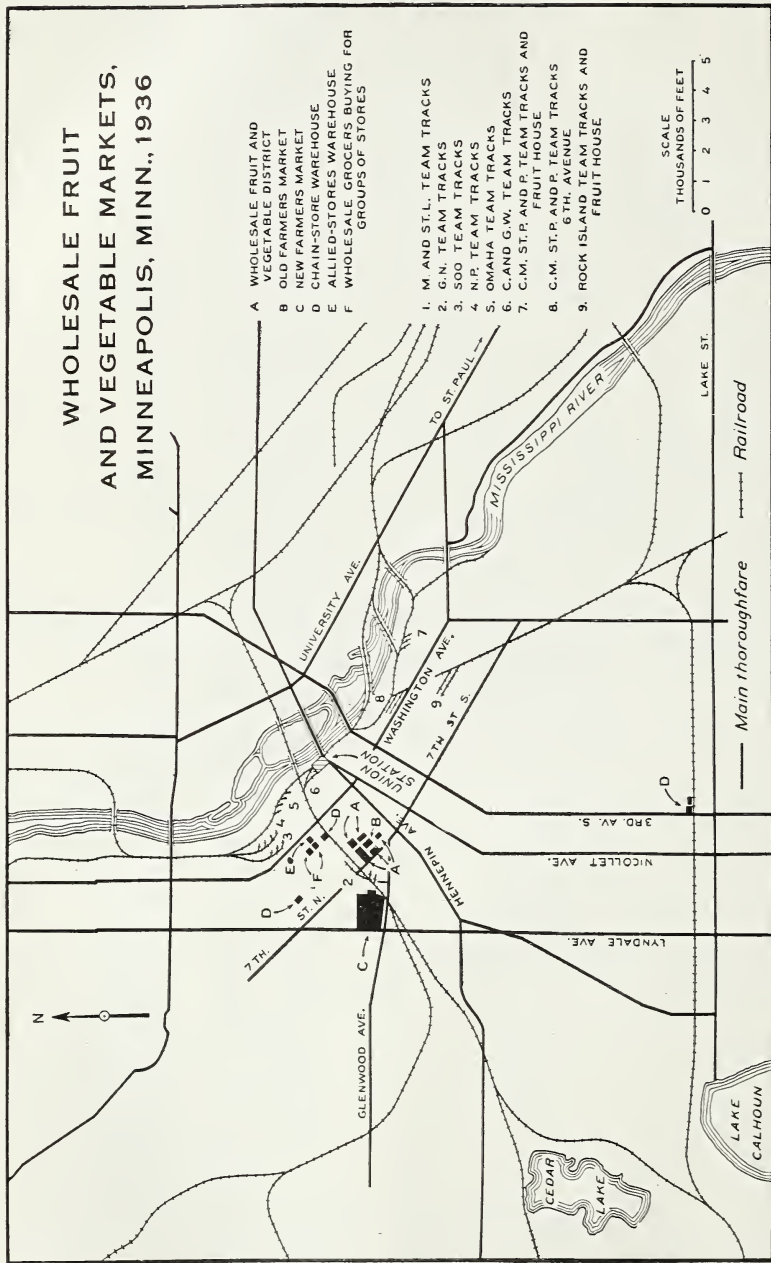


FIGURE 40.

MINNEAPOLIS, MINN.

TABLE 20.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—			Total volume handled
				Rail	Motor-truck		Whole-sale Fruit and Vegetable District	Old Farmers' Market	New Farmers' Market	
Wholesale Fruit and Vegetable District	Years 40	7 a. m. to 5 p. m.	5:30 a. m. to 3:30 p. m.	Cars 8,026	Cars 802	Cars 8,828	Cars 150	Cars 350	Cars 9,328	
Old Farmers' Market ¹	40	None	5 a. m. to indefinite	400	400	400	—	—	400	
New Farmers' Market	(?)	do	5 a. m. to noon	8,800	8,800	8,800	—	—	8,800	
Chain stores ²				900	900	990	750	500	2,240	
Voluntary or cooperative chains				230	25	275	1,200	1,000	2,475	
Total				9,176	10,117	19,293	1,950	1,850	423,243	

¹ Ceased to operate after 1936 season.² Just built.³ 7 chain-store systems operating in the city. Approximate number of stores of each in city: 58, 26, 21, 7, 5, and 1. Estimated percentage of receipts distributed to out-of-town stores, 50. In addition to these chain stores Minneapolis has 3 voluntary or cooperative buying groups. The largest of these buys for about 70 stores and the others buy for 70 and 50 stores. These voluntary chains distribute about 5 percent of their supplies to out-of-town stores.⁴ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 50 percent of the fruits and vegetables brought into Minneapolis was consumed within the city. The remaining 50 percent was distributed to all parts of Minnesota, northern Wisconsin, the eastern part of the Dakotas and occasionally to Winnipeg, Canada.

Basis of data and estimates.—Figures on rail receipts were taken from the records of the Federal market news service. The others are the result of estimates obtained from the representatives of the farmers' markets, all commission houses, chain stores, and cooperative buying groups. (All figures are exclusive of bananas.)

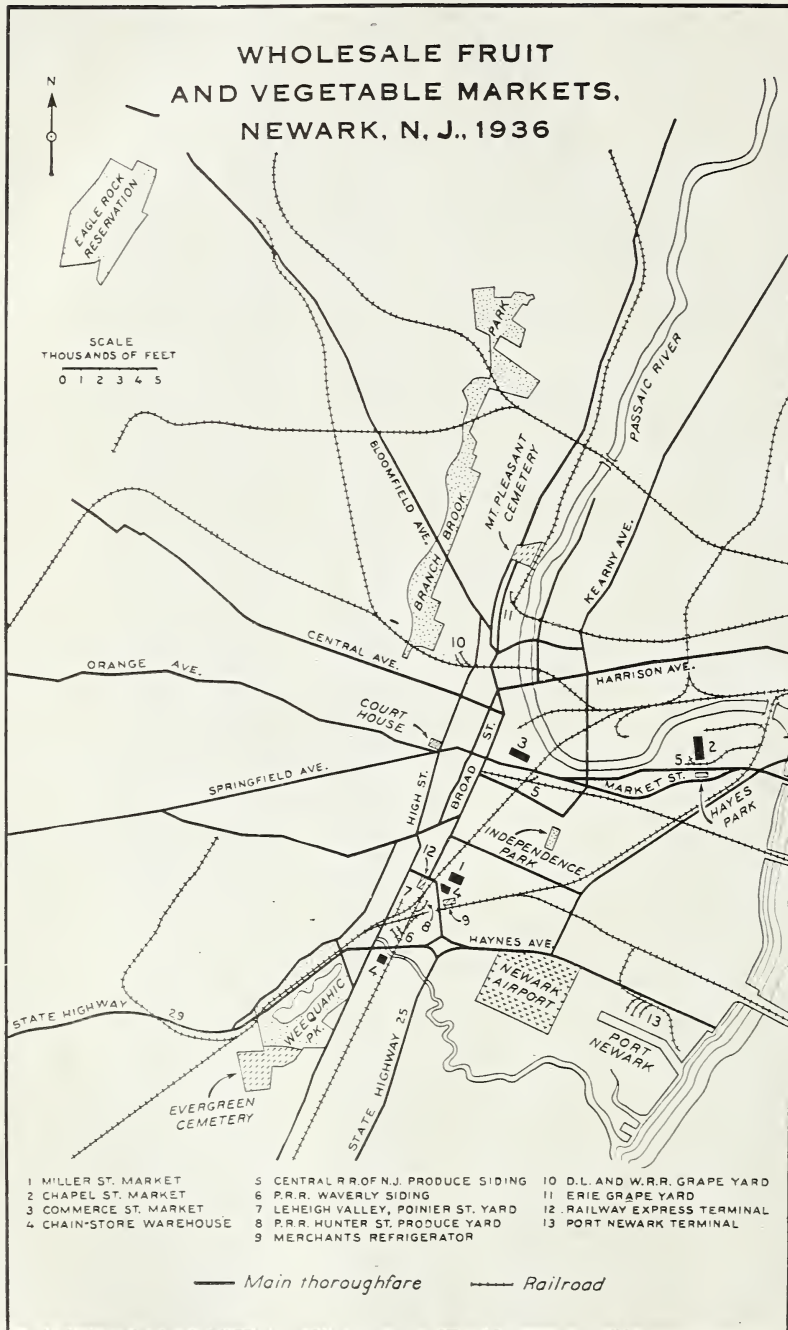


FIGURE 41.

NEWARK, N. J.

TABLE 21.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1935

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—				Total volume handled	
				Rail	Motortruck from		Total direct receipts	Miller Street Market	Chapel Street Market	Commerce Street Market		Grape yards
					Producing areas	New York City						
Miller Street Market.....	Years 14	1 a. m. to 2 p. m.	11 p. m. to 2 p. m.	Cars 4,906	Cars 2,350	Cars 12,987	Cars 50	Cars 50	Cars 50	Cars 13,037		
Chapel Street Market.....	6	3 a. m. to 2 p. m.	9 p. m. to 2 p. m.	5,000	1,000	681	50	50	50	50		
Commerce Street Market.....	60	Irregular	Opens 4 to 5 a. m.	7,500	300	9,025	100	100	100	100		
Grape yards ¹				1,073		1,073					1,073	
Chain stores ²				2,000	600	4,200	750	750	50	50	6,000	
Other.....				\$ 40		4 759					859	
Total.....				9,019	14,000	4,250	1,705	900	50	50	\$ 31,409	

¹ There are 3 railroad yards at which grapes are sold: Lackawanna, Erie, and the Hunter Street Yard of the Pennsylvania.

² 4 chain-store systems operating in the city. Approximate number of stores of each in city: 120, 25, 25, and 25. Estimated percentage of receipts distributed to out-of-town stores, 85.

³ These were temporarily placed in storage and then reshipped to New York.

⁴ These were potatoes received from Prince Edward Island practically all of which were used for seed purposes.

⁵ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 25 percent of the fruits and vegetables unloaded in Newark was consumed within the city. The other 75 percent was distributed within a radius of 100 to 125 miles, covering points in northern New Jersey, south to Asbury Park and Lakewood.

Basis of data and estimates.—Figures on rail, truck and boat receipts were taken from the records of the Federal market news service. The others are estimates from representatives of the chain stores, the farmers' markets, and representative dealers of the three principal markets. (All figures are exclusive of bananas.)

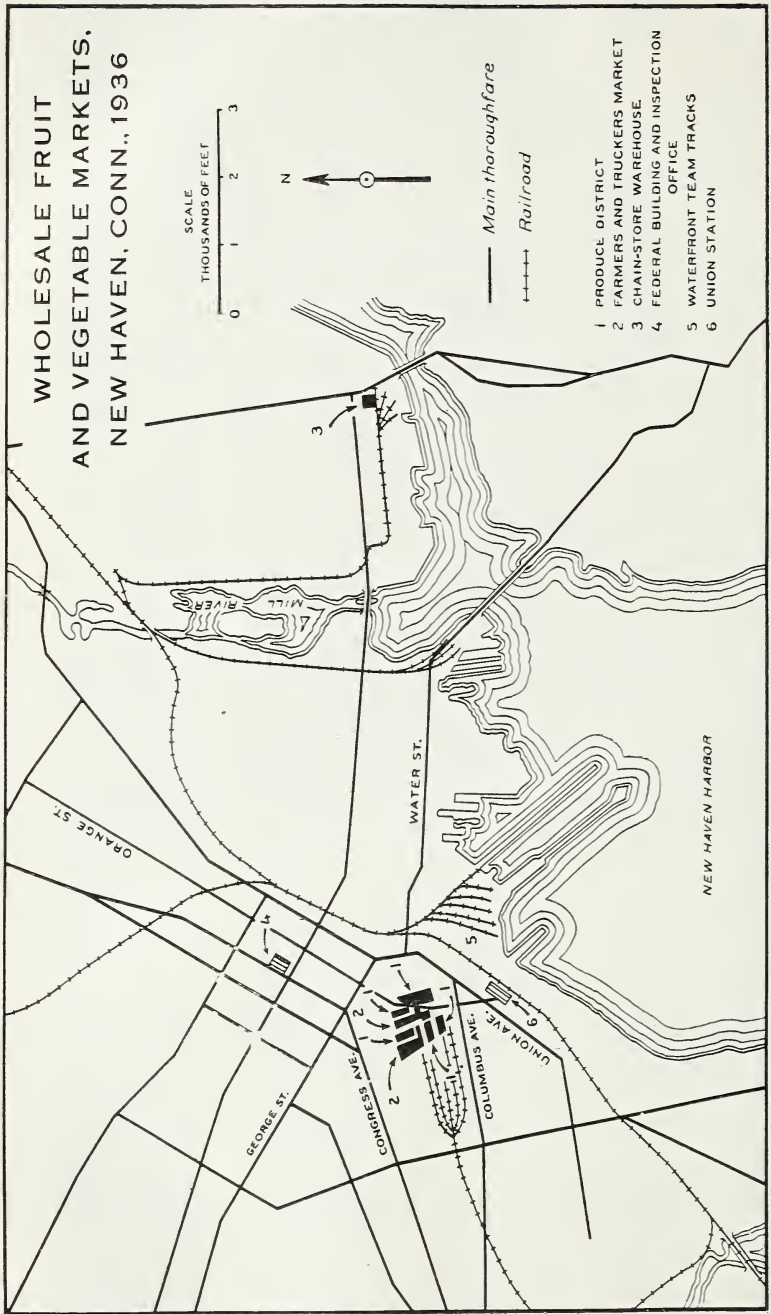


FIGURE 42.

NEW HAVEN, CONN.

TABLE 22.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from produce district	Total volume handled
				Rail	Motor truck			
Produce district:	Years	6 a. m. to 6 p. m.	4 a. m. to 9 p. m.	Cars	Cars	Cars	Cars	Cars
Stores for dealers.....	25	do.	do.	3,042	4,915	7,957	-----	7,957
Space for farmers and truckers.....	12	-----	-----	300	2,350	650	100	750
Chain stores ¹	-----	-----	-----	3,342	25,265	8,007	100	28,707
Total.....	-----	-----	-----	-----	-----	-----	-----	-----

¹ 2 chain-store systems operating in the city. Approximate number of stores of each in city: 60 and 50. Estimated percentage of receipts distributed to out-of-town stores, 60.
² Including produce trucked from a Hartford warehouse to chain stores in New Haven.
³ 2,500 cars were local trucked from Hartford, 2,765 cars from out of the State, principally New York, N. Y.
⁴ This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the produce district and the chain stores.

Area of distribution.—It is estimated that approximately 80 percent of the fruits and vegetables unloaded in New Haven was consumed within the city, while the remaining 20 percent was distributed within a radius of 25 miles to the west and southwest and 50 miles to the north and east.

Basis of data and estimates.—Figures on rail receipts, truck and local produce were taken from the report of the Bureau of Markets of the Connecticut State Department of Agriculture. The others are estimates based on information from local dealers of the produce market. (All figures are exclusive of bananas.)

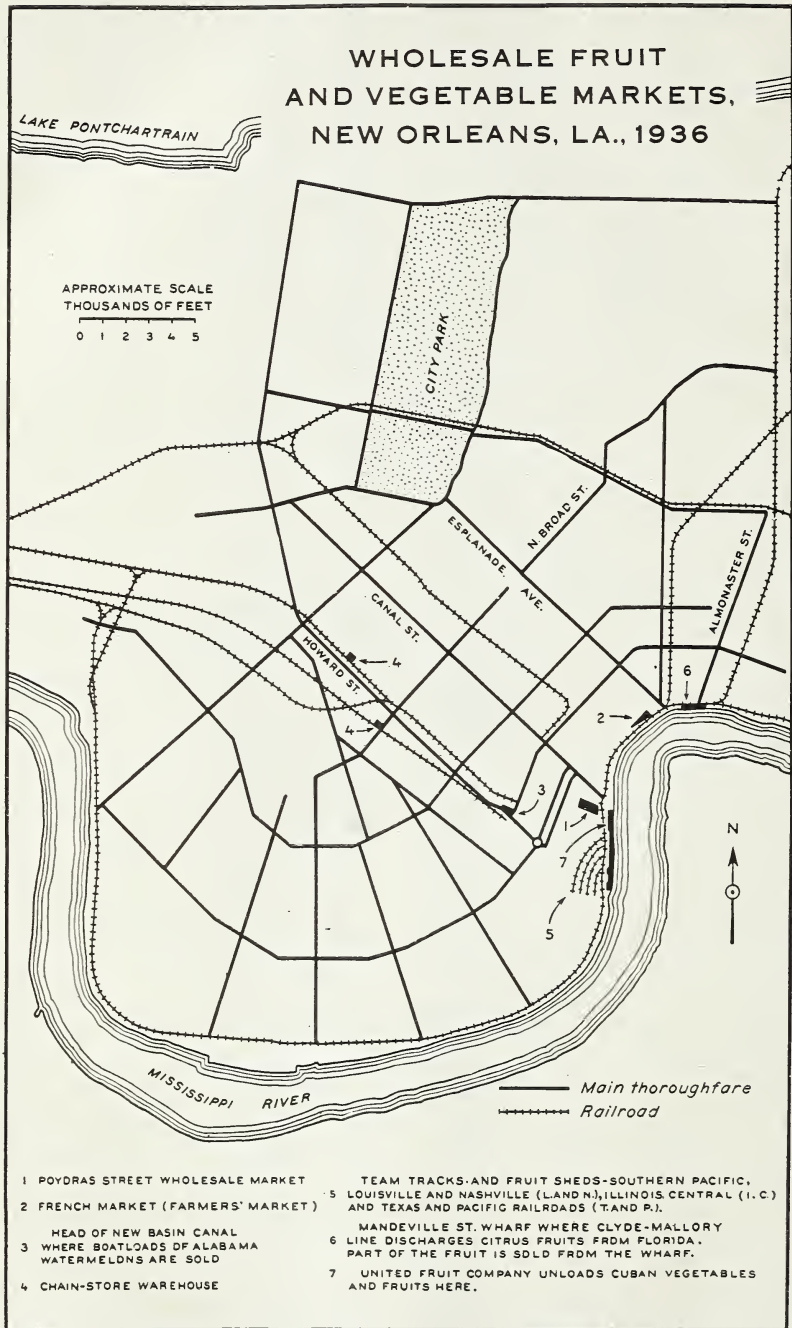


FIGURE 43.

NEW ORLEANS, LA.

TABLE 23.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—				Total volume handled	
				Rail	Motor-truck	Boat	Total direct receipts	Poydras Street Market	French Market	New Basin Canal		Mandeville Street Wharf
Poydras Street Market.....	Years 60	6:30 a. m. to 5 p. m.	6 a. m. to 5 p. m.	Cars 3,700	Cars 100	Cars 920	Cars 4,720	Cars 30	Cars 50	Cars 25	Cars 15	Cars 4,785
French Market.....	145	3 a. m. to 7 p. m.	2 a. m. to 8 p. m.	50	4,400	144	4,594	375	---	---	25	5,019
New Basin Canal.....	11	---	5 a. m. to 6 p. m.	---	---	526	526	---	---	---	---	526
Mandeville Street Wharf ²	11	7 a. m. to noon.	---	110	---	100	210	150	400	50	---	50
Chain stores ³	---	---	---	---	---	100	100	---	---	---	---	100
Other.....	---	---	---	---	---	---	---	---	---	---	---	---
Total.....	---	---	---	3,860	4,500	1,840	10,200	525	450	75	40	11,290

¹ Watermelons.² Citrus fruits are unloaded here. The figure for receipts at this market includes only sales made here, and not the 522 cars unloaded here and hauled directly to other markets.³ 2 chain-store systems operating in the city. Approximate number of stores of each in city, 115 and 60. Estimated percentage of receipts distributed to out-of-town stores, 10.⁴ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 75 percent of the fruits and vegetables unloaded in New Orleans was consumed within the city, and the remaining 25 percent was distributed, for the most part, within a radius of 250 miles. Some sales were made to merchants in the West Indies and Mexico, also a few sales to the Panama Railway for its commissaries in the Canal Zone.

Basis of data and estimates.—Figures on rail and boat receipts were taken from reports of the Federal market news service. The others are estimates obtained from representatives of the chain stores and wholesale trade. (All figures exclusive of bananas.)

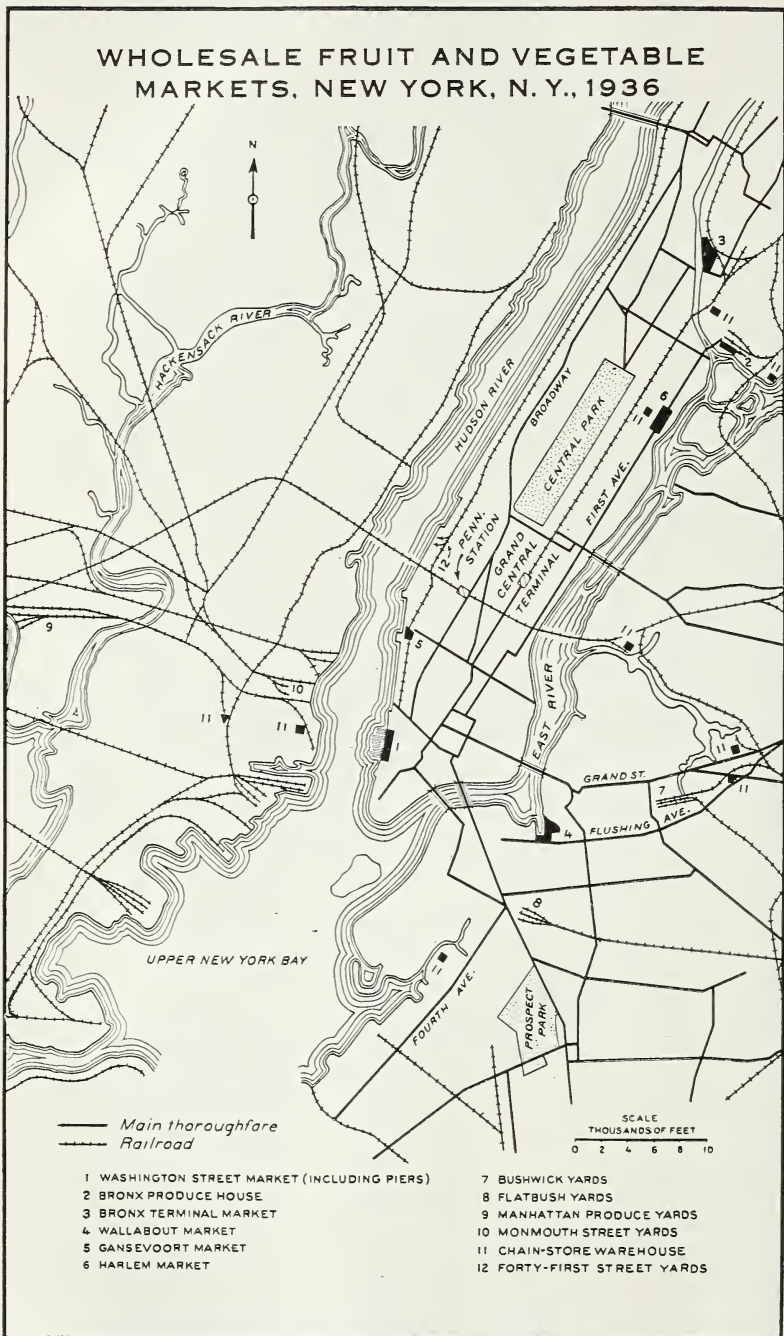


FIGURE 44.

NEW YORK, N. Y.

TABLE 24.—Markets operating, years in existence, selling hours, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from other markets ¹	Total volume handled
				Rail	Motor-truck	Boat			
Washington Street ²	Years 99 or more	1 a. m. to 6 p. m.; 6 a. m. to 11 a. m.	11 p. m. to 11 a. m.; 4 p. m. to midnight.	Cars 72,042	Cars 24,978	Cars 23,081	Cars 120,101	Cars 120,101	
Wallabout	49 or more	4 p. m. to 6 p. m.; 6 a. m. to 11 a. m.	do	840	17,856	400	19,096	-----	
Bronx Terminal	2 or more	do	do	1,095	18,758	320	20,173	-----	
Bronx Produce House	49 or more	6 a. m. to 5 p. m.	5 a. m. to 5 p. m.	3,092	653	100	3,845	-----	
Gansevoort	do	4 p. m. to 6 p. m.; 6 a. m. to 11 a. m.	6 a. m. to 11 a. m.; 4 p. m. to midnight.	-----	6,471	-----	6,471	-----	
Harlem	do	8 or 9 a. m.	4 or 5 a. m.	17,500	1,200	-----	18,700	-----	
Chain stores ³	-----	-----	-----	3,950	9,000	2,000	28,500	28,500	
Miscellaneous	-----	-----	-----	98,519	78,916	25,931	203,336	-----	
Total	-----	-----	-----	-----	-----	-----	-----	-----	

¹ Principally the Washington Street Market.

² See figs. 45 and 46 for views of this market.

³ 11 chain-store systems operating in the city. Approximate number of stores of each in city: 1,406, 683, 630, 638, 556, 125, 35, 15 (number less than 15 for 3 chain-store systems.) Estimated percentage of receipts distributed to out-of-town stores, 10.

Area of distribution.—It is estimated that approximately 90 percent of the fruits and vegetables unloaded in New York was consumed within the city and the remaining 10 percent was distributed to cities and towns within a radius of 50 miles. The proximity of other cities large enough to handle carlots of most of the common fruits and vegetables limits the distribution from New York. The growth of the fruit and vegetable business in these smaller cities has been instrumental in curtailing the volume handled through the New York markets.

Basis of data and estimates.—Figures on rail, boat, and most of the truck receipts were taken from records of the Federal market news service. Others are from representative dealers and officials of the Port of New York Authority, New York City Department of Public Markets, Weights and Measures, the chain stores, and railroads. (All figures are exclusive of bananas.)



FIGURE 45.—Washington Street in the heart of the Washington Street Market, New York.

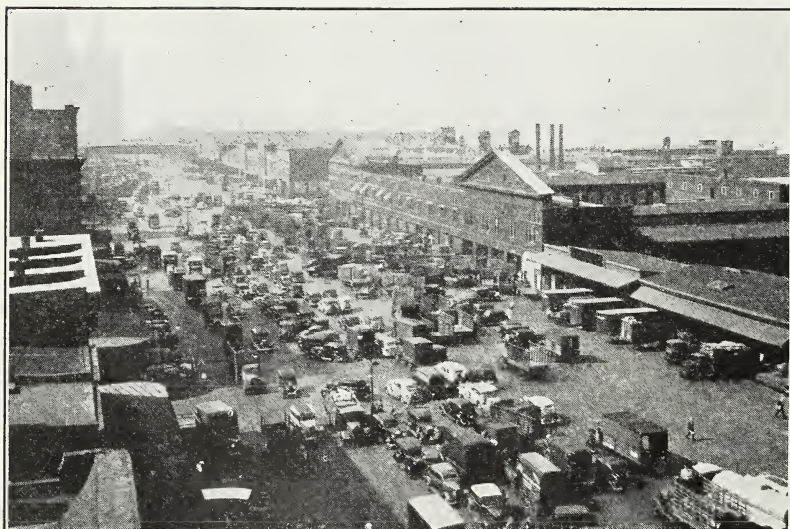


FIGURE 46.—West Street in front of pier 21 where auction sales are held, Washington Street Market, New York.

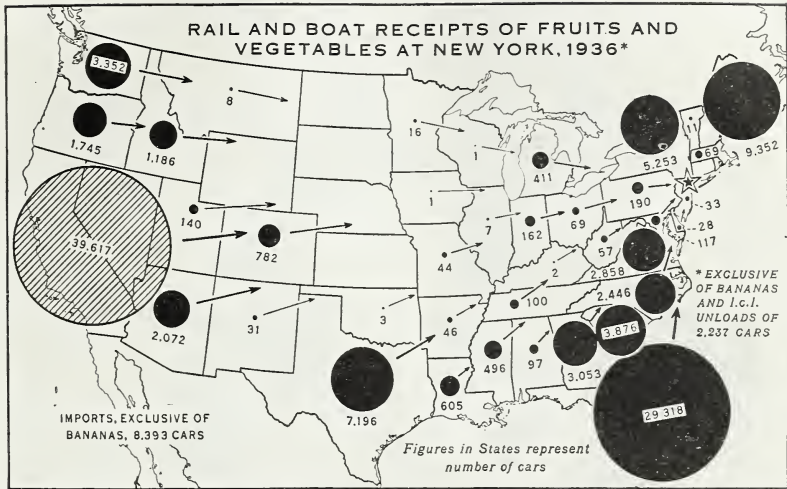


FIGURE 47.—In 1936 New York received 98,519 carloads of fruits and vegetables by rail and the equivalent of 25,901 carloads by boat. These supplies came from 39 States and 19 foreign countries.

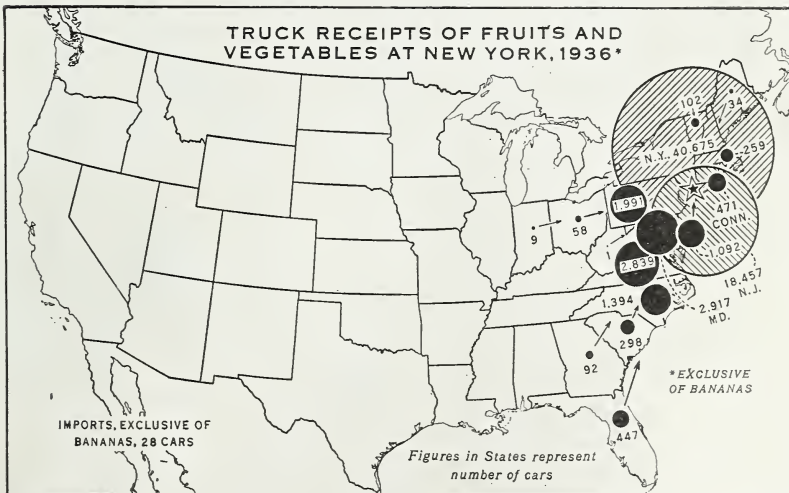


FIGURE 48.—Approximately 78,916 cars of fruits and vegetables were brought into the markets of New York in 1936 by motortrucks. These truck receipts, amounting to nearly 40 percent of New York's fruit and vegetable supply, came from 17 States and Canada.



FIGURE 49.

NORFOLK, VA.

TABLE 25.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—			Total volume handled
				Rail	Truck	Boat	Roanoke Avenue Market	Brewer Street Market	Farmers' Market	
Roanoke Avenue Market	99	6 a. m. to 4 p. m.	5 a. m. to 4 p. m.	Cars 553	Cars 465	Cars 193	Cars 1,211	Cars 50	Cars 57	Cars 1,318
Brewer Street Market	25	4:30 a. m. to 5 p. m.	3 a. m. to 5 p. m.	428	802	280	1,510	75	168	1,753
Farmers' Market	44	4 a. m. to 5 p. m.	1 a. m. to 5 p. m.	250	450	90	450	101	86	450
Chain stores ¹					52		392		42	621
Total				1,231	1,769	563	3,563	176	267	4,142

¹ 2 chain-store systems operating in the city. Approximate number of stores of each in city: 84 and 23. Estimated percentage of receipts distributed to out-of-town stores, 50.

² The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 75 percent of the fruits and vegetables unloaded in Norfolk was consumed within the city, while the remaining 25 percent was distributed to the north to Old Point, Hampton, Newport News, and Williamsburg, Va., to the west as far as Suffolk, Va., and to the south to Virginia Beach, Va., and Elizabeth City, N. C. Occasionally loads go as far as Rocky Mount, N. C.

Basis of data and estimates.—Figures on rail and boat receipts were taken from records of the Federal market news service. The others are based on estimates obtained from the dealers in the three principal markets. Figures on Roanoke Avenue Market are based on complete records of dealers handling nearly one-half of the business of this market. (All figures exclusive of bananas.)

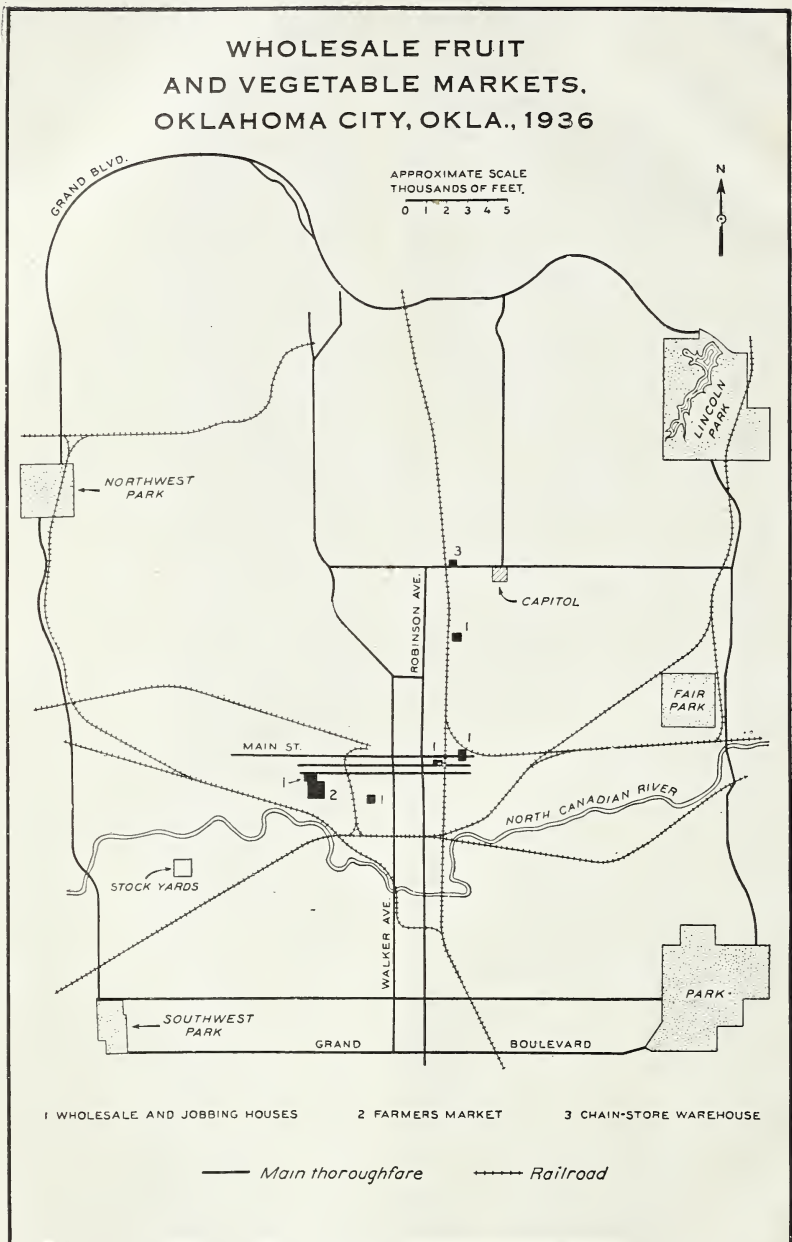


FIGURE 50.

OKLAHOMA CITY, OKLA.

TABLE 26.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from other markets	Total volume handled
				Rail	Motor-truck			
Wholesalers' and jobbers' houses 1	Years 14	24 hours a day	24 hours a day	Cars 2,374	Cars 1,516	Cars 3,890	Cars	Cars 3,890
Public Market (Farmers' Market)	12	.00	.00	574	4,379	4,953	-----	4,953
Chain stores 2				405	245	650	-----	650
Total				3,353	6,140	9,493	-----	9,493

1 The stores of the wholesalers' and jobbers' market are not located in 1 area but are scattered over the business section of the city.

2 Chain-store systems operating in the city. Approximate number of stores of each in city: 25 and 17. Estimated percentage of receipts distributed to out-of-town stores, 66.7%.

Area of distribution.—It is estimated that approximately 75 percent of the fruits and vegetables unloaded in Oklahoma City was consumed within the city and that the remaining 25 percent was distributed to places within a radius of 100 miles. This area extended farther toward the west than toward the east because some of the territory east of Oklahoma City was served from Tulsa.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. Truck figures, reasonably accurate, were obtained by a close check with all dealers. (All figures are exclusive of bananas.)

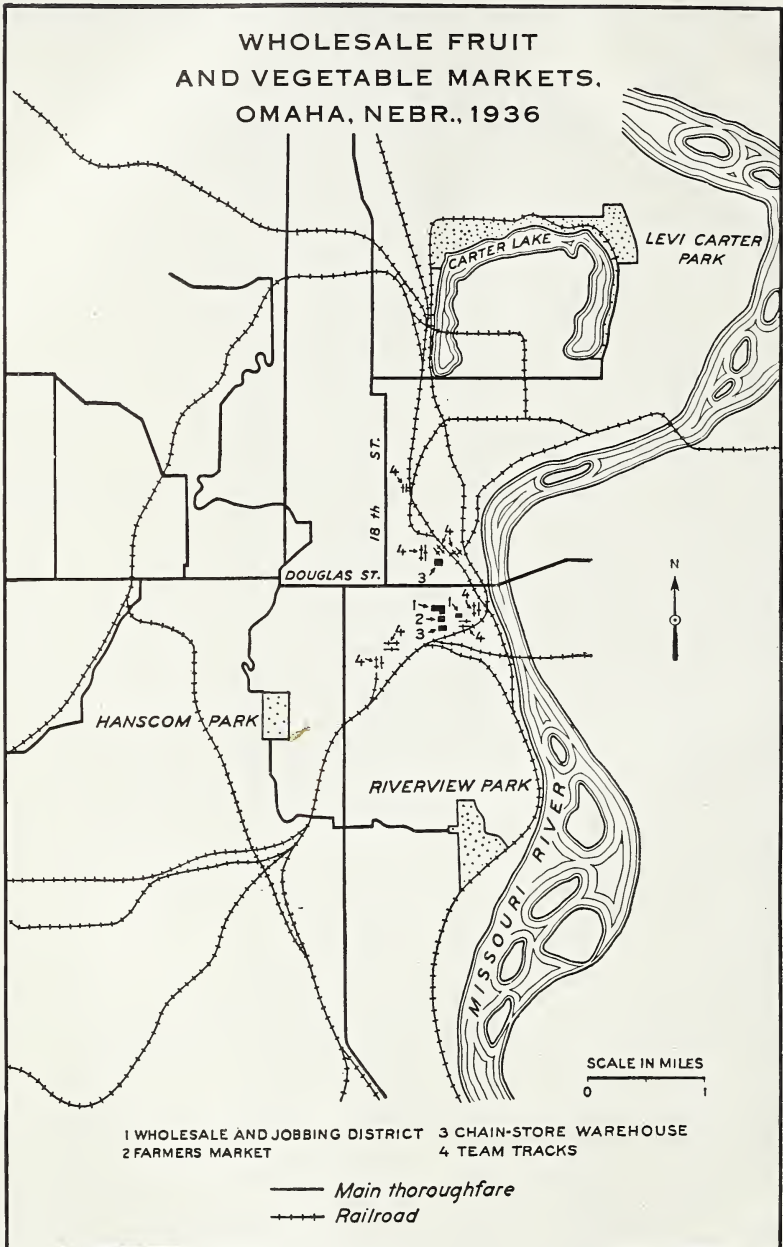


FIGURE 51.

OMAHA, NEBR.

TABLE 27.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		Wholesale and jobbing district	Farmers' Market	
Wholesale and jobbing district.....	Years 50	5:30 a. m. to 5 p. m.	4:30 a. m. to 6 p. m.	Cars 3,439	Cars 850	Cars 4,309	Cars 30	Cars 4,359	
Farmers' Market.....	34	Closed	4 a. m. to 6 p. m.	1,100	1,100	1,100	125	1,100	
Chain stores ¹				1,600	175	1,775	10	1,910	
Total.....				5,059	2,125	7,184	10	7,369	

¹ 2 chain-store systems operating in the city. Approximate number of stores of each in city: 35 and 25. Estimated percentage of receipts distributed to out-of-town stores, 15.

² The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 75 percent of the fruits and vegetables unloaded in Omaha was consumed within the city and the remaining 25 percent was distributed to places in Nebraska and Iowa within a radius of 150 miles of Omaha and to a few places in South Dakota as far as 200 miles away.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are based on estimates of the various commission merchants and reports received from the chain stores. (All figures are exclusive of bananas.)

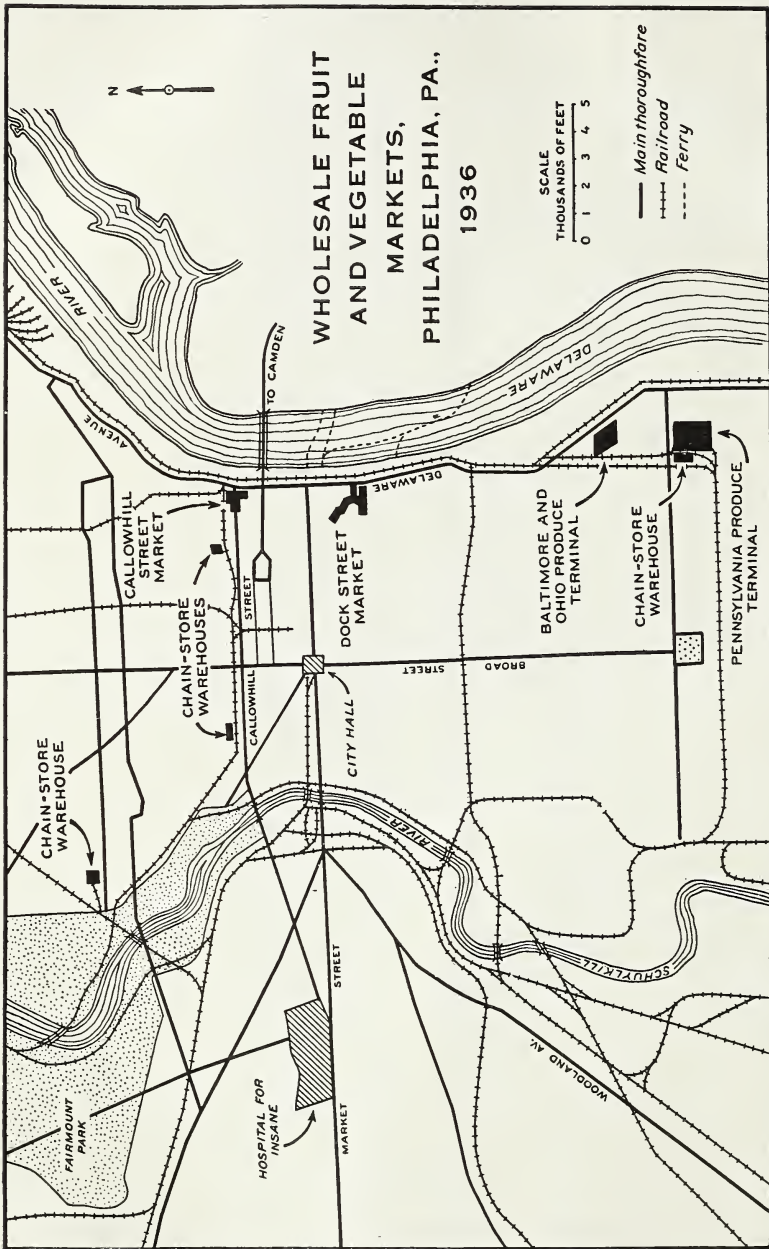


FIGURE 52.

PHILADELPHIA, PA.

TABLE 28.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—				Total volume handled
				Rail	Motor-truck	Boat	Total direct receipts	The Terminal ¹ Market	Dock Street Market	Callow-hill Street Market	
The "Terminal" ¹	Years 9	Private 6:30 a. m.; auction 8:30 a. m.	Private 5:30 a. m.; auction 8 a. m.	Cars 27,812	Cars 22,922	Cars 27,812	Cars 27,812	Cars 10,137	Cars 434	Cars 2,000	Cars 30,812
Dock Street Market	75	4 a. m. to 2 p. m.	9 p. m. to 10 a. m.	5,814	6,152	6,152	2,804	672	200	35	33,693
Callow-hill Street Market	85	do.	do.	374	1,932	4,365	4,006	2,319	232	1,365	9,663
Delaware River piers					552	7,746	7,746				14,370
Chain stores ⁴											926
Others											
Total				34,000	31,558	4,365	69,923	16,947	2,991	3,467	\$ 90,829

¹ Consists of the Pennsylvania Produce Terminal and the Baltimore & Ohio-Reading Produce Terminal. See figs. 6, 53 and 54 for views of this market.

² Chiefly citrus fruit.

³ Of this number 3,000 cars were reshipped by rail to the terminals for sale, leaving for sale the amount shown under total volume.

⁴ 4 chain-store systems operating in the city. Approximate number of stores of each in city: 827, 383, 6, and 4. Estimated percentage of receipts distributed to out-of-town stores, 45.

⁵ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—Approximately 65 percent of the fruits and vegetables unloaded in Philadelphia was consumed in the city, while the other 35 percent was trucked to other towns and cities in the Philadelphia vicinity. The area of distribution from the Philadelphia markets includes the southern two-thirds of New Jersey (Atlantic City, Trenton, Camden, Asbury Park, and Cape May); a part of Delaware, including Wilmington; the eastern part of Pennsylvania, west to Harrisburg and northward to Williamsport, Wilkes-Barre, and Scranton.

Basis of data and estimates.—Figures on rail, truck, and boat receipts by markets were taken from the records of the Federal market news service. The intermarket movement and distribution are based on records obtained from the dealers and chain stores for two sample periods, one in January and the other in July. (All figures are exclusive of bananas.)



FIGURE 53.—Baltimore & Ohio-Reading Produce Terminal, Philadelphia.

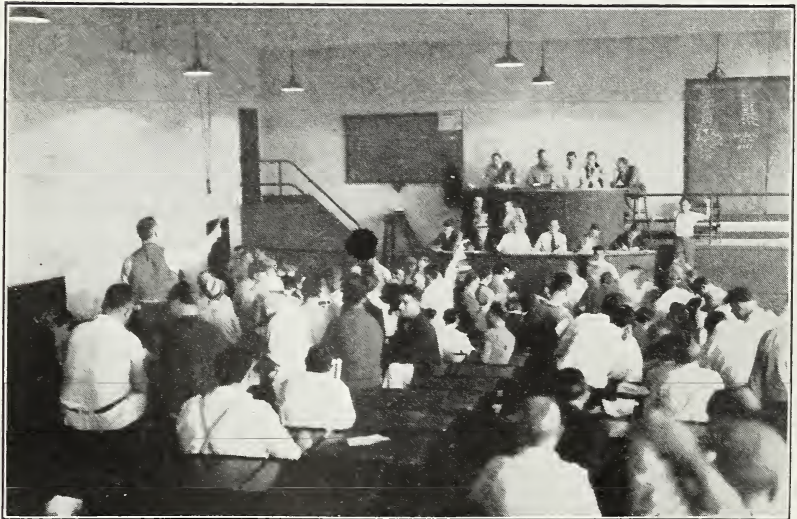


FIGURE 54.—Sale at the Philadelphia Terminals Auction Co.

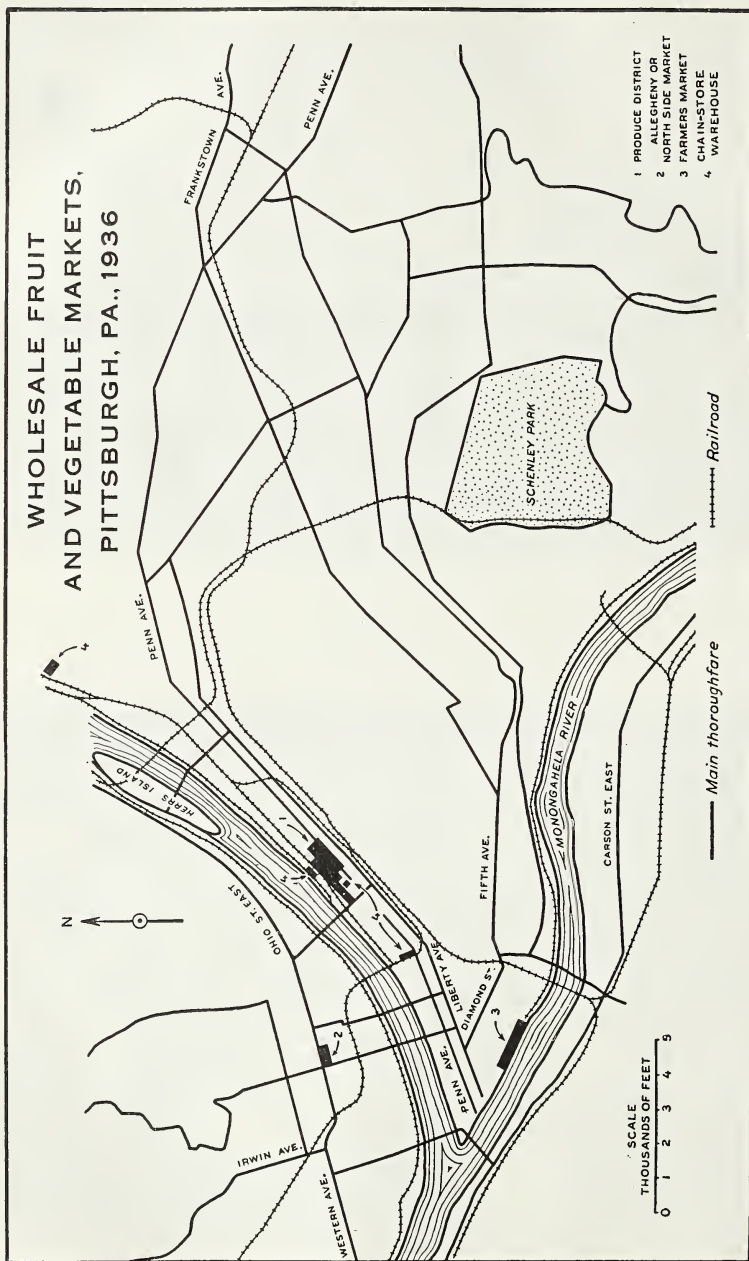


FIGURE 57.

PITTSBURGH, PA.

TABLE 29.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor truck		Produce district	Farmers' Market	
Produce district:	Years								
Pennsylvania Produce Terminal	7	6 a. m. to 9 a. m.	6 a. m. to 9 a. m.	Cars	Cars	Cars	Cars	Cars	25,184
Stores	38	5:30 a. m. to 2 p. m.	3 a. m. to 2 p. m.	21,059	4,000	25,059	125	125	510
Farmers' Market 1	21		6:30 p. m. to 2 a. m.	4,750	500	5,050	10	10	7,700
Chain stores 2					300				
Others (North Side Retail Market)					150				150
Total				25,809	34,950	30,759	2,660	2,660	433,544

1 This market is known locally as the Wharf Market. It operates only in the summer and fall and is open on Monday, Wednesday, and Friday. Partly retail stores, 44.

2 4 chain-store systems operating in the city. Approximate number of stores of each in city: 339, 165, 75 and 36. Estimated percentage of receipts distributed to out-of-town stores, 44.

3 Does not include direct truck receipts by canning companies.

4 The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 40 percent of the fruits and vegetables unloaded in Pittsburgh was consumed within the city and the remaining 60 percent was distributed to cities and towns within a radius of 75 miles.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are estimates from representatives of the Pennsylvania, New York Central, and Baltimore & Ohio Railroads, the chain stores, the manager of the North Side Market, city officials, and informed members of the trade. (All figures are exclusive of bananas.)

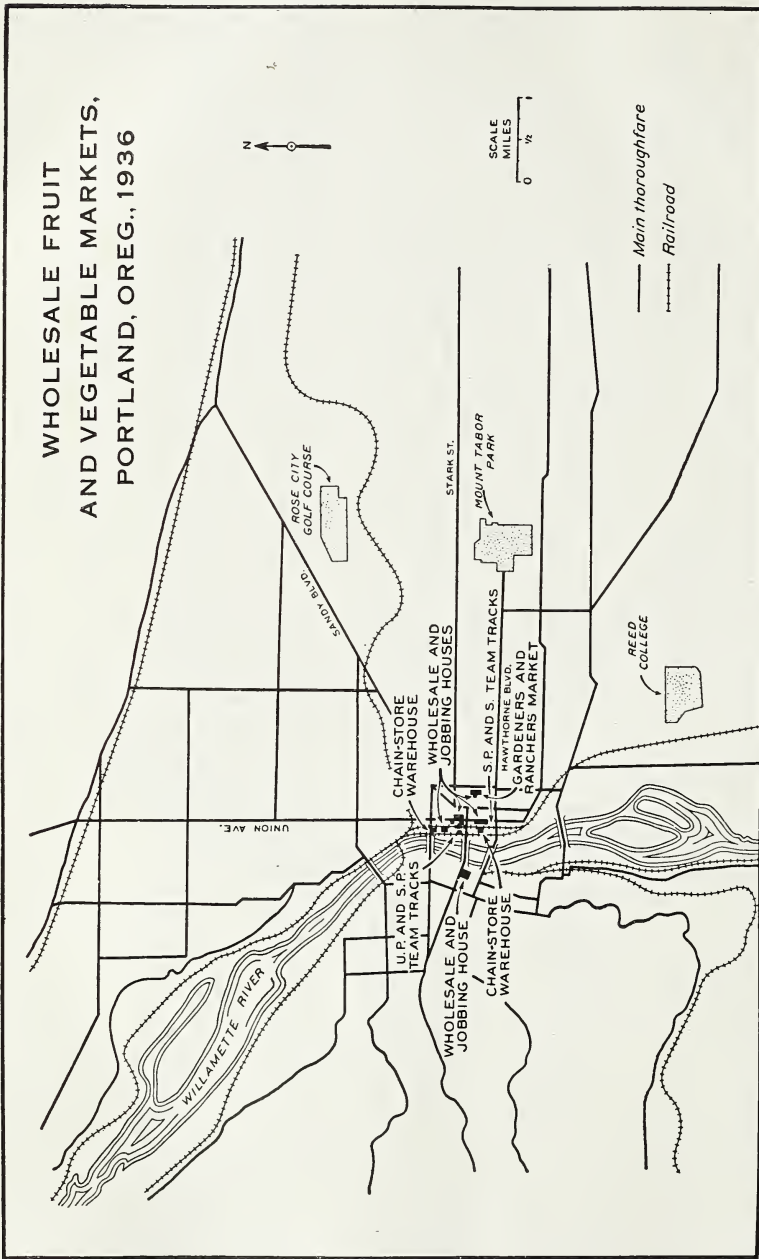


FIGURE 58.

PORTLAND, OREG.

TABLE 30.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from Gardeners' and Ranchers' Market	Total volume handled
				Rail	Truck			
Wholesale district	Years 15	6:30 a. m. to 4 p. m.	6 a. m. to 4:30 p. m.	Cars 3,350	Cars 2,000	Cars 5,350	Cars 750	Cars 6,100
Gardeners' and Ranchers' Market	5	Opens 5 a. m.	Opens 3:30 a. m.	1,650	1,750	1,750	---	1,750
Chain stores ¹					750	2,400	---	2,400
Total				3 5,000	4,500	9,500	750	10,250

¹ 15 chain-store systems operating in the city. Approximate number of stores of each in city: 66, 20, 10, and 10. Estimated percentage of receipts distributed to out-of-town stores, 30.

² Most of the chain stores have their own purchasing organizations operating in the wholesale district, which explains the failure to show any chain-store purchases from dealers in the wholesale district.

³ Includes 3 cars received by boat.

⁴ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 80 percent of the fruits and vegetables unloaded in Portland was consumed within the city, and the remaining 20 percent was distributed throughout an area bounded on the north by Seattle and Spokane, Wash., on the east by Lewiston and Boise, Idaho, on the south by Klamath Falls and Medford, Oreg., and, including on the west, practically all of the coast cities of Washington and Oregon.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service. Others are based on information secured from the market master of the Gardeners' and Ranchers' Market, the wholesale produce dealers, and the chain-store buyers. (All figures are exclusive of bananas.)

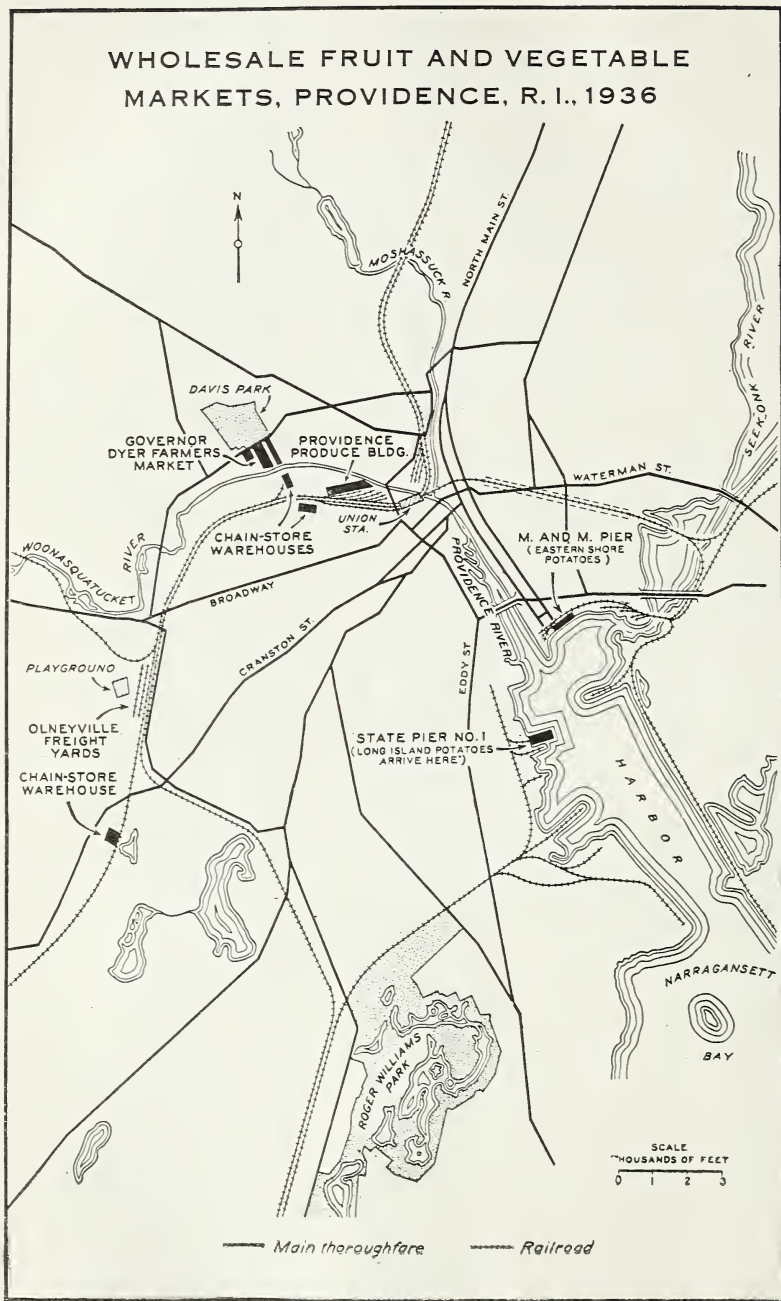


FIGURE 59.

PROVIDENCE, R. I.

TABLE 31.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Receipts brought from—		Total volume handled
				Rail	Motor-truck	Boat	Total direct receipts	Providence Produce Building	
Providence Produce Building ¹	7	6 a. m. to 4 p. m.	5 a. m. to 4 p. m.	Cars 3,958	Cars 2,449	Cars 56	Cars 6,463	Cars 400	Cars 6,863
Governor Dyer Cooperative Market	22	do	4 a. m. to 2 p. m.	1,500	2,399	70	150	600	2,549
Chain stores ²					(³)		1,570	800	2,370
Total				5,458	4,848	126	10,432	1,200	12,382

¹ Most stores close at 1 p. m. Wednesday the year around.

² Chain-stores systems operating in city. Approximate number of stores of each in city: 150, 77, and 17. Estimated percentage of receipts distributed to out-of-town stores, 65.

³ Chain stores purchase bulk of their stock in the local market.

⁴ Includes 500 cars unloaded in Pawtucket for use in Providence.

⁵ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 35 percent of the fruits and vegetables unloaded in Providence was consumed within the city and that nearly all of the remaining 65 percent was distributed to places within a radius of 40 to 50 miles of Providence.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. Others are from the Rhode Island State Bureau of Markets, the State pier, and M. & M. Steamship Lines. Information was also obtained from representatives of the chain stores, the farmers' market, and various other members of the local trade. (All figures are exclusive of bananas.)

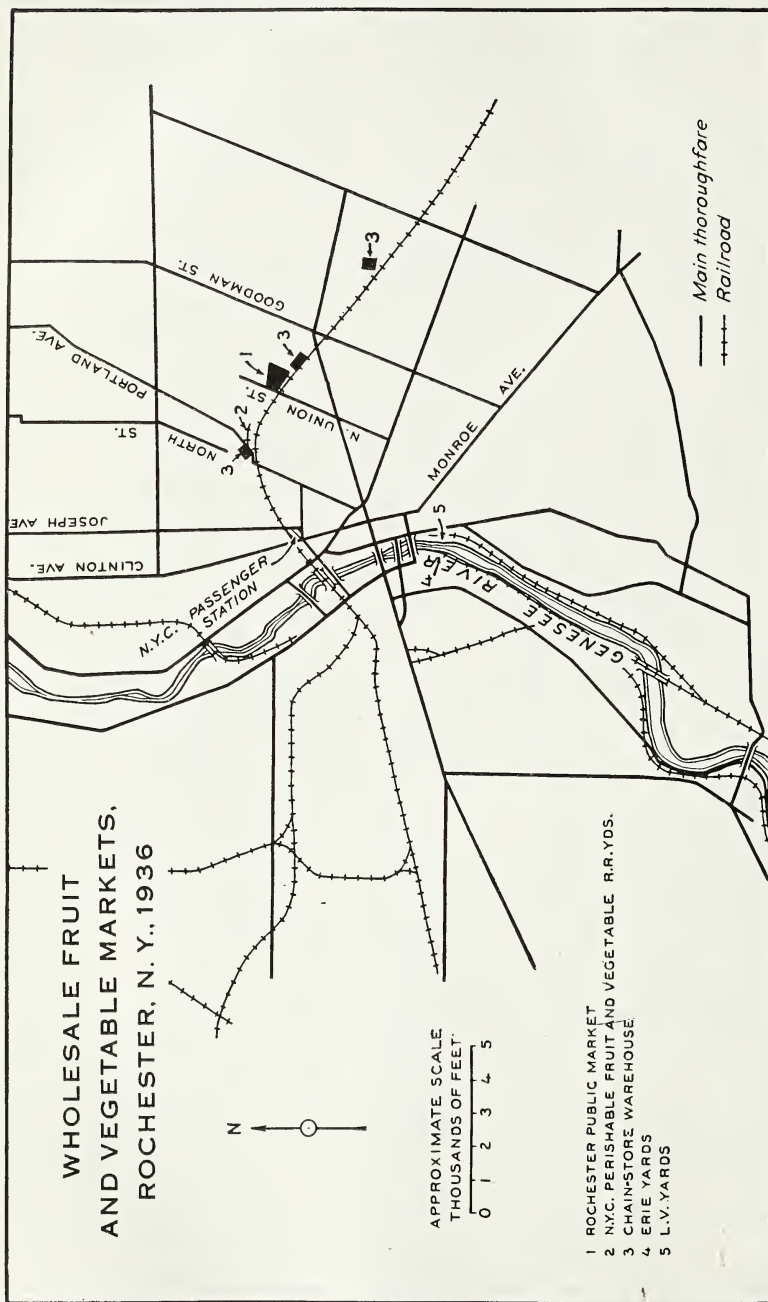


FIGURE 60.

ROCHESTER, N. Y.

TABLE 32.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from Rochester Public Market	Total volume handled
				Rail	Motor-truck			
Rochester Public Market.	Years 33	6 a. m. to noon.	5:30 a. m. to noon.	Cars 2,200 800	Cars 3,000 2,000	Cars 5,200 2,800	Cars 1,000	Cars 5,200 3,800
Total.				3,000	5,000	8,000	1,000	9,000

¹ 15 chain-store systems operating in the city. Approximate number of stores of each in city: 117, 65, 14, 7, and 6. Estimated percentage of receipts distributed to out-of-town stores 10.
² This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the Rochester Public Market and the chain stores.

Area of distribution.—It is estimated that approximately 70 percent of the fruits and vegetables unloaded in Rochester was consumed within the city and the remaining 30 percent was principally distributed within a radius of 50 miles throughout Monroe, Wayne, Ontario, Yates, Livingston, Wyoming, Genesee, and Orleans Counties. However, a considerable volume of produce was trucked to territory 90 to 100 miles distant including the cities of Oswego, Ithaca, Watertown, and Elmira, and other points in the Counties of Jefferson, Oswego, Tompkins, and Chemung.

Basis of data and estimates.—Figures on rail receipts were taken from records of the New York State Department of Agriculture and Markets. Figures on truck receipts are based upon a Regional Market Survey of 1935, which was made by the Monroe County Regional Planning Board. (All figures are exclusive of bananas.)

WHOLESALE FRUIT AND VEGETABLE MARKETS, ST. LOUIS, MO., 1936

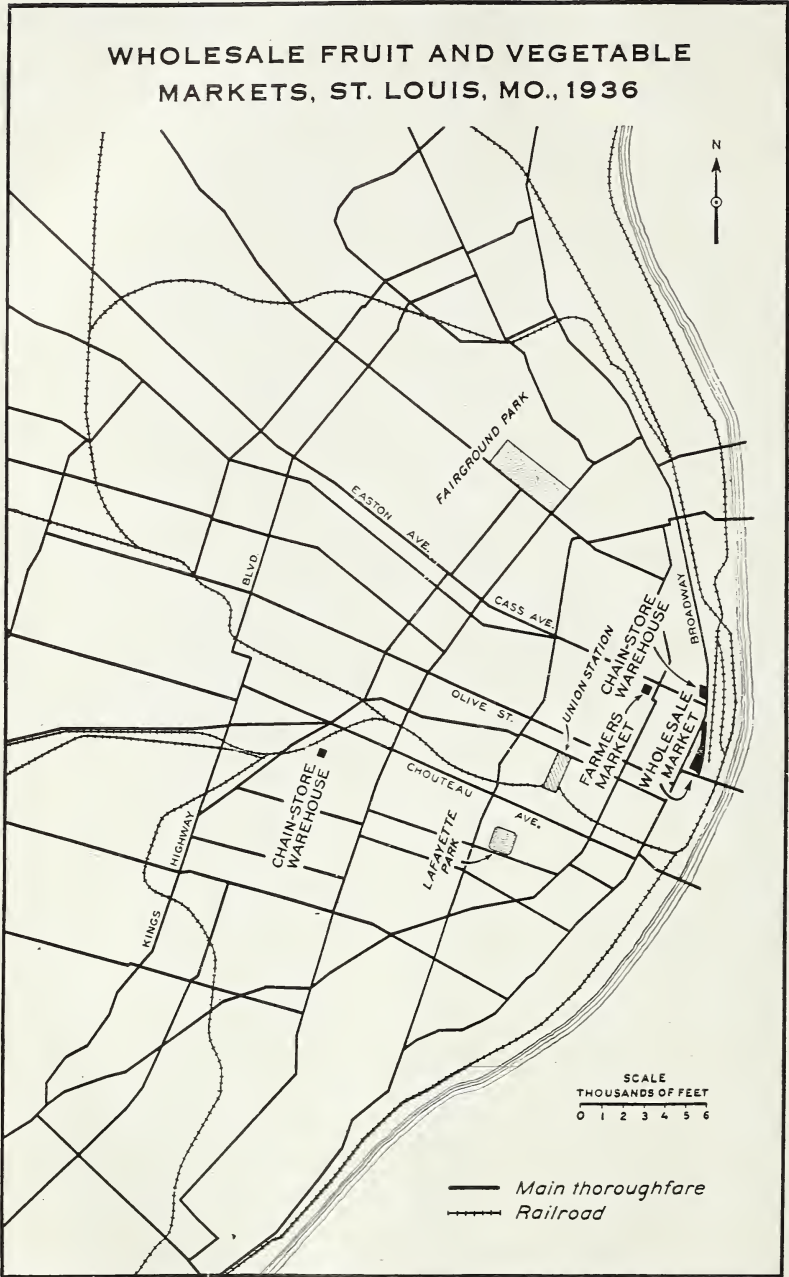


FIGURE 61.

ST. LOUIS, MO.

TABLE 33.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from wholesale district	Total volume handled
				Rail	Motor-truck			
Wholesale district 1	Years 30 to 75	Opens 4 a. m.	Opens 3 a. m.	Cars 17,806 4,541	Cars 2,062 268	Cars 19,868 4,809	Cars 19,868 6,774	
Chain stores 2								
Total				22,347	2,330	24,677	1,965	3 26,642

1 This market consists of several blocks of brick buildings, and in addition to these there is a small farmers' market on a vacant lot about 1½ blocks from the wholesale district.
 2 6 chain-store systems operating in the city. Approximate number of stores of each in city: 260, 199, 6, 4, 4, and 3. Estimated percentage of receipts distributed to out-of-town stores: 55, 35, 10, 10, 10, and 10.
 3 This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the wholesale district and the chain stores.

Area of distribution.—It is estimated that approximately 90 percent of the fruits and vegetables unloaded in the city was consumed within metropolitan St. Louis, and the remaining 10 percent was distributed to cities and towns within a radius of about 100 miles on the east of the Mississippi River and 200 miles on the west of the river. In addition to this St. Louis is an important city in diversions, reconsignments, and in records of passing of cars.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. The others are based on estimates of the various commission merchants and reports received from the chain stores. (All figures are exclusive of bananas.)

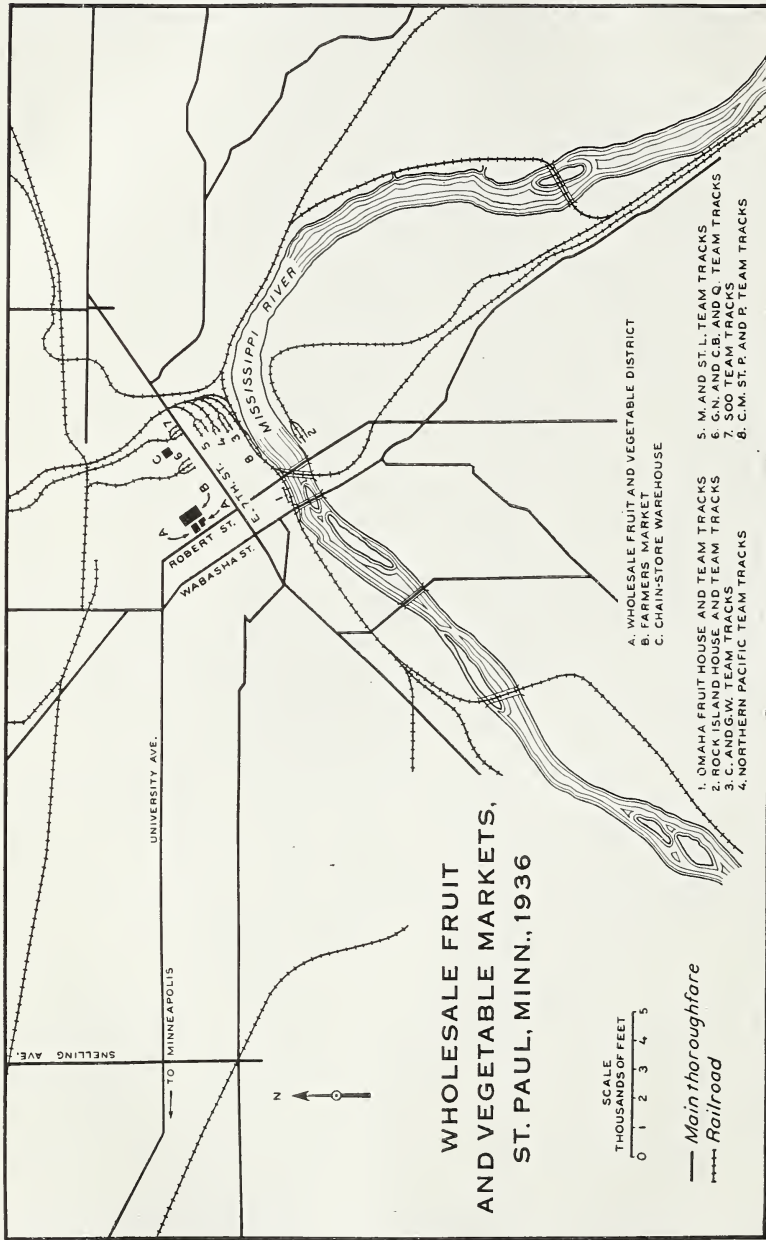


FIGURE 62.

ST. PAUL, MINN.

TABLE 34.—*Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936*

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		Wholesale district	Farmers' Market	
Wholesale district	Years	7 a. m. to 5 p. m.	5:30 a. m. to 3:30 p. m.	Cars	Cars	Cars	Cars	Cars	Cars
Farmers' Market	21	7 a. m. to 3 p. m.	6 a. m. to 2 p. m.	3,555	200	3,755	175	3,930	7,200
Chain stores ²	134				7,200	7,200	125	7,325	165
Total				3,555	7,400	10,955	215	11,170	311,295

¹ Remodeled in 1936.² 4 chain-store systems operating in the city. Approximate number of stores of each in city: 22 and 5 or 6 each. The chain-store buying group is not a large factor on the St. Paul market. Practically all chain stores operating in St. Paul are supplied from the warehouses of Minneapolis, which truck to their respective stores in St. Paul.³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that about 66% percent of the fruits and vegetables received in St. Paul was consumed within the city, and the remaining 33% percent was distributed throughout Minnesota, northern Wisconsin, upper Michigan, and west in North Dakota and South Dakota to Bismarck and Pierre, respectively. A few shipments, mostly truck, went east and south into Illinois, Iowa, Missouri, and Nebraska. A few trucks also hauled regularly to Canada.

Basis of data and estimates.—Figures on rail receipts were taken from reports of the Federal market news service. The others were estimated from information obtained from the municipal market master (for the Farmers' Market), representative wholesalers, the chain stores, cooperative buying groups, and the chamber of commerce. (All figures are exclusive of bananas.)

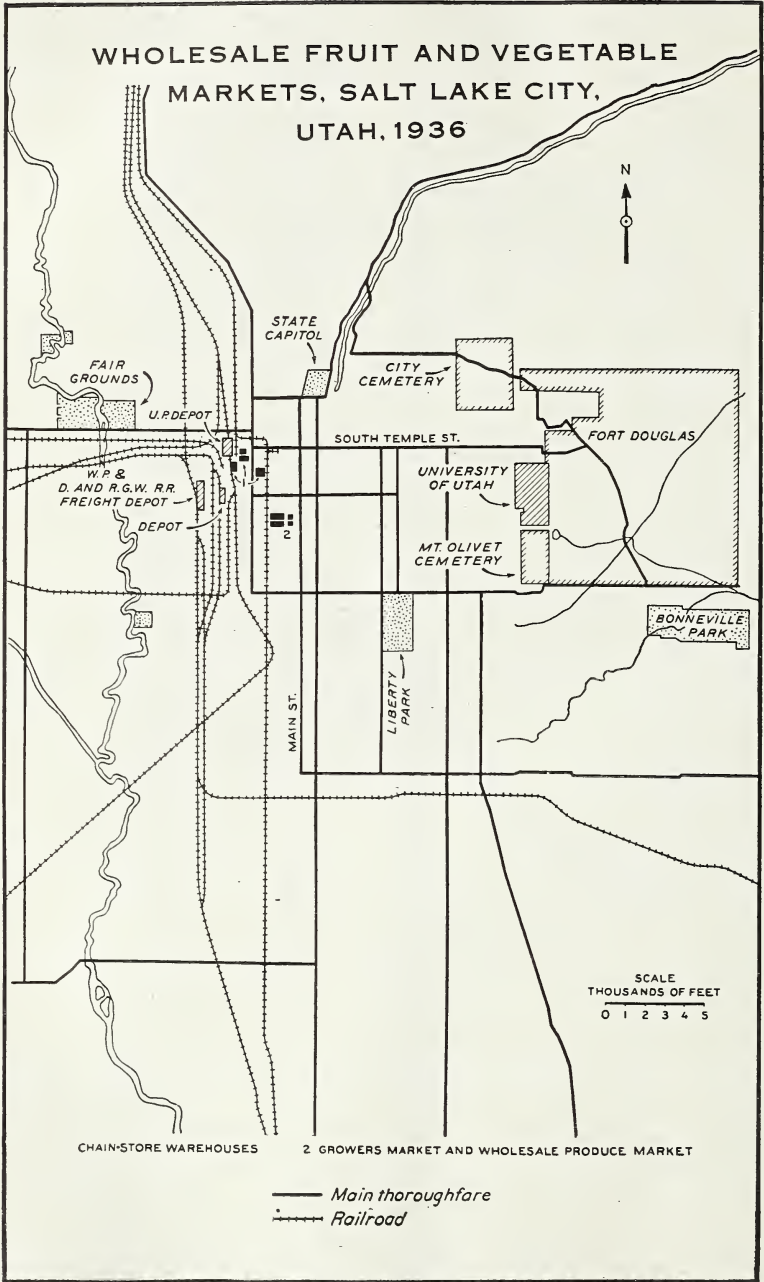


FIGURE 63.

SALT LAKE CITY, UTAH

TABLE 35.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours (Oct. 1 to May 1)	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from wholesale market	Total volume handled
				Rail	Motor-truck			
Wholesale market:	Years 18	7 a. m. to 5 p. m. 6 a. m. to 4:30 p. m.	6 a. m. to 7 p. m. 6 a. m. to 4:30 p. m.	Cars	Cars	Cars	Cars	Cars
Growers' market				604	3,920	4,524	4,524	4,524
Stores				1,030	600	1,630	950	2,580
Chain stores 1				1,634	4,520	6,154	950	27,104
Total								

1 7 chain-store systems operating in the city. Approximate number of stores of each in city: 23, 10, others 3 and 4 each. Estimated percentage of receipts distributed to out-of-town stores, 35.
 2 This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the wholesale market and the chain stores.

Area of distribution.—It is estimated that approximately 65 percent of the fruits and vegetables unloaded in Salt Lake City was consumed within the city, and the remaining 35 percent was distributed to Ogden, Provo, Murray, Brigham City, and other Utah points, southern Idaho cities and towns, western and southern Wyoming, and eastern Nevada points.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. The others are estimates based on information gathered from dealers in the markets, truckers, and chain-store representatives. (All figures are exclusive of bananas.)

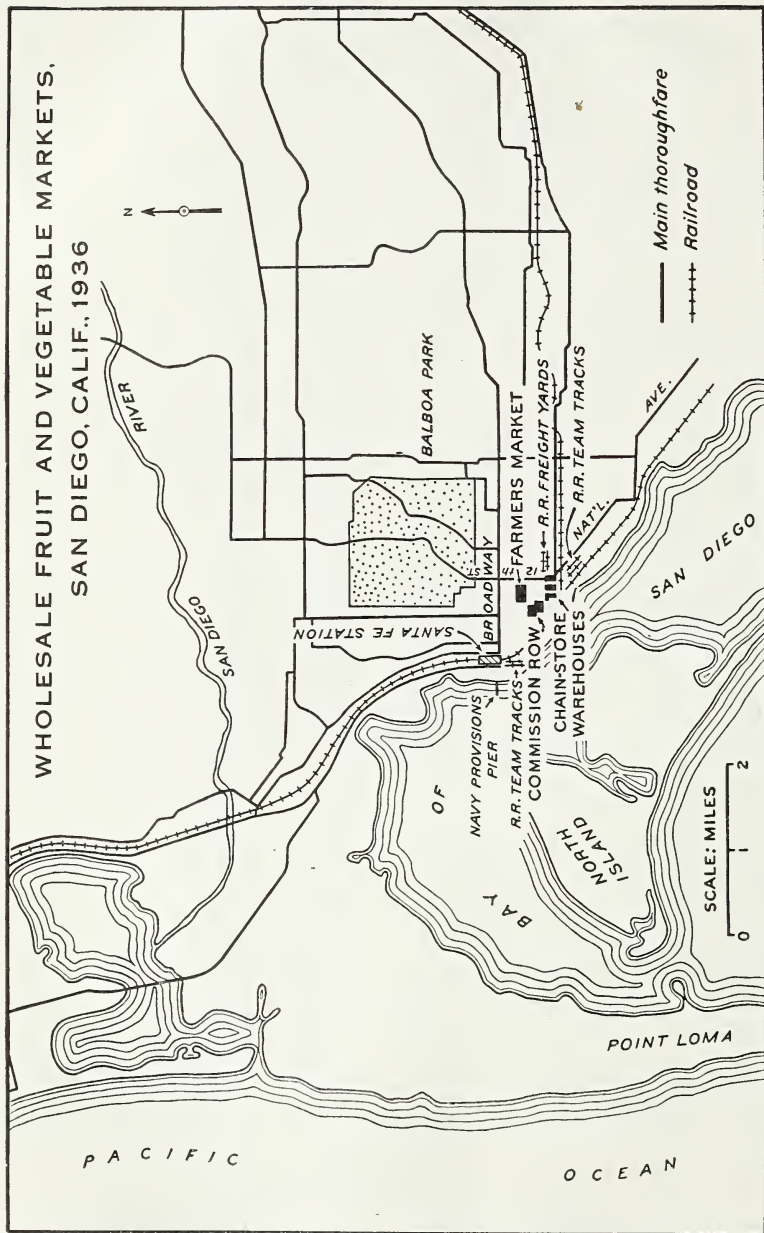


FIGURE 64.

SAN DIEGO, CALIF.

TABLE 36.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from Commission Row	Total volume handled
				Rail	Motor-truck	Boat			
Commission Row	Years	5 a. m. to noon	4 a. m. to 1 p. m.	Cars	Cars	Cars	Cars	Cars	
Farmers' Market 1	36	6 a. m. to noon	5 a. m. to 2 p. m.	1,050	2,453	12	3,515	3,515	
Chain stores 2				168	50		50	100	
				950	950	35	1,153	1,353	
Total				1,218	3,453	47	4,718	34,908	

1 Mostly retail.

2 5 chain-store systems operating in the city. Approximate number of stores of each in city: 50, 25, 12, 8 and 7. Estimated percentage of receipts distributed to out-of-town stores, 10.

3 The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 85 percent of the fruits and vegetables unloaded in San Diego was consumed within the city, and the remaining 15 percent was distributed to places within a radius of 50 miles to the north and east and 17 miles south to the Mexican border.

Basis of data and estimates.—The figures on rail receipts were taken from records of the Federal market news service and boat receipts from those of the State Department of Agriculture and the local port director. The others were obtained from prominent dealers, and representatives of the chain stores and railroads. (All figures are exclusive of bananas.)

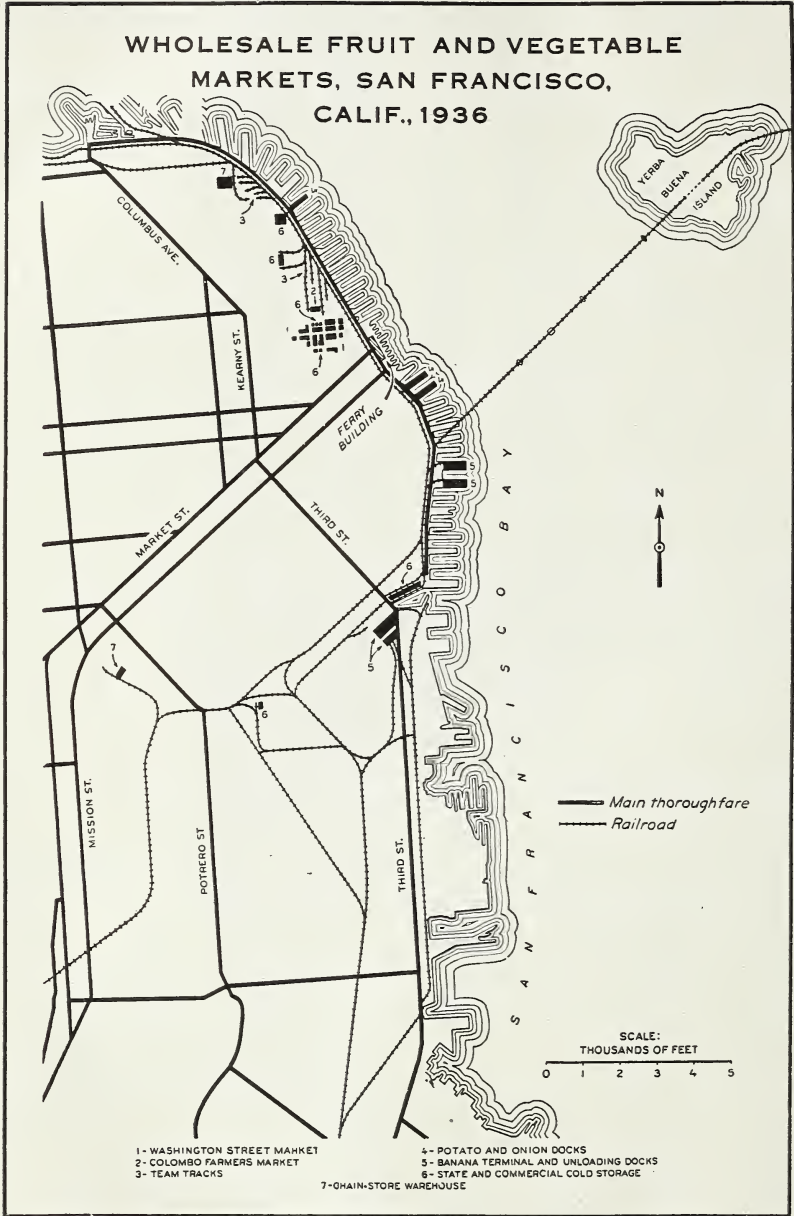


FIGURE 65.

SAN FRANCISCO, CALIF.

TABLE 37.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck		Washington Street Farmers' Market	Colombo Farmers' Market	
Washington Street Market ¹	Years 60 to 75	5 a. m. to 2 p. m.	4 a. m. to 2 p. m.	Cars 7,840	Cars 12,198	Cars 20,038	Cars 150	Cars 20,188	
Colombo Farmers' Market	50 or 60	do.	do.	1,000	1,500	1,500	-----	1,500	
Chain stores ²						1,500	300	1,800	
Total				8,840	14,198	23,038		423,488	

¹ See figs. 66 and 67 for views of this market.
² 6 chain-store systems operating in the city. Approximate number of stores of each in city: 201, 17, 16, 6, 5, and 5. Estimated percentage of receipts distributed to out-of-town stores, 30.
³ Includes 1,147 cars by boat.
⁴ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 90 percent of the fruits and vegetables unloaded in San Francisco was consumed within the city, and the remaining 10 percent was distributed south as far as Lompoc and Tulare, east through the East-Bay area, and north as far as Yreka. In addition to the produce actually handled in the San Francisco markets, considerable quantities pass through the city for shipment by rail and boat to all parts of the United States and to foreign countries.

Basis of data and estimates.—Figures on rail, truck, and boat receipts were taken from records of the Federal market news service. The others are based on previous years' data supplemented by estimates of dealers, carriers, and chain stores. (All figures are exclusive of bananas.)



FIGURE 66.—Washington Street looking west from Davis Street, Washington Street Market, San Francisco.



FIGURE 67.—A typical view on Washington Street, Washington Street Market, San Francisco.

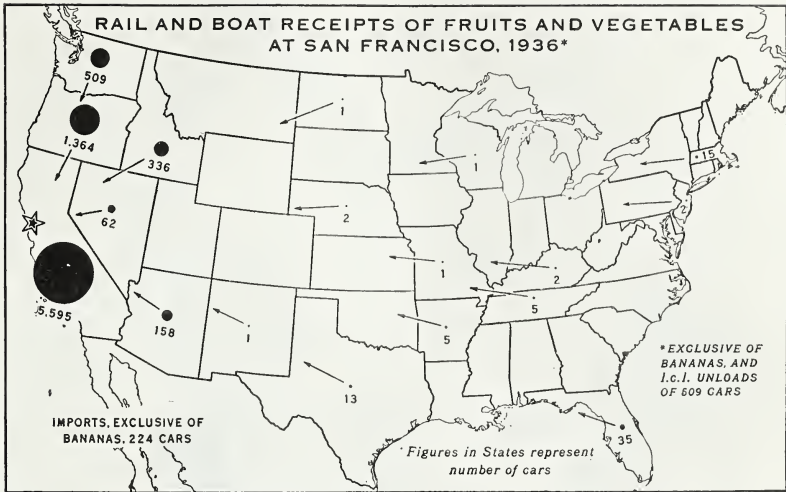


FIGURE 68.—Out of a total of 23,038 carloads of fruits and vegetables received in San Francisco in 1936 nearly 40 percent was brought in by rail and boat from 18 States and several foreign countries.

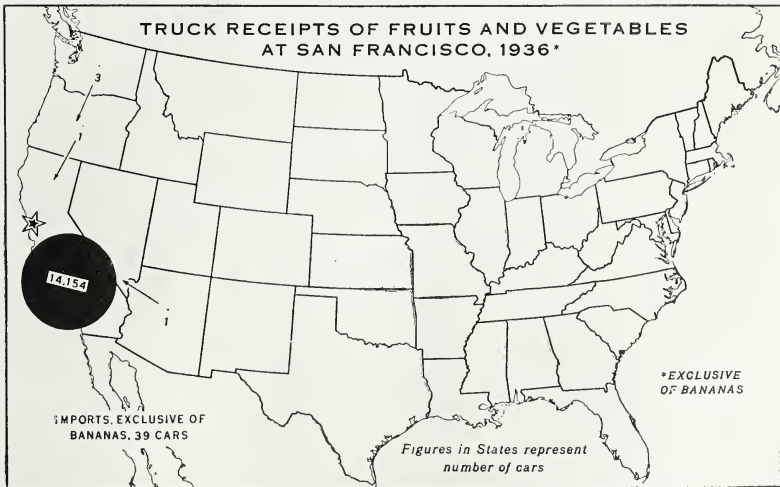


FIGURE 69.—Truck receipts of fruits and vegetables in San Francisco in 1936 amounted to the equivalent of approximately 14,198 carloads. These supplies came from 4 States and Mexico.

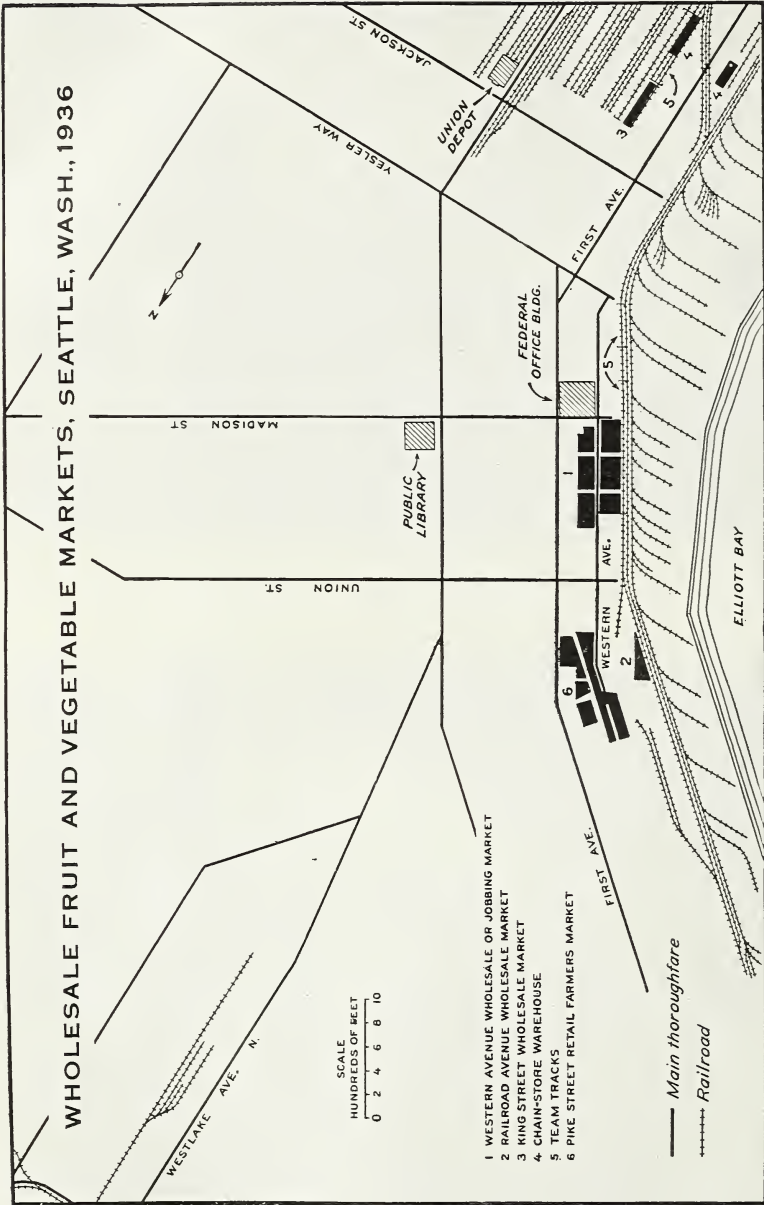


FIGURE 70.

SEATTLE, WASH.

TABLE 38.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter and summer selling hours	Receipts by—			Total direct receipts	Receipts brought from—		Total volume handled
			Rail	Motor-truck	Boat		Western Avenue and Railroad Avenue Markets	King Street Market	
Western Avenue and Railroad Avenue Markets.	Years 50	} 6 a. m. to 4 p. m. Monday and Friday; 6:30 a. m. to 3:30 p. m. Tuesday, Wednesday, and Thursday; 6:30 a. m. to 12:30 p. m. Saturday.	Cars 2,963	Cars 3,180	Cars 280	Cars 6,423	Cars	Cars 350	Cars 6,773
King Street Market.....	11		{ 1,481	2,000	75	3,556	550	---	4,106
Chain stores ¹			{ 494	180	19	693	250	---	943
Others ²			{	640	---	640	---	---	640
Total.....			4,938	6,000	374	11,312	800	350	3 12,462

¹ 4 chain-stores systems operating in the city. Approximate number of stores of each in city: 70, 25, 10, and 5. Estimated percentage of receipts distributed to out-of-town stores, 25.

² Includes 300 cars received by truck at Pike Street Retail Market.

³ The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that 75 percent of the fruits and vegetables unloaded in Seattle was consumed within the city while the remaining 25 percent was distributed mainly to areas north and east of the city as far as Bellingham, Wenatchee, and Yakima; Tacoma also received a considerable quantity of produce from Seattle. An important part of the distribution was to Alaska where numerous less-than-carload shipments are made from the Seattle wholesale houses.

Basis of data and estimates.—Figures showing rail and boat receipts were taken from records of the Federal market news service. All the others are based on information received from numerous interviews with reliable dealers. (All figures are exclusive of bananas.)

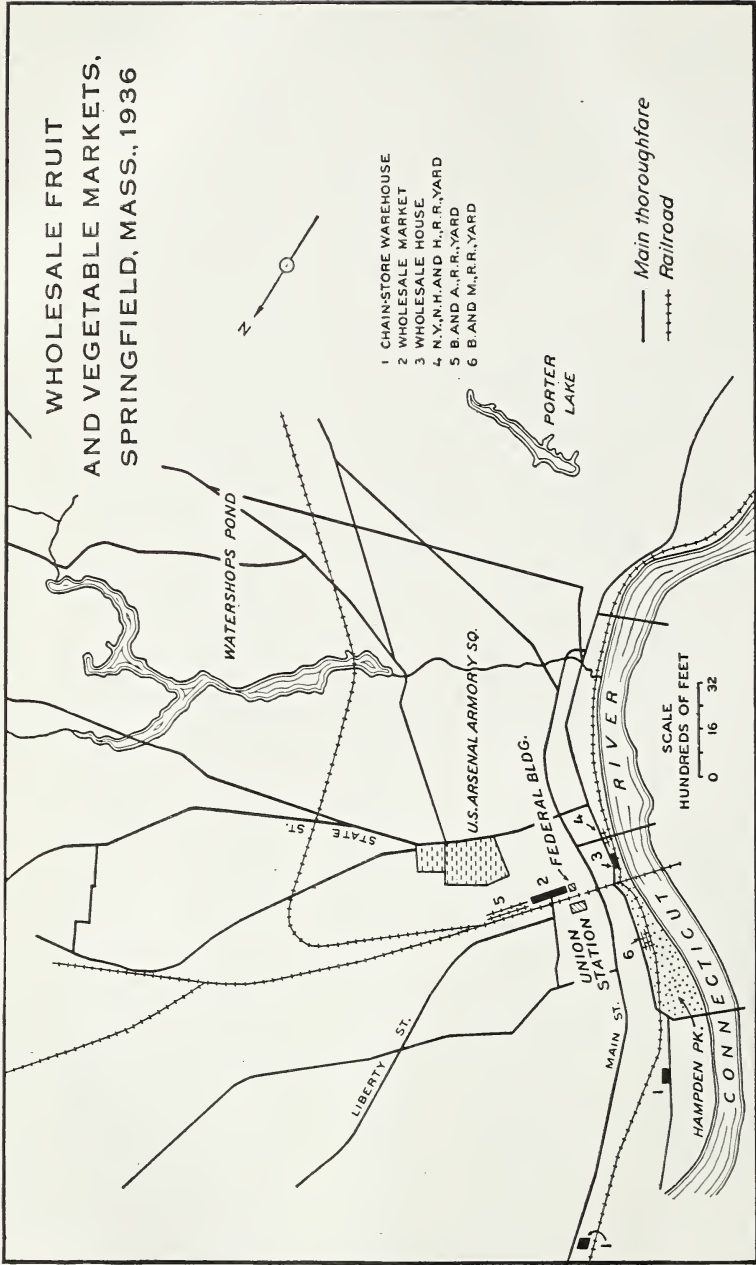


FIGURE 71.

SPRINGFIELD, MASS.

TABLE 39.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—		Total direct receipts	Receipts brought from Wholesale market	Total volume handled
				Rail	Motor-truck			
Wholesale Market ¹	Years 25	7 a. m. to 4 p. m.	5:30 a. m. to 4 p. m.	Cars 2,717 1,007	Cars 1,019 243	Cars 4,336 1,250	Cars 4,336 1,262	
Total				3,724	1,862	5,586	12	3 5,598

¹ Consists of stores and farmers' market lot.

² 2 chain-store systems operating in the city. Approximate number of stores of each in city: 5 and 3. Estimated percentage of receipts distributed to out-of-town stores, 23.

³ This figure exceeded the total receipts for the city because the local purchases of chain stores are included in the business of both the wholesale market and the chain stores.

Area of distribution.—It is estimated that approximately 75 percent of the fruits and vegetables unloaded in Springfield was consumed within the city, and the remaining 25 percent was distributed west as far as Pittsfield and North Adams, Mass.; north to Brattleboro, Vt., and Keen, N. H.; east to Brookfield, Mass.; and south to Hartford, Conn. Occasionally a truck load is sent as far as Albany, Schenectady, Worcester, Boston, Providence, and New Haven. Some of the Springfield dealers have regular truck routes to cities in the Springfield area.

Basis of data and estimates.—Figures on rail and truck receipts furnished by Springfield market reporting service of the Massachusetts Department of Agriculture. The others are based upon information furnished by the wholesale and chain-store representatives. (All figures are exclusive of bananas.)

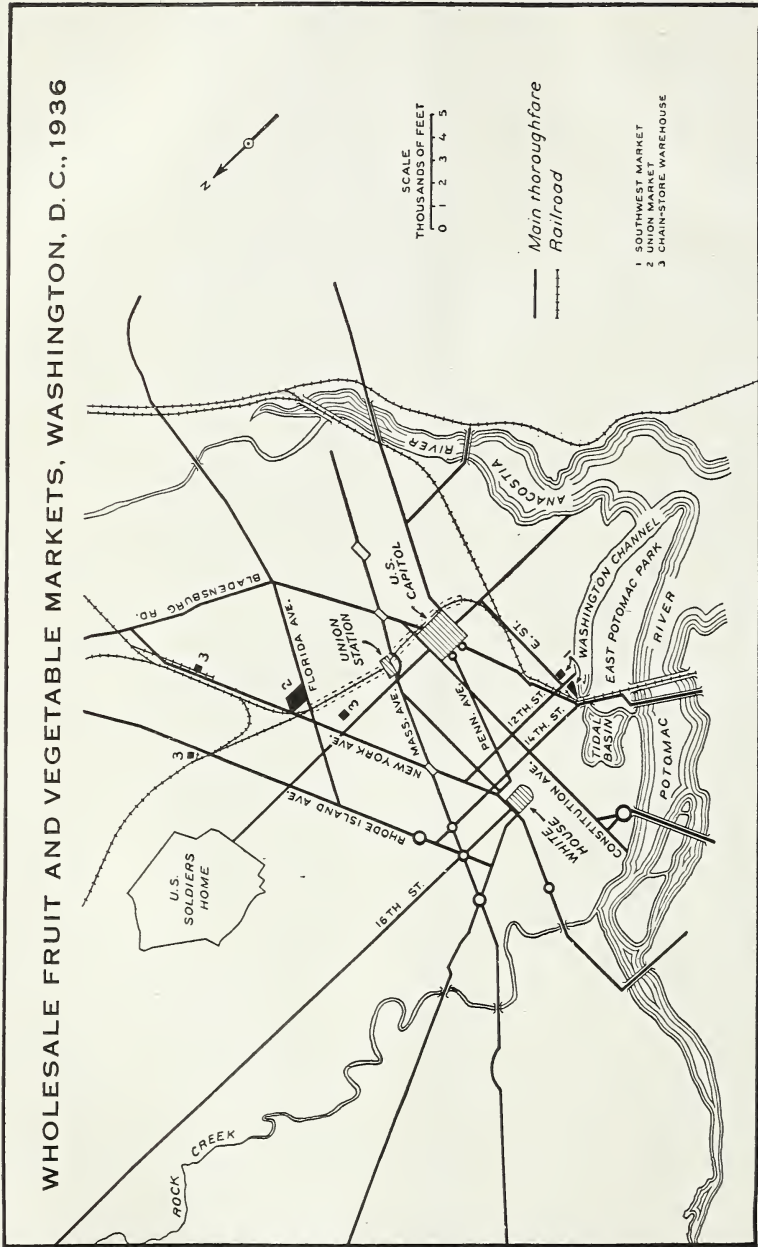


FIGURE 72.

WASHINGTON, D. C.
TABLE 40.—Markets operating, years in existence, selling hours, receipts by rail, motortruck, boat, and market, 1936

Name of market	Period in existence	Winter selling hours	Summer selling hours	Receipts by—			Total direct receipts	Receipts brought from—		Total volume handled
				Rail	Motor-truck	Boat		Southwest Market	Union Market	
Southwest Market.....	Years 6	1:30 a. m. to 2 p. m.....	1:30 a. m. to 2 p. m.....	Cars 1,611	Cars 2,760	Cars 239	Cars 4,610	Cars	Cars 4,610	
Union Market.....	6	do.....	do.....	1,863	4,140	---	6,003	---	6,003	
Chain stores ¹	6	do.....	do.....	2,200	1,100	---	3,300	550	4,400	
Total.....				5,674	8,000	239	13,913	550	15,013	

¹ 3 chain-store systems operating in the city. Approximate number of stores of each in city: 331, 250, and 50. Estimated percentage of receipts distributed to out-of-town stores, 25.
² The total volume handled in the several markets exceeded the total receipts for the city because some produce moved through more than 1 market.

Area of distribution.—It is estimated that approximately 80 percent of the fruits and vegetables unloaded in Washington was consumed within the city and the remaining 20 percent was distributed to outside points, mostly within a radius of 10 miles.

Basis of data and estimates.—Figures on rail receipts were taken from records of the Federal market news service. The others are estimates from representatives of the chain stores and the wholesale trade. (All figures are exclusive of bananas.)

TRUCKING OF FRUITS AND VEGETABLES WITHIN CITIES
HAULING FROM RAILROADS OR DOCKS TO THE PRINCIPAL WHOLESALE MARKET

In nearly all the 40 cities covered in this survey it is necessary to do some hauling by motortruck from the railroads or docks to the principal wholesale market. This means that only in very rare cases can all produce arriving in a city by rail be unloaded directly in the wholesale market without the necessity of some trucking. In most cases the distance involved is not great; it is seldom more than 1 mile. But even though the distance is short the expense is sometimes great enough to add materially to the cost of marketing and distributing fruits and vegetables.

Most of the hauling from the railroads or docks to the principal wholesale market is in trucks owned and operated by the wholesale dealers, but in fewer than half the cities studied is all such trucking carried on in this way. Commercial truckers are used to some extent. In New York, Philadelphia, and Jacksonville commercial truckers do all the hauling from the railroads or docks to the wholesale market.

Among commercial truckers there is a great variation in rates. The highest rates for this service are found in New York, N. Y., for hauling from the piers. Next highest rates are found in Philadelphia. Denver is at the other extreme—the trucking charges are only about one-fourth as great as those prevailing in New York. In most cities the

TABLE 41.—*Hauling fruits and vegetables from railroads or docks to principal wholesale market within the city*¹

City	Proportion of produce hauled			Approximate average distance of haul	Agency paying charges, if hired trucks are used
	In hired trucks	In wholesalers' trucks	In retailers' trucks		
	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Miles</i>	
Atlanta.....	0	85	15	$\frac{1}{4}$	
Baltimore.....	25	75	0	$\frac{1}{4}$	Buyer.
Boston.....	95	5	0	1-1 $\frac{1}{2}$	Do.
Buffalo.....	66	17	17	1-3	Wholesaler. ²
Chicago.....	35	65	0	3	Do. ²
Cleveland.....	35	65	0	$\frac{1}{2}$	Do. ²
Columbus.....	0	100	0	-----	
Denver.....	35	65	0	1 $\frac{1}{2}$	Do.
Detroit.....	90	10	0	-----	Do. ²
Fort Worth.....	0	100	0	$\frac{1}{4}$ - $\frac{3}{4}$	
Hartford.....	0	100	0	-----	
Houston.....	0	100	0	1	
Indianapolis.....	0	100	0	$\frac{1}{2}$ - $\frac{3}{4}$	
Jacksonville.....	3 100	0	0	-----	Steamship companies.
Kansas City.....	0	100	0	1 $\frac{1}{2}$	
Los Angeles.....	5	95	0	$\frac{1}{2}$	Wholesaler.
Memphis.....	0	100	0	$\frac{1}{2}$ -1	
Milwaukee.....	25	75	0	1	Do. ²
Minneapolis.....	25	75	0	1	Wholesaler.
Newark.....	25	75	0	$\frac{1}{4}$	Do.
New Haven.....	0	100	0	-----	
New Orleans.....	25	75	0	$\frac{1}{2}$	Do.
New York.....	100	0	0	$\frac{1}{5}$	Shipper.
Norfolk.....	10	90	0	$\frac{3}{4}$	Wholesaler.
Oklahoma City.....	0	100	0	1	
Omaha.....	5	95	0	1	Do.
Philadelphia.....	100	0	0	3	Buyer.
Portland, Oreg.....	83	15	2	$\frac{1}{4}$	Wholesaler. ²
Providence ³	0	100	0	$\frac{3}{4}$	Wholesaler.
Rochester.....	95	5	0	$\frac{3}{4}$	Do.
St. Louis.....	10	80	10	$\frac{3}{4}$	Wholesaler. ²
St. Paul.....	15	85	0	$\frac{3}{4}$ -1 $\frac{1}{2}$	Wholesaler.
San Francisco.....	70	30	0	$\frac{1}{2}$ -2	Do.
Seattle.....	30	70	0	1 $\frac{1}{2}$	Do.
Washington.....	0	100	0	$\frac{1}{6}$ -2	Shipper.

¹ This table applies only in cities where the principal wholesale market is so located that hauling from railroads or docks is necessary.

² Charged to shipper if consigned.

³ Docks only.

charges are made on a package basis, but in a few the rates are based upon tonnage hauled or time required. In rare instances the rates are quoted by the load.

Where hired trucks are used the charges on produce handled on commission are commonly paid by the wholesale receiver, and then deducted from the remittance to the shipper. Occasionally similar deductions are made when such hauling is done in the wholesalers' own trucks.

Summaries of the information obtained on hauling from the railroads or docks to the principal wholesale market in each of the 40 cities are found in tables 41 and 42.

TABLE 42.—Commercial trucking rates for hauling specified fruits and vegetables from railroads or docks to principal wholesale market within the city

City	Trucking rates for representative commodities												
	Apples per box	Apples per bushel	Snap beans per bushel	Cabbage per 100-pound sack	Cantaloups per standard crate	Celery per California crate	Iceberg lettuce per western crate	Onions per 50-pound sack	Oranges per box	Peaches per bushel	Potatoes per 100-pound sack	Spinach per bushel	Tomatoes per 31-pound lug
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Atlanta ¹													
Baltimore.....	4	5	5	5	5	5	5	3	5	5	4	4	
Boston ²								5-8	5-8	5-10			
Buffalo.....	3	3	3	5	3	8	5	3	5	3	5	3	2½
Chicago.....	4	5	5	15	6	11	8	5	6	5	8	5	3½
Cincinnati ¹													
Cleveland.....	3	3	3	5	5	7	5	3	5	4	5	3	3
Columbus ¹													
Denver ^{3 4}	1½	1½	1½		2½		3	1½	2-3	2	2-2½	1½	1½-2
Detroit ⁵													
Fort Worth ¹													
Hartford ¹													
Houston ¹													
Indianapolis ¹													
Jacksonville ⁶													
Kansas City ¹													
Los Angeles.....	2½	3	3	5	4	4	5	2	3	3	4		2
Memphis ¹													
Milwaukee.....	3	3	3	5	4	5	5	2½	3	3	5	3	2
Minneapolis ⁷													
Newark.....	4-5	4-5	4-5	5-7	7-8	7-10	7-10	5	6-8	5	5-6	4-5	4-5
New Haven ¹													
New Orleans.....	2-3	2-3	1½	3-5	3	3	4	1½	3	2-3	3-4	1½	1½
New York.....	6-7	7	7	12½	8	15	12½	7	10	7-7½	10	7	7
Norfolk ⁸													
Oklahoma City ¹													
Omaha ⁹													
Philadelphia.....	5	8	5	10	10	15	10	5	10	10	10	5	5
Portland, Oreg.....	2		2¾	7½	5	6	6	2½	4	1½	5	2	3
Providence ¹													
Rochester ¹⁰													
St. Louis.....	3	4	4	8	7	8	6	3	4	5	6	3	3
St. Paul.....	2	3	3	4	4	8	5	3	4	3	4	3	2
Salt Lake City ¹													
San Diego ¹													
San Francisco.....	4		5	5	5	5	6½	3	4½	3-4	5	6½	3-4
Seattle.....	2½	2½	3	5	3	5	4	3	4½	2	5	4½	3
Washington.....	3-5	3-5	3-5	3-5	3-5	3-5	3-5	3-5	3-5	3-5	3-5	3-5	3-5

1 No commercial trucking from railroad or docks to principal wholesale market.
 2 Applies to dock only; commodities listed are only ones received in this way.
 3 Usually on load basis rather than package.
 4 \$2 to \$3 per load.
 5 5 cents per package (sampling only).
 6 2½ cents per 100 pounds.
 7 All hauls are paid for at rate of \$1.75 per hour which includes truck and driver. Commission merchant furnishes 1 helper.
 8 No recognized established charges in Norfolk. A matter of individual bargaining.
 9 No per-package charges. Charge is \$2 per hour for truck and 1 man with 50 cents per hour for each helper.
 10 Barrels, 5 cents; all other packages, 3 cents.

HAULING FROM ONE WHOLESALE OR JOBBING MARKET TO ANOTHER

In most of the cities studied the fruit and vegetable markets are so decentralized that some cross hauling among markets is necessary. Such hauling is usually done in trucks belonging to wholesalers and jobbers or commercial truckers. The distances and charges vary greatly among the different cities, but in most cases the distances involved in hauling from one market to another are somewhat greater than those between the railroads or docks and the principal market. However, the charges for intermarket hauling are not greatly different from those for hauling to the principal market. The highest rates are found in New York and Philadelphia.

Tables 43 and 44 show the information collected on intermarket hauling in each of the 40 cities.

TABLE 43.—*Hauling fruits and vegetables from one wholesale or jobbing market to another within the city*¹

City	Proportion of produce hauled			Approximate average distance of haul	Agency paying charges, if hired trucks are used
	In hired trucks	In wholesalers' trucks	In retailers' trucks		
	Percent	Percent	Percent	Miles	
Atlanta.....	0	90	10		Buyer.
Baltimore.....	25	50	25	2-3	Do.
Boston.....	75	25	0	1-1½	Do.
Chicago.....	10	90	0	5	Do.
Cincinnati.....	60	30	10	3	Varies.
Columbus.....	20	80	0	1½	
Denver.....	50	50	0	1	Wholesaler
Detroit.....	10	90	0	5	Do.
Fort Worth.....	0	100	0		
Hartford.....	0	100	0		
Indianapolis.....	0	90	10	¼	
Los Angeles.....	1	99	0	¾	Do.
Memphis.....	0	100	0	1½	
Milwaukee.....	15	75	10	1½	Do.
Minneapolis.....	10	90	0	10	Do.
Newark.....	20	80	0	2-4	Do.
New Orleans.....	40	60	0	1	Buyer.
New York.....	25	50	25	2-3	Wholesaler.
Norfolk.....	5	95	0	¼	Seller.
Oklahoma City.....	0	100	0	1-3	
Omaha.....	5	95	0	¼	Do.
Philadelphia.....	100	0	0	1	Buyer.
St. Louis.....	5	60	35	3	
St. Paul.....	10	90	0	10	Wholesaler.
Salt Lake City.....	10	90	0	¼	Do.
Washington.....	0	100	0	3	

¹ This table applies only in cities having more than 1 wholesale and jobbing market.

² To Wallabout Market.

TABLE 44.—Commercial trucking rates for hauling specified fruits and vegetables from one wholesale or jobbing market to another within the city

City	Trucking rates for representative commodities												
	Apples per box	Apples per bushel	Snap beans per bushel	Cabbage per 100-pound sack	Cantaloups per standard crate	Celery per California crate	Iceberg lettuce per Western crate	Onions per 50-pound sack	Oranges per box	Peaches per bushel	Potatoes per 100-pound sack	Spinach per bushel	Tomatoes per 31-pound lug
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Atlanta ¹													
Baltimore	4	5	5	5	5	5	5	5	5	5	5	5	4
Boston ²	5	5	5	5-10	5-8	5-10	5-8	5	5-8	5	5-10	5	5
Buffalo ¹													
Chicago	4	5	5	15	6	11	8	5	6	5	8	5	3½
Cincinnati	3	3	3	5	5	8	5	3	4	3	5	3	2
Cleveland ¹													
Columbus ³													
Denver ⁴													
Detroit	4	5	4	6	5	6	6	3	5	5	6	4	3
Fort Worth ¹													
Hartford ¹													
Houston ¹													
Indianapolis ¹													
Jacksonville ¹													
Kansas City ¹													
Los Angeles	2½	3	3	5	4	4	5	2	3	3	4		2
Memphis ¹													
Milwaukee	3	3	3	5	4	5	5	2½	3	3	5	3	2
Minneapolis ⁵													
Newark	5	5	4-5	5-7	7-8	7-10	7-10	5	6-8	5	5-6	4-5	4-5
New Haven ¹													
New Orleans	2-3	2-3	1½	3-5	3	3	4	1½	3	2-3	3-4	1½	1½
New York ⁶	8	8	8	20	12½	20	15	8	12½	8	15	7	7
Norfolk ⁷													
Oklahoma City ¹													
Omaha ⁸													
Philadelphia	5	8	5	10	10	15	10	5	10	10	10	5	5
Pittsburgh ¹													
Portland, Oreg. ¹													
Providence ¹													
St. Louis	4	5	5	9	8	9	7	4	5	6	7	4	4
St. Paul	4	6	6	8	8	16	10	6	8	6	8	6	4
San Diego ¹													
San Francisco ¹													
Seattle ¹													
Washington ¹													

1 No commercial trucking from one wholesale or jobbing market to another.
 2 Most truckers charge flat rate of 5 cents for items in this group.
 3 Such small amount hauled commercially there are no established rates.
 4 Usually on load basis (\$2 per load) rather than package.
 5 All hauls are paid for at rate of \$1.75 per hour which includes truck and driver. Commission merchant furnishes 1 helper.
 6 To Wallabout Market from Washington Street.
 7 No recognized established charges in Norfolk; a matter of individual bargaining.
 8 No per-package charges—charge is \$2 per hour for truck and 1 man with 50 cents per hour for each helper.

HAULING FROM WHOLESALE OR JOBBING MARKETS TO CITY RETAILERS

There is a great deal of variation in the methods used in transporting fruits and vegetables from the wholesale and jobbing markets to retailers in the 40 cities. In all the cities except three, some of the hauling is done by retailers in their own trucks. These retailers, in most instances, go to the markets in their trucks, do their buying, and then after loading their purchases on their trucks return to their stores. In all the cities except Philadelphia wholesalers and jobbers deliver in their own trucks some part of their sales to city retailers, and in three cities all deliveries are made in this way.

In only 14 of the 40 cities studied do commercial trucking companies deliver to city retailers as much as 10 percent of the total produce

moving from the wholesale and jobbing markets to the retail stores, and there is a great deal of variation among cities in the charges assessed. The relative importance of the commercial truckers, wholesalers, and retailers in the transportation of produce from the markets to the retail stores is shown in table 45 and the charges for the different cities are shown in table 46.

TABLE 45.—Hauling fruits and vegetables from wholesale or jobbing markets to retailers within the city

City	Proportion of produce hauled			Approximate average distance of haul	Agency paying charges if hired trucks are used
	In hired trucks	In wholesalers' trucks	In retailers' trucks		
	Percent	Percent	Percent	Miles	
Atlanta.....	0	40	60	1-4	
Baltimore.....	40	10	50	2-5	Buyer.
Boston.....	15	5	80	2-5	Do.
Buffalo.....	66	17	17	2½	Wholesaler.
Chicago.....	10	5	85	1-10	Retailer.
Cincinnati.....	60	30	10	3	Varies.
Cleveland.....	10	10	80	5	Wholesaler. ¹
Columbus.....	0	100	0		
Denver.....	30	65	5	2½	Wholesaler.
Detroit.....	5	10	85	7	Varies.
Fort Worth.....	0	75	25	1-3	
Hartford.....	0	50	50		
Houston.....	0	100	0	1-3	
Indianapolis.....	0	70	30	½-4	
Jacksonville.....	0	90	10		
Kansas City.....	0	75	25	2-8	
Los Angeles.....	1	9	90	2	Wholesaler.
Memphis.....	0	100	0	3	
Milwaukee.....	25	65	10	3	Do. ²
Minneapolis.....	10	65	25	7	Wholesaler.
Newark.....	20	60	20	5	Do.
New Haven.....	0	100	0		
New Orleans.....	5	20	75	2	Retailer.
New York.....	0	50	50	½-4	Do.
Norfolk.....	5	80	15	3	Wholesaler.
Oklahoma City.....	0	90	10	2-4	
Omaha.....	5	80	15	½-5	Do.
Philadelphia.....	45	0	55	5	Retailer.
Pittsburgh.....	3	2	95	1-5	Wholesaler.
Portland, Oreg.....	10	60	30	3-5	Do.
Providence.....	0	100	0	½-5	Do.
Rochester.....	60	5	35	3	Do.
St. Louis.....	5	60	35	5	
St. Paul.....	5	45	50	1-8	Do.
Salt Lake City.....	0	75	25	½-10	Varies.
San Diego.....	0	80	20	12	Wholesaler.
San Francisco.....	1	8	91	½-12	Varies.
Seattle.....	25	65	10	3	Wholesaler.
Washington.....	0	60	40	3	

¹ Charged to shipper, if consigned.
² Some by retailers.

TABLE 46.—Commercial trucking rates for hauling specified fruits and vegetables from wholesale or jobbing markets to retailers within the city

City	Trucking rates for representative commodities												
	Apples per box	Apples per bushel	Snap beans per bushel	Cabbage per 100-pound sack	Cantaloups per standard crate	Celery per California crate	Iceberg lettuce per western crate	Onions per 50-pound sack	Oranges per box	Peaches per bushel	Potatoes per 100-pound sack	Spinach per bushel	Tomatoes per 31-pound lug
Atlanta ¹	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Baltimore	4	5	5	5	5	5	5	3	5	5	5	5	4
Boston	Varies from 5 to 25 cents per package depending on distance and volume.												
Buffalo	3	3	3	5	3	8	5	3	5	3	5	3	2½
Chicago	Varies with distance from market.												
Cincinnati	3	3	3	5	5	8	5	3	4	3	5	3	2
Cleveland	3	3	3	5	5	7	5	3	5	4	5	3	3
Columbus ¹													
Denver ²	\$2.50 to \$3 per load or \$1.75 per hour.												
Fort Worth ¹													
Hartford ¹													
Houston ¹													
Indianapolis ¹													
Jacksonville ¹													
Kansas City ¹													
Los Angeles	3½-4	4-4½	3½-4	5-6	4-5	4-5	5-6	2-2½	3½-4	4-4½	4-5		2½-3
Memphis ¹													
Milwaukee	35 cents per stop.												
Minneapolis ³													
Newark	5-6	5-6	5	6-8	8-10	8-10	8-10	5-6	8-10	5-6	6-8	5-6	5-6
New Haven ¹													
New Orleans	Such small amount hauled commercially, no established rates.												
New York ¹													
Norfolk ⁴													
Oklahoma City ¹													
Omaha ⁵													
Philadelphia ⁶	5	8	5	10	10	15	10	5	10	10	10	5	5
Pittsburgh ⁷													
Portland, Oreg.	3¾-4		3½	10	7	8	8	3¾-4½	6	3½	7-7½	2½-3	4
Providence ¹													
Rochester	Barrels 10 cents; all other packages 5 cents.												
St. Louis	4	5	5	9	8	9	7	4	5	6	7	4	4
St. Paul	\$1.50 per hour for truck and driver. Wholesaler furnishes one helper.												
Salt Lake City ¹													
San Diego ¹													
San Francisco	Varies according to distance.												
Seattle	15 cents per hundred pounds, with 25 cents minimum charge.												
Washington ¹													

¹ No commercial trucking from wholesale or jobbing markets to city retailers.
² Usually on load basis rather than package.
³ All hauls are paid for at rate of \$1.75 per hour which includes truck and driver. Commission merchant furnishes 1 helper.
⁴ No recognized established charges in Norfolk. A matter of individual bargaining.
⁵ No per-package charges. Charge is \$2 per hour for truck and 1 man with 50 cents per hour for each helper.
⁶ Much hauling to retailers is on a per-load basis; if smaller quantities than one-half load, charges per package are higher than those indicated for hauls to retailers.
⁷ Trucking charges are from \$1.25 to \$2 per load depending upon distance.

GENERAL COMMENTS ON COMMERCIAL TRUCKING CHARGES

In nearly all the cities the established rates are adhered to fairly well and such charges usually include loading and unloading, but do not include any other service (table 47). Nevertheless in some cities where trucking companies are not well organized and there are a large number of independent commercial truckers, rather severe competition exists and rate cutting is prevalent. In all cities the expense of trucking fruits and vegetables from the railroads through the wholesale and jobbing markets to the retail stores is an important part of the cost of distribution. Considerable attention might well be given to improving the efficiency of these operations.

TABLE 47.—General comments on charges for commercial trucking of fruits and vegetables within the city

City	Are rates strictly adhered to?	Do charges include loading and unloading?	Are any other bona fide charges included?
Atlanta ¹			
Baltimore	Yes	Yes	No.
Boston ²	Fairly	Yes	No.
Buffalo	Fairly	Yes ³	No.
Chicago	Yes	No.	No.
Cincinnati	Usually	Yes ³	No.
Cleveland	Yes	Yes	No.
Columbus			
Denver	Yes	Yes	No.
Detroit	Fairly	Yes	No.
Fort Worth ¹			
Hartford ¹			
Houston ¹			
Indianapolis ¹			
Jacksonville	Yes	Yes	No.
Kansas City ¹			
Los Angeles	Yes	Yes	No.
Memphis ¹			
Milwaukee	Yes	Yes	No.
Minneapolis	Yes	Yes	No.
Newark	No.	Yes	No.
New Haven ¹			
New Orleans	(4)	Yes	No.
New York	(5)	No.	No.
Norfolk ⁶	No rates	Yes	No.
Oklahoma City ¹			
Omaha	Yes	Yes	No.
Philadelphia	No.	Yes	No.
Pittsburgh	Yes	Yes	No.
Portland, Oreg. ⁷	Yes	Yes	No.
Providence ¹			
Rochester	Yes	No	No.
St. Louis	No	Yes	Yes.
St. Paul	Yes	Yes	No.
Salt Lake City	Yes	Yes	No.
San Diego	Yes	Yes	No.
San Francisco	Fairly	Yes	No.
Seattle	Yes	Yes	No.
Washington	Yes	Yes	No.

¹ No commercial trucking.

² Considerable rate cutting.

³ Tailgate of truck only, not moved from or into store.

⁴ Some rate cutting.

⁵ In hauling from piers rates are strictly adhered to, but not in other hauls.

⁶ Rates subject to individual bargaining.

⁷ Additional checking charge and charge for stenciling grade marks on packages.

APPENDIX

TABLE 48.—*Carlot receipts of fruits and vegetables in 40 cities, 1936*¹

City	Total carlot receipts	Carlot receipts by—			Percentage of carlots received by—		
		Rail	Boat	Truck	Rail	Boat	Truck
	<i>Cars</i>	<i>Cars</i>	<i>Cars</i>	<i>Cars</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Atlanta.....	15,656	4,473		11,183	28.6		71.4
Baltimore.....	30,995	11,470	2,025	17,500	37.0	6.5	56.5
Boston.....	56,587	36,984	1,603	18,000	65.4	2.8	31.8
Buffalo.....	14,995	8,295		6,700	55.3		44.7
Chicago.....	82,298	65,839		16,459	80.0		20.0
Cincinnati.....	² 17,090	17,090					
Cleveland.....	33,303	16,303		17,000	49.0		51.0
Columbus.....	9,000	5,000		4,000	55.6		44.4
Denver.....	9,600	5,700		3,900	59.4		40.6
Detroit.....	43,011	23,497	14	19,500	54.6		45.4
Fort Worth.....	3,467	1,967		1,500	56.7		43.3
Hartford.....	6,566	3,860	56	2,650	58.8	.8	40.4
Houston.....	6,600	4,100	625	1,875	62.1	9.5	28.4
Indianapolis.....	9,250	5,250		4,000	56.8		43.2
Jacksonville.....	4,700	1,700	400	2,600	36.2	8.5	55.3
Kansas City ³	15,768	12,868		2,900	81.6		18.4
Los Angeles.....	68,948	11,530	357	57,061	16.7	.5	82.8
Memphis.....	² 4,152	4,152					
Milwaukee.....	10,741	8,408	184	2,149	78.3	1.7	20.0
Minneapolis.....	19,233	9,176		10,117	47.6		52.4
Newark.....	28,974	9,019	1,705	18,250	31.1	5.9	63.0
New Haven.....	8,607	3,342		5,265	38.8		61.2
New Orleans.....	10,200	3,860	1,840	4,500	37.9	18.0	44.1
New York.....	203,336	98,519	25,901	78,916	48.5	12.7	38.8
Norfolk.....	3,563	1,231	563	1,769	34.6	15.8	49.6
Oklahoma City.....	9,493	3,353		6,140	35.3		64.7
Omaha.....	7,184	5,059		2,125	70.4		29.6
Philadelphia.....	69,923	34,000	4,365	31,558	48.6	6.3	45.1
Pittsburgh.....	30,759	25,809		4,950	83.9		16.1
Portland, Oreg.....	9,500	4,997	3	4,500	52.6		47.4
Providence.....	10,432	⁴ 5,458	126	4,848	52.3	1.2	46.5
Rochester.....	8,000	3,000		5,000	37.5		62.5
St. Louis ⁵	24,677	22,347		2,330	90.6		9.4
St. Paul.....	10,955	3,555		7,400	32.5		67.5
Salt Lake City.....	6,154	1,634		4,520	26.6		73.4
San Diego.....	4,718	1,218	47	3,453	25.8	1.0	73.2
San Francisco.....	23,038	7,693	1,147	14,198	33.4	5.0	61.6
Seattle.....	11,312	4,938	374	6,000	43.7	3.3	53.0
Springfield, Mass.....	5,586	3,724		1,862	66.7		33.3
Washington.....	13,913	5,674	239	8,000	40.8	1.7	57.5
Total.....	962,344	506,092	41,574	414,678	⁵ 51.5	⁵ 4.4	⁵ 44.1

¹ Excluding bananas. Does not include diversions.² Excluding truck receipts.³ Truck receipts affected by drought.⁴ Includes 500 cars unloaded in Pawtucket for use in Providence.⁵ Based upon totals for the 38 cities for which complete data were available.

TABLE 49.—Number and age of wholesale and jobbing markets in 40 cities, 1936

City	Markets	Age of markets					
		Largest market	Second market	Third market	Fourth market	Fifth market	Sixth market
	Number	Years	Years	Years	Years	Years	Years
Atlanta.....	3	1	22	6			
Baltimore.....	5	100	¹ 150	5	6	(²)	
Boston.....	5	196	9	9	37	1	
Buffalo.....	2	5	6				
Chicago.....	3	11	75	15			
Cincinnati ³	5	35	45	132	94	9	
Cleveland.....	3	7	7	16			
Columbus.....	1	87					
Denver.....	2	40	51				
Detroit.....	4	45	7	45	7		
Fort Worth.....	1	7-25					
Hartford.....	2	10	15				
Houston.....	2	40	10				
Indianapolis.....	2	58	10				
Jacksonville.....	2	6	25				
Kansas City.....	2	46	14				
Los Angeles.....	4	27	21	9	9		
Memphis ⁴	2	20	3				
Milwaukee ³	4	40	21	33	28		
Minneapolis.....	3	40	(⁴)	40			
Newark.....	3	14	6	60			
New Haven.....	1	12-25					
New Orleans.....	4	145	60	11	11		
New York ³	6	99	2	49	49	49	49
Norfolk.....	3	25	99	44			
Oklahoma City.....	2	12	14				
Omaha.....	2	50	34				
Philadelphia.....	4	75	9	85	(²)		
Pittsburgh.....	2	⁵ 7-38	21				
Portland, Oreg.....	2	15	5				
Providence.....	2	7	22				
Rochester.....	1	33					
St. Louis.....	1	30-75					
St. Paul.....	2	⁶ 34	21				
Salt Lake City.....	1	18					
San Diego.....	2	20	36				
San Francisco.....	2	60-75	50-60				
Seattle.....	2	50	11				
Springfield, Mass.....	1	25					
Washington.....	2	6	6				

¹ Rebuilt in 1907.² Not available.³ Markets not listed in order of size.⁴ Just built.⁵ Pennsylvania Produce Terminal, which is part of this market, was built 7 years ago.⁶ Remodeled in 1936.

TABLE 50.—Chain-store systems and stores operated by each in 40 cities, 1936

City	Chain systems operating	Approximate number of stores within the city, operated by—							
		Largest chain	Second chain	Third chain	Fourth chain	Fifth chain	Sixth chain	Seventh chain	Eighth chain
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Atlanta.....	3	132	99	32					
Baltimore.....	3	210	175	75					
Boston.....	1 ³	1,000	600	400					
Buffalo.....	4	160	150	45	11				
Chicago.....	2 ⁵	828	735	224	98	5			
Cincinnati.....	6	312	90	70	56	30	10		
Cleveland.....	3	280	180	123					
Columbus.....	3	104	52	4					
Denver.....	2	105	8						
Detroit.....	4	550	415	370	10				
Fort Worth.....	3	19	13	13					
Hartford.....	2	110	43						
Houston.....	2	20	6						
Indianapolis.....	3	150	80	75					
Jacksonville.....	6	50	30	24	9	8	4		
Kansas City.....	8	76	70	40	12	11	9	4	4
Los Angeles.....	4	236	17	9	8				
Memphis.....	2	76	30						
Milwaukee.....	2	112	51						
Minneapolis.....	7	58	26	22	21	7	5	1	
Newark.....	4	120	25	25	25				
New Haven.....	2	60	50						
New Orleans.....	2	115	60						
New York.....	11	1,400	683	650	638	550	125	35	15
Norfolk.....	2	84	23						
Oklahoma City.....	2	25	17						
Omaha.....	2	35	25						
Philadelphia.....	4	827	383	6	4				
Pittsburgh.....	4	339	165	75	36				
Portland, Oreg.....	5	66	20	10	10	10			
Providence.....	3	150	77	17					
Rochester.....	5	117	65	14	7	6			
St. Louis.....	6	260	199	6		4	3		
St. Paul.....	4	22	5 or 6	5 or 6	5 or 6	4			
Salt Lake City.....	7	23	10	3 or 4	3 or 4	3 or 4	3 or 4	3 or 4	
San Diego.....	5	50	25	12	8				
San Francisco.....	6	201	17	16	6	5	5		
Seattle.....	4	70	25	10	5				
Springfield, Mass.....	2	5	3						
Washington.....	3	331	250	50					

¹ There are several smaller chains which have about 6 stores each.

² In addition there are 3 department stores with 7, 6, and 3 branches which handle fruits and vegetables.

TABLE 51.—Importance of chain stores in handling carlot receipts of fruits and vegetables in 40 cities, 1936¹

City	Total receipts in city	Chain store carlot receipts				
		Direct		By purchase in local markets	Total	Percentage of total receipts in city
		By rail and boat	By truck			
	<i>Cars</i>	<i>Cars</i>	<i>Cars</i>	<i>Cars</i>	<i>Cars</i>	<i>Percent</i>
Atlanta.....	15,656	1,373	900	1,250	3,523	22.5
Baltimore.....	30,995	1,000	100	2,480	3,580	11.6
Boston.....	56,587	6,225	3,600 ²	8,175	18,000	31.8
Buffalo.....	14,995	1,550	750	1,700	4,000	26.7
Chicago.....	82,298	12,140	2,469	3,000	17,609	21.4
Cleveland.....	33,303	4,400	1,600	3,650	9,650	29.0
Columbus.....	9,000	1,750	500	750	3,000	33.3
Denver.....	9,600	2,300	1,000	140	3,440	35.8
Detroit.....	43,011	6,160	5,000	2,000	13,160	30.6
Fort Worth.....	3,467	100	450	25	575	16.6
Hartford.....	6,566	820	395	135	1,350	20.6
Houston.....	6,600	700	75	225	1,000	15.2
Indianapolis.....	9,250	2,000	450	1,150	3,600	38.9
Jacksonville.....	4,700	560	350	500	1,410	30.0
Kansas City.....	15,768	3,300	400	1,800	5,500	35.7
Los Angeles.....	68,948	1,050	2,900	2,300	6,250	9.1
Milwaukee.....	10,741	847	200	400	1,447	13.5
Minneapolis.....	19,293	900	90	1,250	2,240	11.6
Newark.....	28,974	2,100	2,100	1,800	6,000	20.7
New Haven.....	8,607	300	350	100	750	8.7
New Orleans.....	10,200	210	-----	600	810	7.9
New York.....	203,336	19,500	9,000	28,500	57,000	28.0
Norfolk.....	3,563	340	52	229	621	17.4
Oklahoma City.....	9,493	405	245	-----	650	6.8
Omaha.....	7,184	1,600	175	135	1,910	26.6
Philadelphia.....	69,923	5,814	1,932	6,624	14,370	20.6
Pittsburgh.....	30,759	4,750	300	2,650	7,700	25.0
Portland, Oreg.....	9,500	1,650	750	-----	2,400	25.3
Providence.....	10,432	1,570	-----	1,400	2,970	28.5
Rochester.....	8,000	800	2,000	1,000	3,800	47.5
St. Louis.....	24,677	4,541	268	1,965	6,774	27.5
St. Paul.....	10,955	(²)	(²)	² 165	² 165	1.5
Salt Lake City.....	6,154	1,030	600	950	2,580	41.9
San Diego.....	4,718	203	950	200	1,353	28.7
San Francisco.....	23,038	1,000	500	300	1,800	7.8
Seattle.....	11,312	513	180	250	943	8.3
Springfield, Mass.....	5,586	1,007	243	12	1,262	22.6
Washington.....	13,913	2,200	1,100	1,100	4,400	31.6
Total.....	³ 941,102	³ 96,708	³ 41,974	³ 78,910	³ 217,592	³ 23.1

¹ Excluding bananas.² Supplied largely from Minneapolis.³ For 38 cities only (excludes Cincinnati and Memphis).

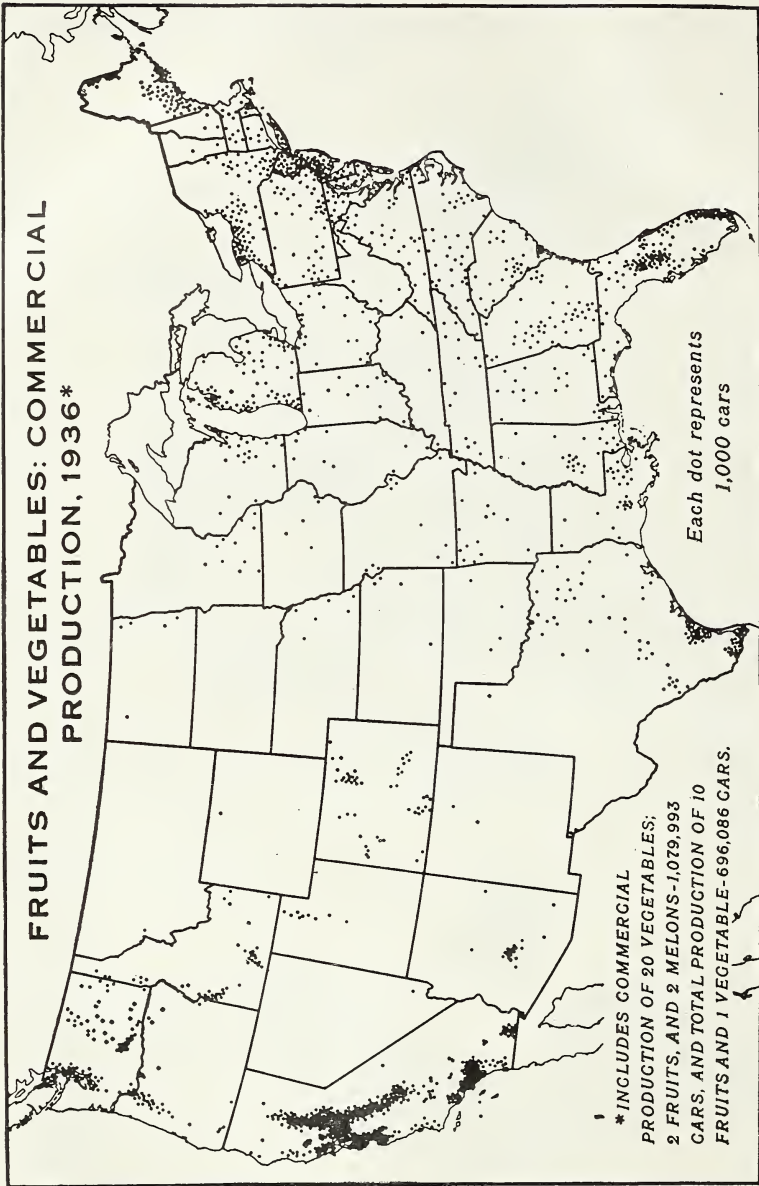


FIGURE 74.

