

Subject Index

The symbol "ff" in this index usually indicates that the subject is treated in two or more succeeding excerpts.

Commodity references include cases of factual or substantive mention but not cases where the commodity is mentioned merely for hypothetical or illustrative purposes.

- Absorption of transfer costs, 123
 - Accumulations, middlemen's, 143, 192
 - Advertising and promotion, 427 ff
 - appraisal, 301, 427, 433
 - in cigarette industry, 264
 - by cooperatives, 368, 429
 - and discriminative pricing, 278
 - effects on prices, 428, 434
 - exaggeration in, 435
 - expenditures for, 428
 - of farm products, 429 ff
 - Government programs, 429 ff
 - as marketing service, 41
 - private vs. social benefits, 237, 254, 264, 329
 - Agricultural Marketing Act (1929), 402
 - Agricultural Marketing Act of 1946, 4, 22
 - Agricultural Marketing Agreements Act, 342
 - Agricultural surpluses
 - development of markets, 415 ff
 - handling, 152, 163
 - Alfalfa, cooperative marketing of, 359
 - Allocation of supplies for increased returns, 337 ff; (see also Marketing agreements programs)
 - economics of, 113, 163, 337 ff
 - effects on consumers, 339
 - effects on future production, 338
 - grade and size restrictions, 335, 340
 - limitation of total supply, 335, 337
 - between markets, 39
 - seasonal, 145 ff
 - between uses, 163, 335, 340
 - year-to-year, 149 ff
 - Anti-trust laws, 321, 325, 342, 359, 390
 - Apples
 - elasticity of demand, 68
 - juice concentrate, 420
 - merchandising, 430
 - packaging, 418
 - wholesale-retail price spreads, 272
 - Assembly, efficiency in, 129, 225 ff
 - Attitudes towards marketing, 10 ff
 - historical, 11 ff
 - modern, 16 ff
 - Auctions, 71
 - Avocados, advertising of, 430
- B**
- Bakery products
 - advertising, 428, 435
 - concentration in industry, 246
 - farm value, 8
 - marketing charges, 8
 - retail cost, 8
 - Bananas, elasticity of demand, 68
 - Barley, elasticity of demand, 68
 - Barriers to trade, 136 ff
 - Basing-point pricing, 123
 - Beans, dry, cooperative marketing associations, 362
 - Bread; see Bakery products
 - Broomcorn, cooperative marketing of, 359

Budgetary method, in efficiency studies, 215
 Buffer stocks, 149
 Butter
 butterfat assembly, 225
 concentration in processing and distribution, 247, 260
 economics of scale in processing, 255
 integration in distribution, 250, 260, 278
 sale by contract, 169
 supply-area boundaries, 118
 trend in number and size of plants, 251

C

Candy, trend in number of plants, 251
 Cantaloupes, growing under contract, 169
 Capper-Volstead Act, 402
 Carrying charge, 177
 Cattle
 concentration in assembly and processing, 247
 production and market reporting, 302
 production cycle, 76, 82
 Celery, preparation for market, 197
 Cereal products
 Cereal products; *see also* Bakery products; Flour
 advertising and selling expenses, 428
 Cheerios, development, 426
 farm value, 8
 marketing charges, 8
 retail cost, 8
 Chain stores
 development, 248
 economic concentration, 246
 efficiencies, 266
 margins, 266 ff
 as protectors of consumers, 326, 353
 taxation, 348
 vertical integration, 250, 268, 277
 voluntary chains, 248, 268
 Charges, marketing; *see* Marketing charges
 Check-out counter, efficiency in operation, 203
Cheerios, development of, 426
 Cheese
 concentration, 247, 262
 integration, 194, 250, 262
 pricing on Wisconsin Exchange, 287
 trend in number and size of plants, 251
 Cigarette industry
 advertising, 264, 428
 concentration, 247, 264
 integration, 194, 265
 price leadership, 291

Citrus fruit
 advertising, 430, 434
 consumer survey, 423
 cooperative marketing, 358, 430
 Cobweb theory, 77 ff
 Coffee, elasticity of demand, 68
 Commodity Exchange Act, 314
 Commodity exchanges, 168, 172; (*see also* Futures trading)
 Competition; *see also* Imperfect competition; Perfect competition; Monopoly
 in agricultural markets, 244 ff
 Government policies toward, 298 ff
 regulation, 313 ff
 restrictions, 124, 136, 330 ff
 "workable," 325
 Concentration, economic; *see* Economic concentration
 Congress, U. S., aims regarding marketing, 22 ff
 Consumer
 expenditures for food, 6, 43
 inefficiency in buying, 301
 interest in marketing, 21, 25
 and market control programs, 339
 Consumer preference
 for apple-juice concentrate, 421
 as basis of grades, 304
 for citrus products, 423
 in fluid milk distribution, 233
 and overlapping of market areas, 124
 Consumption subsidies, 345 ff
 Contract
 evolution, 166
 sale by, for future delivery, 169 ff, 193
 Contract futures; *see* Futures trading
 Cooperatives, agricultural marketing and purchasing, 355 ff
 aims, 19, 280, 353, 368, 379 ff
 advertising, 429
 butter marketing, integration in, 260
 and capitalist enterprise, 377 ff, 383, 410 ff
 cotton, and "Sapiro movement," 386
 creameries, economies of scale in, 255
 criteria of success, 384, 396
 current trends, 364
 dairy, pricing problems of, 127
 development of, in U. S., 357 ff
 efficiency, 202, 255, 377, 381
 eggs, efficiency in handling operations, 202
 farm organizations and, 357, 380
 grading by, 311
 and income distribution, 369, 379
 integration, 260, 366, 378, 397 ff
 legal aspects, 358, 402 ff
 livestock, aims of, 380
 member contracts, 359, 374, 385, 390

- monopolistic control, 337, 359, 384 ff, 398
 - vs. monopoly, 378, 390
 - numbers and size, 359 ff
 - opposition, 367, 406 ff
 - philosophy and theory, 367 ff
 - purchasing, aims of, 382
 - social aspects, 366, 371, 391 ff
 - taxation, 403, 406 ff
 - Cooperatives
 - consumer, 353, 371
 - production, 360, 363
 - service, 360, 363
 - Corn
 - economic concentration in processing, 246
 - elasticity of demand, 68
 - geographic price structure, 131
 - price instability, 181
 - price spreads, cash vs. futures, 176
 - stocks, reporting of, 303
 - time contracts, 193
 - Corn-hog price ratio, 76
 - Cost analysis
 - in milk plants, 212
 - in cotton-yarn mills, 216
 - Cost of entry, 280, 284, 324
 - Costs, marketing; *see* Marketing costs
 - Cotton
 - cooperative marketing, 357, 362, 386
 - economic concentration, 247
 - effects of storage program, 154
 - price instability, 181
 - time contracts, 193
 - Cottonseed oil, trend in number of plants, 251
 - Cotton-yarn mills, efficiency of, 216
 - "Countervailing power," 352
 - Country markets, imperfect competition in, 250, 253, 279, 326
 - Cowles Commission, 94
 - Cranberries
 - advertising, 430
 - elasticity of demand, 68
 - Cream, supply area boundaries, 118
 - Crops, reporting of, 302
 - Crosshauling, 124
 - Cycles, production and price, 75 ff
- D**
- Dairy products; *see also* Butter; Cheese; Milk
 - cooperative marketing, 357, 362
 - economic concentration, 246, 248
 - farm value, 7
 - integration, 250
 - marketing charges, 7
 - production and market reporting, 302
 - retail cost, 7
 - supply area boundaries, 118
 - Decisions, business
 - and market strategy, 291
 - noneconomic motivation, 285
 - psychological approaches, 108
 - Demand, 27 ff, 63 ff
 - definition, 29, 37
 - derived, for farm products, 63 ff
 - elasticity of; *see* Elasticity of demand
 - factors underlying, 34, 107
 - at farm level, relationship to retail, 63 ff
 - interrelated; *see* Interrelated demands; Kinked demand curve
 - law of, 30, 32, 107
 - for marketing services, 40
 - modification of; *see* Advertising and promotion; Market development for particular seller's product, 37
 - psychological approaches, 107
 - reciprocal, 115
 - for segment of market, 38
 - statistical measurement of; *see* Statistical measurement of demand
 - and supply, equation of, 70 ff
 - variation with income, 42 ff, 92
 - Depression, economic
 - stability of agricultural production, 51 ff
 - Derived demand for farm products, 63 ff
 - Development, market; *see* Market development
 - Direct marketing
 - of butter, 260
 - by chain stores, 250
 - of cheese, 262
 - of hogs, 134
 - Discriminative pricing; *see* Price discrimination
 - Distribution, efficiency in fluid milk, 230
 - Diversion programs, 163, 335, 340
 - Division of labor; *see* Economies of scale; Specialization
 - Dominant firm, 73, 244, 253, 275
 - price leadership by, 280
- E**
- Economic concentration
 - causes, 254 ff
 - and "countervailing power," 352
 - extent, 246 ff
 - public policy regarding, 317 ff
 - in storage, 143, 193
 - trends, 325
 - Economies of scale, 212 ff
 - in creameries, 225, 255
 - and economic concentration, 254 ff
 - in fluid milk plants, 256
 - in management, 257, 267

Educational work in marketing, 438
 Efficiency in marketing, 195 ff; (*see also* Economies of scale; Specialization; Technological development)
 in assembly and distribution, 225 ff
 of chain stores, 266
 cooperatives and, 377, 381
 and increased price spreads, 236
 of marketing systems, 235 ff
 of operations, 197 ff; (*see also* Work simplification)
 of plants, 211 ff
 and price leadership, 73
 pricing, 23 ff, 88, 222
 and welfare, 195, 238
 in wholesale distribution, 270
 of wholesale markets, 218 ff
 Eggs
 efficiency in handling, 202
 extension marketing program, 438
 farm value, 7
 marketing charges, 7
 production and market reporting, 302
 retail cost, 7
 Elasticity, definition of, 35
 Elasticity of demand, 31, 33 ff
 and discriminative pricing, 123
 estimates of, for various commodities, 68
 factors influencing, 34 ff
 at farm level, compared with consumer demand, 64
 "income," 42 ff
 and monopolistic control, 253
 for product of individual seller, 37, 123
 variation with income, 48
 Engel's curve, 42
 Equalization of demand and supply, 70 ff
 Ever-normal granary, 149
 Excess capacity, 74, 280
 Exchange aspects of marketing, 5, 11, 16, 109, 239
 Exchanges, commodity; *see* Commodity exchanges

F

Fair trade laws, 348 ff
 Farm Credit Administration, 405, 406
 Farm income; *see also* Allocation of supplies for increased returns
 effects of storage program, 150
 and price policy, 88
 Farm price policy, 24, 88, 149, 319; (*see also* references to specific programs)
 Farm prices
 effects of futures trading on, 179 ff

and farm income, 87
 geographic structure, 62, 93, 118, 127, 129 ff
 instability, 65
 market basket, 10
 policy regarding, 87, 149, 319, 342
 relationship to retail prices, 64 ff
 reporting, 302
 response of production to, 54 ff
 seasonal variation, 127, 146
 stabilization, 88, 149 ff
 Farm production; *see also* Supply of farm products
 cost characteristics, 54 ff
 cycles in, 75 ff
 location of, 114 ff
 and market control programs, 338
 response to price changes, 54 ff, 75 ff, 290
 reporting of, 302
 Farm supplies and equipment, co-operative purchasing of, 357 ff, 382
 Farmer
 bargaining power, 354
 interest in marketing, 21
 marketing problems, 18
 share of consumer's food dollar, 9, 236
 Feed grains
 effects of storage program, 150
 Federal Farm Board, 398, 405
 Federal Seed Act, 316
 Finance, market; *see* Market finance
 Flavorings, trend in number of plants, 251
 Flour
 advertising, 434
 concentration in processing, 247
 trend in number of plants, 251
 Food allotment program, 345
 Food manufacturing, trend in size and number of plants, 251
 Food stamp plan, 345
 Foods
 expenditures vs. income, 43 ff
 farm value, 6
 "market basket," 6, 9
 marketing charges, 6
 retail cost, 6
 Form utility; *see* Utility, *also*, Grades, Processing, Packaging, etc.
 Formula pricing, 90
 Freight rates; *see* Transportation costs, Transit privileges
 Frozen foods, trend in number and size of plants, 251
 Fruits and vegetables; *see also* references to specific commodities
 advertising of, 429, 434
 concentration in fruit distribution, 246

- cooperative marketing, 357 ff
- direct buying by chain stores, 250
- farm value, 8
- improvement of wholesale markets, 219 ff
- labor efficiency in distribution, 270
- marketing agreements, 332 ff
- marketing charges, 8
- pickled, trend in number of plants, 251
- production and market reporting, 302
- regulation of marketing, 315
- retail cost, 8
- wholesale-retail price spreads, 272
- Fruits and vegetables, canned
 - advertising of, 278, 428, 434
 - economic concentration in processing, 247
 - grower contracting, 169
 - sale by future contracts, 194
 - trend in number of plants, 251
 - vertical integration, 194, 250
- Functions of marketing, 17
- Futures prices
 - as guides to production, 186
 - relationship to "spot" or "cash," 174 ff, 186
- Futures trading, 172 ff
 - Commodity Exchange Act, 314
 - and competition, 181, 193
 - controversial nature, 192
 - difference from "spot" or "cash," 173
 - effects of, upon prices, 179 ff
 - evolution, 172
 - functions, 174, 179
 - hedging, 172, 174 ff, 193
 - vs. integration, 193
 - inverted market, 176
 - and market finance, 180
 - relation of "spot" to futures prices, 174 ff, 186
 - speculation, 172, 179 ff, 188 ff
 - types and operation of traders, 188 ff

G

- Games, theory of, 291
- Government marketing policy, 298 ff; (see also under Competition; Concentration; Cooperatives; Monopoly; Prices, farm; Trade barriers; and references to specific laws, programs, etc.)
- Grades and standards, 303 ff
 - basis of, 304
 - consumer grades, 309
 - economic justification for, 304, 307
 - for hogs, 311
 - and returns to producers, 306
 - terminology, confusion in, 309

- for tobacco, 312
- United States Grain Standards Act, 316
- Grain; see also Corn; Feed grains; Wheat; etc.
 - cooperative marketing of, 357, 362
 - market reporting, 303
 - sale by time contracts, 193
 - United States Grain Standards Act, 316
- Grapes
 - demand in principal auction markets, 39
 - elasticity of demand, 68
- Grocery; see Retailing

H

- Hedging, 172 ff, 193
 - effectiveness, 175
 - purpose, 174, 179
- Hog-corn price ratio, 76
- Hog cycle, 76
- Hogs; see also Livestock; Meat-packing industry
 - competition in buying, 275, 278
 - concentration in assembly and processing, 247
 - direct marketing, 134
 - effects of corn storage program, 151
 - estimation of supply and demand, 105
 - geographic price structure, 133
 - grading, 279, 311
 - price discrimination in buying, 279
 - production cycles, 76
 - production and market reporting, 302
 - sale of, by time contracts, 193
- Horses, cycle in production, 76

I

- Ice cream, trend in number of plants, 251
- Identification problem, 95
- Imperfect competition, 244, 273 ff; (see also Concentration; Discriminative pricing; Monopoly)
 - consequences, 273 ff
 - in country markets, 250, 253, 279, 326
 - effects of, on price, 282
 - and excess capacity, 74, 280
 - extent, 274
 - forms, 275 ff
 - pricing under, 72, 273 ff
 - theory, 297
- Import controls, 140
- Income elasticity of demand, 42 ff
- Indifference curves, 49
- Innovation and economic progress, 414, 416

Input-output analysis
 in individual plant, 212
 in inter-industry studies, 100
 and measurement of efficiency, 239

Integration
 in butter marketing, 260
 in cheese marketing, 262
 by cooperatives, 366, 378, 397 ff
 vs. futures trading, 193
 by grocery chains, 248 ff, 268
 in meat distribution, 258
 and transfer of ownership, 166, 269

Inter-industry studies, 100

International trade, 140

Interrelated demands, 31, 70
 between brands, 37
 between goods and marketing services, 41
 between grades, 307, 340
 under imperfect competition, 287
 and market control programs, 338
 seasonal interdependence, 148

Inventories; *see* Storage; Working stocks

Inverted market, 176

K

Kinked demand curve, 38, 294

L

Labeling requirements as trade barriers, 140

Labor, division of; *see* Economies of scale; Specialization

Labor saving; *see* Work simplification

Lambs
 concentration in processing, 247
 elasticity of demand, 68
 production and market reporting, 302
 sheep production cycle, 76

Lard, integration and organized trading in, 194

Layout, plant, 201

Lemons
 allocation of supply, 163
 elasticity of demand, 68

Lettuce, wholesale-retail price spreads, 272

Liquors, malt, trend in number of plants, 251

Livestock; *see also* Meat-packing industry; Cattle; Hogs; Lambs
 concentration in processing and distribution, 247
 cooperative marketing, 362, 380
 integration by processors, 194
 production and market reporting, 302
 regulation of marketing, 317
 sale of, by contract, 170

Location, 114 ff
 coalescence of market areas, 125
 geographic price discrimination, 123
 geographic price structure, 62, 93, 123 ff
 of market boundaries, 114 ff, 126
 of meat-packing industry, 135, 258
 and monopoly, 244, 250, 253
 overlapping of market areas, 123, 225 ff
 of production, 114 ff
 trade barriers, 136
 transportation costs and, 114 ff
 of wholesale fruit and vegetable market, 221

M

Macaroni products, trend in number of plants, 251

Management specialization and integration, 257, 267

Margarine, taxation of, 136, 139

Margins, marketing; *see* Marketing charges

Market
 auction, 71
 commodity exchange, 168, 172
 definitions, 5
 as equator of demand and supply, 70 ff
 futures; *see* Futures trading
 inverted, 176
 spot, 173
 wholesale fruit and vegetable, improvement of, 219

Market areas
 boundaries, 114 ff, 126
 coalescence, 125
 economic law, 115
 overlapping, 123, 225 ff

Market basket of farm food products, 6, 9

Market control programs; *see* Marketing agreements; Allocation of supplies for increased return

Market development, 413 ff; (*see also* Advertising and promotion)
 for agricultural surpluses, 415 ff
 aims of, 414 ff
 for apples, 430
 for *Cheerios*, 426
 for concentrated apple juice, 420
 problems involved, 419, 424
 promotion, 423, 427 ff
 role of economist, 437 ff

Market facilities, 219, 439

Market finance, 180, 192, 265

Market information, 219, 222, 302; (*see also* Advertising)

Market location; *see* Location

Market prorates, 336 ff

Market reporting, 302

452 *Subject Index*

- Market sharing, 72, 275
Market surveys, 417 ff
 consumer acceptance, 421
 consumer preference, 421, 423
 controlled experiment, 418
Marketing
 aims, 20ff
 attitudes towards, 10 ff
 definitions, 4 ff, 109
 essentiality, 10, 16
 farmers' problems, 18
 functions, 17, 239
 government policies, 22 ff, 298 ff
 improvement, 27, 413
 problems, 21
 public interest, 22 ff
 vs. production, 4, 109
 public regulation, 313 ff
 and specialization, 11, 16 ff
 timing of, 142 ff
Marketing Agreement Act of 1937, 334, 343
Marketing agreements programs, 332 ff; (see also Allocation of supplies for increased returns)
 criticisms, 342 ff
 diversion programs, 335, 340
 fluid milk, 89
 grade and size restrictions, 335, 340
 supply limitations, 335, 337
Marketing charges, 6 ff, 64
 and efficiency, 236
 under imperfect competition, 289
 incidence of, 66, 69, 290
 relationship to farm prices, 64, 66
Marketing costs; see also Marketing charges; Efficiency; Transportation costs; Ownership, transfer of "absorption" of, 123
 fixed vs. variable, 212
Marketing, educational work; see Educational work in marketing
Marketing, exchange aspects; see Exchange aspects of marketing
Marketing research
 aims, 22 ff, 27, 195, 413 ff
 needed, 134, 192, 209, 337, 400
 role of research economist, 239, 437
 scope, 4
Marketing services
 demand for, 40, 233
 differentiation, 275, 279
 increase, 236
 monopolistic control, 289
 public, 300 ff
 product differentiation and, 40
Maximizing farmers' returns; see Allocation of supplies for increased returns
Meat
 farm value, 7
 geographic price structure, 133
 inspection, 317
 integration in distribution, 250, 259
 marketing charges, 7
 retail cost, 7
Meat-packing industry
 advertising, 435
 vs. chain stores, 278, 282
 economic concentration, 246, 258
 integration, 259
 location, 135, 258
 market-sharing, 72, 275
 monopolistic control, 289
 technology and economies of scale, 258
 trend in number of plants, 251
Melons, cooperative marketing of, 359
Merchandising; see Advertising and promotion; Market development
Merchants; see Middlemen
Methods engineering, 210
Middlemen
 attitudes towards, 10 ff
 objectives, 21
Milk, canned and evaporated
 advertised brands, 278
 concentration in processing, 247
 integration in, 194, 250, 278
Milk, fluid
 assembly, efficiency in, 226
 bilateral monopoly, 282
 Boston pricing formula, 90
 consumer preferences for marketing services, 233
 cooperative marketing, 359
 distribution, efficiency in, 231
 economies of scale in pasteurizing, 212, 256
 elasticity of demand, 68
 marketing agreements, 89 ff, 332 ff
 pricing, 66, 90, 126
 production and market reporting, 302
 relation of margins to farm prices, 66
 reorganization of distribution, 230 ff
 reorganization of milksheds, 226
 sanitary regulations, 126, 137, 138
 supply areas, 114, 118, 126
Mohair, production reports, 302
Monopolistic competition; see Imperfect competition; Monopoly
Monopoly, 273; (see also Economic concentration; Imperfect competition)
 bilateral, 277, 282
 in cheese industry, 263
 cooperatives and, 359, 378, 384 ff, 390, 398
 criteria, 284, 323 ff
 farmers' interest regarding, 319, 342, 351
 incidence of, in food, 290

legal vs. economic concepts, 323 ff
 limitations, 252, 326
 in local markets, 244, 250, 253, 279, 326
 and marketing agreements, 342 ff
 of marketing services, 289
 patents and, 263
 public policy regarding, 318 ff, 390
 Monopsony, 252; (*see* Monopoly)
 Motion and time study, 206, 210
 Motor-truck transportation; *see also*
 Transportation; Transportation
 costs
 and direct marketing, 134
 and local monopoly, 251
 regulation of, as trade barrier, 137, 139

N

Nuts
 advertising, 430, 434
 cooperative marketing, 362
 marketing agreements, 333
 production and market reporting, 302

O

Oats
 development of *Cheerios*, 426
 elasticity of demand, 68
 price instability, 181
 price spread, cash vs. futures, 176
 Oilseed proteins, market potentialities, 420
 Oleomargarine, taxation of, 136, 139
 Oligopoly, oligopsony, 252; (*see* Imperfect competition; Monopoly)
 Olives, cooperative marketing of, 359
 Onions, wholesale-retail price spreads, 272
 Oranges
 advertising, 430, 434
 price spreads, wholesale-retail, 272; (*see also* Citrus fruit)
 Orderly marketing, 145, 147, 337, 359, 382
 Overlapping of market areas, 123, 225 ff
 Ownership, transfer of, 165 ff; (*see also* Contract; Exchange aspects of marketing)
 costliness, 269
 Ownership utility; *see* Utility; *also*
 Ownership, transfer of; Storage, motives for

P

Packaging, 161, 162, 418
 Packers and Stockyards Act, 317
 Packing house, efficiency of operation, 208
 Patents, processed cheese, 252, 263

Peaches, elasticity of demand, 68
 Peanuts, cooperative marketing of, 359
 Perfect competition
 departures from, in agricultural markets, 244 ff
 as a norm, 113, 322, 327, 330
 Perishable Agricultural Commodities Act, 315
 Place utility; *see* Utility; Location
 Planning curve, 215
 Plums, seasonal allocation of supply, 147
 Pork, elasticity of demand, 68
 Possession utility; *see* Ownership
 Potatoes
 cooperative marketing, 359
 elasticity of demand, 68
 response of acreage to price, 62
 wholesale-retail price spreads, 272
 Poultry products
 cooperative marketing, 359, 362
 farm value, 7
 marketing charges, 7
 production and market reporting, 302
 regulation of marketing, 317
 retail cost, 7
 trend in number of plants, 251
 Prepackaging, 162
 Price cycles, 75 ff
 Price discrimination, 278, 285, 330 ff; (*see also* Marketing agreement programs)
 between forms or uses, 163
 geographic, 123
 Price leadership, 73, 280, 291
 Price ratio, corn-hog, 76
 Price spreads; *see* Marketing charges
 Price support; *see* Farm prices, policy regarding; Allocation of supplies; Surpluses; *and* references to specific programs
 Price systems, 124
 Prices
 administered, 90, 287
 effects of advertising on, 428, 434
 fair, 25
 functions of, 23 ff, 88
 resale price maintenance, 348 ff
 Prices, farm; *see* Farm prices
 Prices, futures; *see* Futures prices
 Pricing, 70 ff; (*see also* Farm prices on auctions, 71)
 central role, in marketing, 5, 23
 cobweb theorem, 77
 discriminative; *see* Discriminative pricing
 efficiency in, 23 ff, 88
 of fluid milk, 90, 127
 formula, 90
 in fruit and vegetable wholesale market, 222

454 Subject Index

under imperfect competition, 72, 272 ff
 Processing, 159 ff; (*see also* commodity references)
 as adjunct of storage and transportation, 160
 by chain stores, 250
 diversion of products to, 163
 location of, in meats, 135
 trend in numbers and size of plants, 251
 Produce Agency Act, 315
 Product differentiation, 40, 278
 Production aspects of marketing, 4, 109
 Production, farm; *see* Farm production
 Production function, 212
 Promotion; *see* Advertising and promotion
 Prorates, market, 336 ff
 Public interest in marketing, 22 ff
 Public regulation of marketing, 313 ff; (*see also* Monopoly)
 Psychological approaches in economics, 106

Q

Quality; *see* Grades and standards
 Quality control, 262
 Quarantines as trade barriers, 137, 140

R

Railroads; *see* Transportation; Transit privileges
 Ratio-delay method, 206
 Refrigeration, 114, 258
 Reports, market, 302
 Resale price maintenance, 348 ff
 Research and Marketing Act, 4, 22
 Research, marketing; *see* Marketing research
 Restrictions on competition; *see* Competition, restrictions on
 Retailing, grocery; *see also* Chain stores
 economic concentration, 247
 educational work, 439
 efficiency in check-out operation, 203
 integration, 268
 local monopoly, 251, 326
 super-markets, 162, 249
 wholesale-retail price spreads, 272
 Rice
 cooperative marketing, 359, 362
 elasticity of demand, 68
 Risk; *see also* Ownership, transfer of;
 Hedging; Speculation
 burden of, in storage, 145

farmers', 170
 transfer of, through futures trading, 172 ff, 179, 193
 Rye, price instability, 181

S

Safe storage period, 157
 Sanitary regulations, as trade barriers, 137, 138
 School lunch program, 346
 Seasonal variation; *see also* Allocation of supplies; Orderly marketing
 adjustment for, in milk pricing, 91, 127
 and allocation of supplies, 145 ff
 in demand for storable products, 65
 in milkshed boundaries, 126
 and use of annual average data, 32
 Services, marketing; *see* Marketing services
 Sheep; *see* Lambs
 Sherman Act; *see* Anti-trust laws
 Shopping goods, 125
 Simplification; *see* Work simplification
 Size of business; *see* Concentration, economic; Economies of scale
 Smith-Lever Act, 358
 Soap, advertising and selling expense, 428
 Soft drinks, trend in number of plants, 251
 Soybeans
 cooperative marketing, 362
 farm storage, 145
 Specialization, economic; *see also* Efficiency; Economies of scale
 of cotton-yarn mills, 218
 facilitation of, by marketing, 11, 16 ff
 and transfer of ownership, 165
 Specialty crops, marketing agreements for, 333
 Speculation, 172 ff
 effects upon prices, 179 ff
 as motive for storage, 145
 types and operations of speculators, 185, 188 ff
 Spot markets, 173
 Standards; *see* Grades and standards
 Statistical measurement of demand, 94 ff
 and analysis of storage programs, 156
 estimates of elasticity, for various commodities, 68
 identification problem, 95
 single-vs. multiple-equations approach, 94, 99, 103
 treatment of trend, 105
 Storage, 142 ff
 burden of, 143, 192
 farm, 145

inverse carrying charges, 176
 motives for, 144, 178
 programs, effects of, 150 ff
 regulation, 314
 seasonal, 143
 stocks, reporting of, 302
 wartime planning, 156
 working stocks, 142, 178
 year-to-year, 149 ff
 Structural analysis, 103
 Subsidies to consumption, 49, 345 ff
 Substitution; *see also* Interrelated demands
 in consumption subsidy programs, 345 ff
 and elasticity of demand, 36
 as limitation to monopoly, 253
 and market control programs, 338
 Sugar
 advertising and selling expense, 428
 elasticity of demand, 68
 grower contracting for sugar beets, 169
 import controls, 140
 refining, concentration in, 246
 Sugar Act of 1948, 140
 Super-markets, 162, 249
 Supply areas
 boundaries of, 114 ff
 seasonal variation in, for fluid milk, 126
 Supply of farm products, 51 ff, 84; (*see also* Allocation of supplies; Farm production)
 and demand, equation of, 70 ff
 effects of technological development, 84
 factors influencing, 54 ff, 84
 lag in response to price, 75 ff
 stability, 51 ff
 statistical measurement, 62, 104
 Surpluses, agricultural; *see* Agricultural surpluses
 Surveys, market; *see* Market surveys
 Sweet potatoes
 cooperative marketing, 359
 wholesale-retail price spreads, 272
 Synthetic method, in efficiency studies, 215

T

Taxes
 chain store, 348
 on cooperatives, 403, 406 ff
 Edgeworth's taxation paradox, 70
 as trade barriers, 136 ff
 on whiskey, 161
 Technological development
 in cheese manufacturing, 262
 and economies of scale, 257, 320 ff

and farm production, 84
 and management efficiency, 257
 in meat packing, 258
 in transportation, effects on marketing, 114, 134, 257
 Time-study method, 206
 Timing of marketing, 142 ff; (*see also* Storage; Allocation of supplies, seasonal)
 Time utility; *see* Utility; Timing of marketing
 Tobacco
 advertising, 434
 concentration in assembly and processing, 246
 cooperative marketing, 359, 362
 grades, 312
 stocks, reporting of, 303
 vertical integration, 194
 Tomatoes, sale by contract, 169
 Trade; *see* Exchange; Market areas
 Trade, international, 140
 Trade associations, and imperfect competition, 275
 Trade barriers, 136 ff
 Trading, futures; *see* Futures trading
 Transit privileges, 131, 135; (*see also* Motor-truck transportation)
 Transportation, 114 ff
 necessary conditions for, 115
 Transportation costs
 absorption of, 123
 in assembly, 225 ff
 decrease in, and widening of markets, 326
 in distribution, 231
 effect of, on marketing methods, 134
 and geographic price structure, 130 ff
 and market and supply areas, 114 ff
 pooling of, for fluid milk, 129
 and processing, 135, 160
 transit privileges, 131, 135
 zoned, and overlapping of markets, 123

U

Uncertainty
 and business decisions, 107
 and competition, 328
 and market sharing, 72
 and price leadership, 291
 United States Grain Standards Act, 316
 United States Warehouse Act, 314
 Utility, types of, 109 ff

V

Veal, elasticity of demand, 68
 Vegetables; *see* Fruits and vegetables

W

- Waste and spoilage
 - prepackaging and, 162
 - processing and, 160
- Welfare; *see also* Perfect competition,
 - as a norm; Advertising, private vs. social benefits; Public regulation of marketing
 - and discriminative pricing, 285, 331
 - economic concentration and, 273 ff
 - efficiency and, 195, 236 ff
- Wheat
 - carrying charges and stocks, 177
 - cooperative marketing, 359
 - economic concentration, 247
 - elasticity of demand, 68
 - futures trading, 188
 - price instability, 181
 - price spread, cash vs. futures, 176
 - sale of, by contract, 169
 - storage program, effects of, 152
- Whiskey rebellion, 161
- Wholesale markets, improvement of, 219 ff, 439
- Wholesaling
 - integration, 260, 262, 268
 - labor efficiency in, fruits and vegetables, 270
- Wool
 - cooperative marketing, 362
 - production reporting, 302
- Work simplification, 197 ff
 - in celery packing, 197
 - in egg handling, 202
 - in fruit-packing houses, 208
 - ratio-delay method, 206
 - research on, in marketing, 210
 - in retailing, 203
- Working stocks, 142, 178