

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
MARKET NEWS SERVICE

AUGUST 21, 1931.

WASHINGTON, D. C.

STOCKS OF CONDENSED AND EVAPORATED MILK IN THE HANDS OF  
WHOLESALE GROCERS IN 38 CITIES

OF THE ORIGINAL 1,106 FIRMS ADDRESSED WHEN THIS REPORT WAS INAUGURATED, 262 DO NOT CARRY STOCKS AND 143 ARE KNOWN TO BE OUT OF BUSINESS. NO REPLIES HAVE EVER BEEN RECEIVED FROM AN ADDITIONAL 210 FIRMS. THE INFORMATION FOR JUNE 30 WHICH IS SHOWN BELOW IS BASED UPON REPORTS FROM 337 FIRMS.

STOCKS REPORTED ON HAND, JUNE 30, 1931

GEOGRAPHIC SECTIONS*	NO. OF FIRMS REPORTING	CONDENSED MILK (POUNDS)	EVAPORATED MILK (POUNDS)
NEW ENGLAND	41	133,305	1,191,000
MIDDLE ATLANTIC	108	339,167	2,165,999
SOUTH ATLANTIC	37	61,860	849,601
EAST NORTH CENTRAL	58	85,476	2,131,905
WEST NORTH CENTRAL	35	29,128	1,065,078
SOUTH CENTRAL	22	41,903	297,930
NORTHWESTERN	9	5,661	654,081
SOUTHWESTERN	27	30,634	1,777,449
TOTAL - 38 CITIES JUNE 30, 1931	337	727,134	10,133,043
		10,860,177 LBS.	
TOTAL REPORTED IN SAME CITIES MARCH 31, 1931	357	741,909	10,882,118
		11,624,027 LBS.	
TOTAL REPORTED IN SAME CITIES JUNE 30, 1930	375	996,669	14,850,252
		15,846,921 LBS.	
TOTAL REPORTED IN SAME CITIES MARCH 31, 1930	364	1,006,299	11,245,026
		12,251,325 LBS.	

COMPARISON OF TOTAL STOCKS ON HAND FOR SAME FIRMS  
REPORTING  
(38 CITIES)

FIRMS	PREVIOUS YEAR (POUNDS)		FIRMS	PREVIOUS QUARTER (POUNDS)	
	JUNE 30, 1931	JUNE 30, 1930		JUNE 30, 1931	MAR. 31, 1931
319	10,558,142	14,200,088	312	10,260,384	10,599,158
FIRMS* 347	JUNE 30, 1930 15,004,631	JUNE 30, 1929 21,569,053	FIRMS 334	JUNE 30, 1930 14,785,833	MAR. 31, 1930 11,620,941

\* THESE COMPARISONS ARE THOSE WHICH APPEARED ON THE REPORT ISSUED A YEAR AGO.

JUNE 30, 1931 STOCKS IN TERMS OF CASES

CLASS OF PRODUCT	NET WEIGHT OF CANS	NO. OF CANS PER CASE	NUMBER OF CASES ON HAND JUNE 30, 1931
CONDENSED MILK (SWEETENED)	15 oz.	24	7,494
" " "	15 oz.	48	7,223
" " "	14 oz.	24	7,261
" " "	14 oz.	48	1,524
" " "	11 oz.	48	515
EVAPORATED MILK (UNSWEETENED)	2 LBS.	24	577
" " "	1 LB.	48	26,969
" " "	14½ oz.	48	165,350
" " "	6 oz.	96	19,558
" " "	6 oz.	72	352
" " "	6 oz.	48	40,747
" " "	8 LBS.	6	3,564

\*CITIES INCLUDED IN EACH GEOGRAPHIC SECTION

NEW ENGLAND: BANGOR, PORTLAND, BOSTON, SPRINGFIELD, PROVIDENCE, HARTFORD, NEW HAVEN.  
MIDDLE ATLANTIC: BROOKLYN, NEW YORK CITY, BUFFALO, PHILADELPHIA, PITTSBURGH.  
SOUTH ATLANTIC: BALTIMORE, NORFOLK, ATLANTA, SAVANNAH, JACKSONVILLE, MIAMI, TAMPA.  
EAST NORTH CENTRAL: CINCINNATI, CLEVELAND, TOLEDO, CHICAGO, DETROIT.  
WEST NORTH CENTRAL: MINNEAPOLIS, ST. PAUL, KANSAS CITY, ST. LOUIS, OMAHA.  
SOUTH CENTRAL: MEMPHIS, BIRMINGHAM, DALLAS, NEW ORLEANS.  
NORTHWESTERN: SEATTLE, PORTLAND.  
SOUTHWESTERN: DENVER, LOS ANGELES, SAN FRANCISCO.

MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT  
(August 1931)

No. 144

WASHINGTON, D. C.

AUGUST 21, 1931

INFORMATION IN THIS REPORT REGARDING PRICES, STOCKS AND PRODUCTION IS FURNISHED BY EVAPORATED AND CONDENSED MILK FIRMS OPERATING 99% OF THE TOTAL CASE GOODS FACTORIES IN THE UNITED STATES.

PRICES PAID PRODUCERS FOR 3.5% MILK F. O. B. FACTORY FOR AUGUST 1931

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES REPORTING	PRICE PER CWT.	
		RANGE	AVERAGE
NEW ENGLAND	-	\$ -	\$ -
MIDDLE ATLANTIC**	2	1.15-1.37	1.26
SOUTH ATLANTIC	2	.97-1.10	1.04
EAST NORTH CENTRAL	54	.70-1.32	1.04
WEST NORTH CENTRAL	7	.96-1.15	1.02
SOUTH CENTRAL	8	.97-1.05	1.01
NORTH WESTERN	1	1.00	1.00
SOUTH WESTERN	5	.87-0.95	.90
U. S. AUGUST 1931	79	.70-1.37	1.03
U. S. JULY 1931	80	.70-1.37	1.02
U. S. AUGUST 1930	34	1.35-2.75	1.61

\*\*63 ADDITIONAL FACTORIES REPORTED PRICES TO BE BASED IN PART ON THE CURRENT MONTH'S WHOLESALE BUTTER QUOTATIONS, 23 OF THESE BEING LOCATED IN N.Y. AND PA. 19 FACTORIES REPORTED PRICES NOT DETERMINED AS YET AND 30 REPORTED PLANTS CLOSED. NO PRICE INFORMATION RECEIVED FROM REMAINING FIRMS. AVERAGE PRICES SHOWN FOR THE UNITED STATES DO NOT INCLUDE ANY OF THESE FACTORIES.

44 FACTORIES WHICH DID NOT ANNOUNCE PRICES IN ADVANCE REPORTED

PRICES ACTUALLY PAID FOR JULY AS FOLLOWS:

GEOGRAPHIC SECTIONS	NUMBER OF FACTORIES	RANGE	AVERAGE
MIDDLE ATLANTIC	4	\$1.00-1.13	\$1.08
EAST NORTH CENTRAL	23	1.01-1.55	1.14
SOUTH CENTRAL	1	1.05	1.05
NORTH WESTERN	8	.83-1.01	.94
SOUTH WESTERN	8	.87-1.10	1.02

NET WHOLESALE SELLING PRICES IN CARLOTS - F.O.B. DISTRIBUTING POINTS - JULY, 1931  
(CASE GOODS)

THE WHOLESALE PRICES GIVEN BELOW ARE BASED ON THE REPORTS MADE BY MANUFACTURERS COVERING ACTUAL SALES DELIVERED AT MANUFACTURERS' DISTRIBUTING POINTS ON BASIS OF CASH OR SHORT TIME CREDIT.

F. O. B.	EVAPORATED MILK (PER CASE OF 48 - 14 1/2 OZ. CANS)		CONDENSED MILK (PER CASE OF 48 - 14 OZ. CANS)	
	RANGE	AVERAGE	RANGE	AVERAGE
BOSTON	\$2.70-3.20	\$2.99	\$4.60-5.90	\$5.52
NEW YORK CITY	2.55-3.30	2.91	4.30-5.90	5.52
PHILADELPHIA	2.70-3.30	2.99	4.60-5.90	5.52
CHICAGO	2.30-3.20	2.85	4.40-5.85	5.13
CLEVELAND	2.55-3.20	2.84	4.50-5.73	5.12
ST. LOUIS	2.60-3.20	2.86	4.40	4.40
KANSAS CITY	2.60-3.20	2.83	4.40	4.40
MINNEAPOLIS-ST. PAUL	2.60-3.20	2.81	4.40	4.40
ATLANTA	2.70-3.30	3.05	4.70	4.70
NEW ORLEANS	2.70-3.30	2.99	4.55-5.95	5.48
DENVER	2.90-3.20	2.96	-	-
SEATTLE	2.55-3.03	2.88	-	-
SAN FRANCISCO	2.60-3.08	2.79	-	-
LOS ANGELES	2.60-3.08	2.78	-	-

AVERAGE WHOLESALE SELLING PRICES BY GEOGRAPHIC SECTIONS - JULY 1931

GEOGRAPHIC SECTIONS	UNSWEETENED EVAPORATED (PER CASE OF 48 - 14 1/2 OZ. CANS)	SWEETENED CONDENSED (PER CASE OF 48 - 14 OZ. CANS)	SWEETENED CONDENSED (BULK PER CWT.)	
			UNSKIMMED	SKIMMED
NEW ENGLAND	\$2.88	\$5.46	\$7.19	\$4.22
MIDDLE ATLANTIC	2.86	5.43	8.01	4.47
SOUTH ATLANTIC	2.91	5.56	8.01	4.73
E. N. CENTRAL	2.78	5.46	7.84	4.20
W. N. CENTRAL	2.78	4.60	7.50	4.87
SOUTH CENTRAL	2.93	5.51	7.92	4.81
NORTH WESTERN	2.87	-	7.92	5.05
SOUTH WESTERN	2.84	4.70	7.82	4.67
U. S. AVERAGE JULY 1931	\$2.85	\$5.39	\$7.79	\$4.57
U. S. AVERAGE JUNE 1931	\$3.00	\$5.73	\$7.91	\$4.51
U. S. AVERAGE JULY 1930	\$3.60	\$5.91	\$9.01	\$5.01

EVAPORATED MILK MARKETS IRREGULAR BUT UNDERTONE STRONGER - TRADING BETTER

ALTHOUGH EVAPORATED MILK MARKETS PROVED IRREGULAR DURING AUGUST, A DECIDEDLY HEALTHIER UNDERTONE WAS IN EVIDENCE IN MANY QUARTERS, ACCORDING TO THE U. S. BUREAU OF AGRICULTURAL ECONOMICS. NO MAJOR PRICE CHANGES OCCURRED, BUT MANY DEALERS WERE REPORTED AS ENDEAVORING TO STIMULATE SALES BY OFFERING ONE CASE OF EVAPORATED CASE GOODS FREE WITH EVERY TEN PURCHASED. THIS SALES EFFORT APPARENTLY MET WITH AT LEAST A MODERATE DEGREE OF SUCCESS, DUE PARTLY TO THE FACT THAT BUYERS WERE MORE CONFIDENT OF THE CURRENT MARKET SITUATION FEELING THAT PRICES WOULD CHANGE IN AN UPWARD DIRECTION, IF AT ALL. THE MAKE, WHICH DURING JULY WAS NEARLY 13 PER CENT LIGHTER THAN THAT DURING THE SAME MONTH A YEAR AGO, APPARENT-

LY CONTINUED DEFINITELY LIGHTER THAN LAST YEAR DUE LARGELY TO THE CONTINUED EFFORTS OF MANY MANUFACTURERS TO CURTAIL THEIR MAKE, AND TO THE POOR PASTURES IN SOME OF THE MAJOR EVAPORATED MILK PRODUCING SECTIONS.

THE LESS AGGRESSIVE ATTITUDE OF CONDENSERS, DURING RECENT MONTHS, INSOFAR AS THEIR SUPPLY OF RAW MATERIAL IS CONCERNED, IS REFLECTED BY FIGURES RESULTING FROM A TABULATION MADE BY THIS BUREAU WHICH SHOW THAT REPORTING FIRMS PURCHASED MILK FROM BUT 77,860 PRODUCERS DURING JULY THIS YEAR IN COMPARISON WITH 81,734 DURING THE SAME MONTH A YEAR AGO. A FURTHER STUDY OF THE TABULATION REVEALS THAT WHILE LAST YEAR THE NUMBER OF

(CONTINUED ON NEXT PAGE)  
AUGUST 1931

STOCKS AND PRODUCTION OF EVAPORATED AND CONDENSED MILK

TOTAL STOCKS INCLUDE ALL STOCKS HELD BY MANUFACTURERS REPORTING, WHETHER THEIR OWN OR STOCKS OF OTHERS; WHETHER ON THEIR OWN PREMISES, IN STORAGE, OR TRANSIT (UNSOLD) FOR WAREHOUSE CONSIGNMENT; AND WHETHER SOLD OR CONTRACTED FOR AND NOT DELIVERED.

UNSOLED STOCKS INCLUDE ALL STOCKS HELD BY MANUFACTURERS WHICH WERE NOT SOLD OR UNDER CONTRACT FOR DELIVERY ON UNFILLED ORDERS.

PRODUCTION FIGURES FOR THE CURRENT MONTH INCLUDE REPORTS FROM FIRMS OPERATING APPROXIMATELY 99% OF THE TOTAL FACTORIES IN THE UNITED STATES.

	EVAPORATED MILK (CASE GOODS)	CONDENSED MILK (CASE GOODS)	CONDENSED MILK (BULK GOODS)
<b>TOTAL STOCKS</b>			
TOTAL STOCKS ON AUGUST 1, 1931	275,930,834 LBS.	24,070,653 LBS.	16,118,993 LBS.
No. OF FIRMS REPORTING*	35	8	27
<b>COMPARISON FOR SAME FIRMS:</b>			
AUGUST 1, 1931	275,930,834 LBS.	24,070,653 LBS.	16,118,993 LBS.
JULY 1, 1931	275,279,958 "	23,997,553 "	18,941,951 "
% CHANGE DURING MONTH	+ 0.23%	+ 0.30%	- 14.91%
FIRMS IN COMPARISON	35	8	27
AUGUST 1, 1931	275,930,834 LBS.	24,070,653 LBS.	16,118,993 LBS.
AUGUST 1, 1930	258,437,689 "	35,005,989 "	29,502,236 "
% CHANGE FROM PREV. YEAR	+ 6.76%	- 31.24%	- 45.37%
FIRMS IN COMPARISON*	35	8	27
<b>UNSOLED STOCKS</b>			
TOTAL UNSOLD STOCKS AUGUST 1, 1931	209,423,337 LBS.	20,338,566 LBS.	4,284,858 LBS.
No. OF FIRMS REPORTING*	25	6	18
<b>COMPARISON FOR SAME FIRMS:</b>			
AUGUST 1, 1931	209,423,337 LBS.	20,338,566 LBS.	4,284,858 LBS.
JULY 1, 1931	225,582,213 "	20,047,757 "	6,125,926 "
% CHANGE DURING MONTH	- 7.14%	+ 1.45%	- 30.06%
FIRMS IN COMPARISON	25	6	18
AUGUST 1, 1931	209,423,337 LBS.	20,338,566 LBS.	4,284,858 LBS.
AUGUST 1, 1930	218,760,667 "	30,865,510 "	9,555,239 "
% CHANGE FROM PREV. YEAR	- 4.27%	- 34.11%	- 55.16%
FIRMS IN COMPARISON*	25	6	18
<b>PRODUCTION</b>			
<b>COMPARISON FOR SAME FIRMS:</b>			
JULY, 1931	121,958,798 LBS.	7,993,346 LBS.	9,632,958 LBS.
JUNE, 1931	166,360,500 "	6,807,370 "	13,226,329 "
% CHANGE DURING MONTH	- 26.69%	+ 17.42%	- 27.16%
FIRMS IN COMPARISON*	34	7	27
JULY, 1931	121,958,798 LBS.	7,993,346 LBS.	9,632,958 LBS.
JULY, 1930	148,085,450 "	9,306,044 "	13,635,668 "
% CHANGE FROM PREV. YEAR	- 17.64%	- 14.11%	- 29.35%
FIRMS IN COMPARISON*	34	7	27
<b>FINAL REVISIONS FOR LAST MONTH:</b>			
TOTAL STOCKS ON JULY 1, 1931	275,279,958 LBS.	23,997,553 LBS.	18,992,410 LBS.
**UNSOLED STOCKS ON JULY 1, 1931	225,582,213 "	20,047,757 "	6,125,926 "
PRODUCTION JUNE 1931 (ALL FIRMS REPORTING)	166,360,500 "	13,355,442 "	6,807,370 "

\* FIRMS, NOT FACTORIES. SOME FIRMS OPERATE MORE THAN ONE FACTORY.

\*\* NO CHANGE FROM ORIGINAL FIGURES.

AVERAGE DAILY PURCHASES PER PRODUCER\*

	JULY		JUNE	
	1931	1930	1931	1930
TOTAL PURCHASES	301,930,909 LBS	323,592,113 LBS	358,470,798 LBS	368,746,434 LBS
No. OF PRODUCERS	77,860	81,734	79,949	81,813
AVERAGE DAILY PURCHASES PER PRODUCER	125.09 LBS	127.71 LBS	149.46 LBS	150.24 LBS
PERCENTAGE CHANGE IN 1931 COMPARED WITH 1930	- 2.05		- 0.52	
PERCENTAGE CHANGE IN JULY 1931 COMPARED WITH JUNE 1931 - - 16.31				
" " " JULY 1930 " " JUNE 1930 - - 15.00				

\* THESE FIGURES INCLUDE MILK PURCHASED PRIMARILY FOR THE MANUFACTURE OF EVAPORATED AND CONDENSED MILK.

NOTE: IN ORDER TO EFFECT AN EARLIER RELEASE DATE OF THIS REPORT, EXPORTS AND IMPORTS STATISTICS ARE OMITTED. THESE STATISTICS APPEAR IN THE MONTHLY EXPORT AND IMPORT REPORT WHICH WILL BE RELEASED LATER IN THE MONTH AND SUPPLIED REGULARLY TO NAMES ON THE MAILING LIST FOR THE MONTHLY EVAPORATED AND CONDENSED MILK MARKET REPORT.

(CONTINUED FROM FIRST PAGE)

PRODUCERS DELIVERING MILK TO CONDENSERIES REMAINED RELATIVELY THE SAME FROM MAY TO JULY, THE NUMBER THIS YEAR WAS DECREASED FROM 82,624 TO THAT MENTIONED ABOVE.

AS A RESULT OF IMPROVED TRADING CONDITIONS DURING JULY, AUGUST 1 STOCKS, ALTHOUGH STILL HEAVY, DID NOT APPEAR NEARLY AS BURDENSOME AS THEY DID THE SEVERAL PREVIOUS MONTHS. SUPPLIES WERE INCREASED BY JUST A FRACTION OF 1 PERCENT, IN COMPARISON WITH A 14 PER CENT INCREASE DURING JULY, 1930, AND A 56 PER CENT INCREASE DURING JULY, 1929. THE SURPLUS, IN COMPARISON WITH THE SAME MONTH A YEAR AGO, WAS ALSO REDUCED FROM 19 PER CENT ON JULY 1 TO 7 PER CENT ON AUGUST 1.

STOCKS IN THE HANDS OF WHOLESALE GROCERS ON JUNE 30, 1931 AMOUNTING TO 10,860,177 POUNDS WERE THE LIGHTEST FOR MANY MONTHS EXCEPTING, OF COURSE, THE PERIOD OF EXTREMELY LIGHT STOCKS JUST BEFORE THE ADVENT OF THE NEW STYLE CANS LAST DECEMBER AND JANUARY.

CONDENSED MILK PRICES WERE REDDED \$1.00 PER CASE BY MANY DISTRIBUTORS DURING THE MONTH, AND MARKETS HAVE MAINTAINED AN ABOUT STEADY TREND SINCE THEN. PRODUCTION CONTINUES WELL UNDER LAST YEAR. THIS FACTOR TOGETHER WITH THE IMPROVED DEMAND DURING LATE MONTHS HAVE MADE FOR A CONTINUED MORE FAVORABLE STOCKS SITUATION.