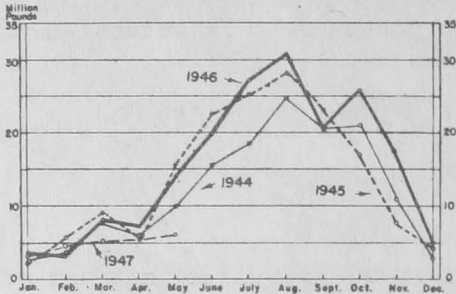


FRESH AND FROZEN FISH

New England

MAINE LANDINGS: Maine fishermen landed 6,558,000 pounds of fishery products, valued at \$596,042 during May, bringing the total for the first five months

LANDINGS AT MAINE PORTS, 1944-47
By months



of 1947 to 25,863,000 pounds, valued at \$2,742,886, according to Current Fishery Statistics No. 353. Rosefish and soft clams were the leading items landed during May, accounting for 45 percent of the month's landings. For the year to date, rosefish, soft clams, lobsters, herring, and cod were the leading items, accounting for 77 percent of the total landings.

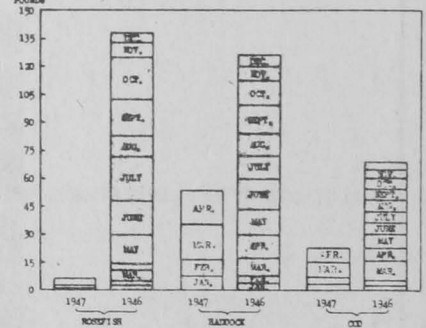
The catch by otter trawls during May was the largest of any gear, amounting to 2,491,000 pounds, followed by a catch of 831,000 pounds made by fishermen using hoes. From the standpoint of value to the fishermen, however, the catch by pots, consisting of lobsters and crabs, was the leading item.

During May, landings at Portland amounted to 1,122,000 pounds, valued at \$45,223.

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MASSACHUSETTS LANDINGS: Landings of fish and shellfish at the ports of Boston, Gloucester, New Bedford, Provincetown, and other Cape Cod ports during April amounted to 33,578,000 pounds, valued at \$2,668,262 to the fishermen, according to Current Fishery Statistics No. 358. This represents an increase of 17 percent in volume and 42 percent in value as compared with the same month in 1946. Landings at Boston during the first four months of 1947 were 251 percent greater than in the same period of last year due largely to the price dispute which rendered most of the vessels inactive during the first part of 1946. Gloucester landings lag far behind last year's landings as a result of catch limitations on rosefish and price disputes in that port.

Landings of Rosefish, Haddock, and Cod at Massachusetts Ports, 1946 and 1947



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NEW ENGLAND COLD-STORAGE HOLDINGS: Fish and shellfish holdings in 20 cold-storage warehouses amounted to 17,554,000 pounds on June 1, according to the Service's Boston Market News Office. These stocks indicated an increase of 4,650,000 pounds compared with holdings on May 1 and were 3,648,000 pounds greater than those on June 1, 1946.

Boston warehouses on June 1 held stocks totaling 11,241,000 pounds. This was an increase of 2,940,000 pounds compared with May 1, and 5,386,000 pounds greater than stocks on June 1, 1946. Gloucester plants on June 1 held 2,761,000 pounds, a decrease of 434,000 pounds compared with the previous month and 355,000

pounds less than stocks on June 1, 1946. The decline, instead of increase, in holdings of the Gloucester plants did not follow the usual trend. This was due to the small production of rosefish at Gloucester during May. Other New England plants held a total of 3,552,000 pounds on June 1, an increase of 2,144,000 pounds compared with May 1, but 1,383,000 pounds less than the holdings on June 1, 1946.

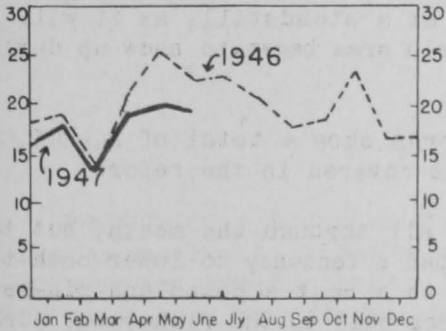
Items held in New England plants in quantities of over a million pounds were mackerel, whiting, and fillets of haddock, rosefish, pollock, and cod. Increases were noted in stocks of cod, flounder, and haddock fillets, and in halibut, herring, mackerel, and whiting, while declines were noted in holdings of salmon and fillets of pollock and rosefish. Increased landings of cod, haddock, rosefish, whiting, and mackerel during June will probably result in increased stocks for these items, and an overall increase in New England cold-storage holdings on July 1.



Middle Atlantic

NEW YORK CITY ARRIVALS: Receipts of fish and shellfish at the New York Fulton Market for the month of May 1947, totaled 19,005,000 pounds, according to the Fishery Market News Service Office in that city. This amount is about 500,000 pounds less than receipts in April 1947, and nearly 3 million pounds under the total for May 1946. Of the May 1947 total, about 70 percent was fish and 30 percent, shellfish.

NEW YORK CITY RECEIPTS
in millions of pounds

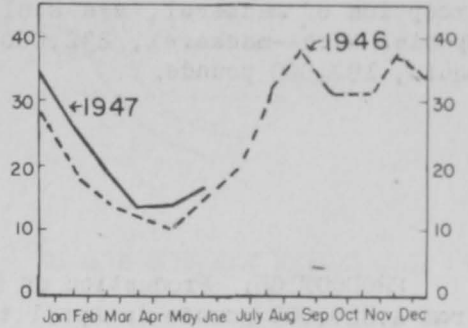


Throughout the month of May, the demand was slow and the market was consistently sluggish.

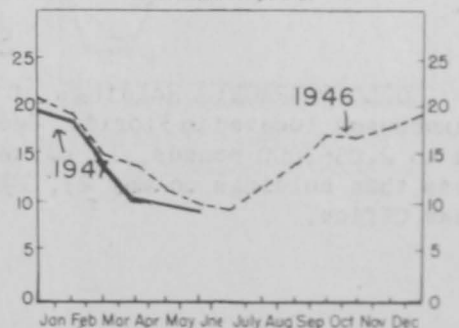
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NEW YORK CITY COLD-STORAGE HOLDINGS: Frozen fishery products in cold-storage plants in the New York metropolitan area amounted to 8,608,000 pounds on June 1, 1947, reports the Service's New York Market News Office. This is a decrease of close to 500,000 pounds compared with the previous month's holdings and a drop of over 1.2 million pounds below the stocks held on June 1 of last year. The decrease is a reversal of the usual trend at this period of the year and may reflect a reluctance on the part of local dealers to accumulate frozen stocks because of price uncertainties.

COLD STORAGE HOLDINGS—NEW ENG.
in millions of pounds



COLD STORAGE HOLDINGS—NEW YORK
in millions of pounds



Principal items held were fillets of cod and haddock; halibut, mackerel, sablefish, salmon, and whitefish. Shellfish items were lobster tails (mostly imported), sea scallops, shrimp, and squid. Each of the above mentioned items showed a decrease compared to their respective holdings for last month with the exception of mackerel, sea scallops, and squid. The increases of these three species were--mackerel, 232,000 pounds; sea scallops, about 5,000 pounds; and squid, 182,000 pounds.



Chesapeake

PRODUCTION: Production of fish in the Hampton Roads area of Virginia decreased from 4,840,000 pounds in April to 4,230,000 pounds in May, or a little more than 12 percent, according to the Fishery Market News Office in Hampton. For the same month in 1946, the production for the area was 2,679,000 pounds. Of the total production, 1,397,000 pounds were croaker and 1,431,000 pounds were gray trout. In the Lower Northern Neck area of Virginia, the total catch amounted to 5,112,000 pounds, the largest production of any month since this office was opened. Almost 4 million pounds of this total was made up of alewives, or herring, whose value in dollars and cents was relatively low. Most of the other areas covered by our report were also higher, especially Ocean City, Md., where the production more than doubled that of the month before.

Production of fresh picked crab meat rose in all areas from 154,000 pounds in April to 245,000 pounds in May. This represents an increase of almost 59 percent. Production in May 1946 was 182,000 pounds.

Oyster production for the month was almost at a standstill, as it will be until September. Soft shell crabs from the Crisfield area began to show up during May and amounted to 166,120 dozens for the month.

For the first five months of 1947, our records show a total of 44,285,000 pounds of fish and shellfish produced in all areas covered in the report.

The demand for fish of top quality was good all through the month, but the production of small, trashy fish was heavy. This had a tendency to lower both the demand and the price. Small gray trout dropped to a cent a pound and pin-head croaker to a cent and a half. These were the prices paid to the fishermen. Crab meat prices dropped considerably during May, but the demand and price improved somewhat, the latter part of the month. The price of crabs to the fishermen was \$4 per barrel.



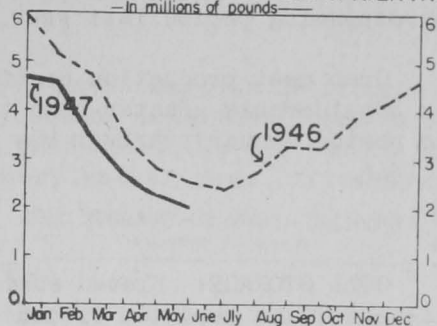
South Atlantic

COLD STORAGE: Holdings of frozen fish and shellfish of five cold-storage warehouses located in Florida, Georgia, and South Carolina on May 22, 1947, amounted to 2,056,000 pounds, 14 percent less than four weeks previous and 20 percent less than holdings on May 23, 1946, according to the Jacksonville Fishery Market News Office.

Frozen shrimp holdings amounted to 254,000 pounds on May 22, 17,000 pounds less than four weeks previous, and 140,000 pounds greater than a year ago.

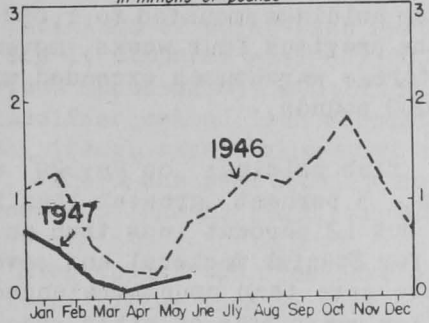
Salt-water fish holdings were 1,683,000 pounds, 306,000 pounds less than four weeks earlier and 686,000 pounds less than on May 23, 1946. During the last four weeks, the "in" movement of cod, rosefish, and pollock fillets and pompano was greater than withdrawals. However, this "in" movement was more than counterbalanced by greater withdrawals of scup (porgy), mullet, croaker, Spanish mackerel, whiting and king whiting, haddock fillets and miscellaneous other fillets.

COLD STORAGE HOLDINGS—SOUTH ATLANTIC
—in millions of pounds—



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SOUTH ATLANTIC SHRIMP RECEIPTS
in millions of pounds



SHRIMP PRODUCTION: Shrimp production for Florida and the South Atlantic States, during May, amounted to 180,000 pounds (heads off), 58,000 pounds, or 48 percent, more than last month, but 301,000 pounds less than landings for the same localities in May 1946, according to the Jacksonville office of the Fishery Market News Service.

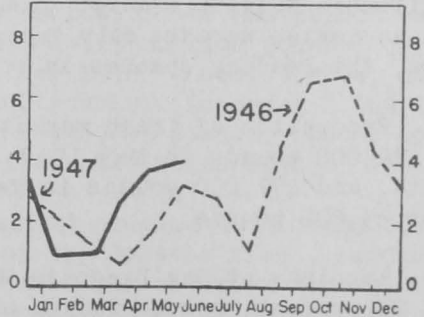
Florida landings were 123,000 pounds against 288,000 pounds for the same period last year—a decrease of 165,000 pounds, while Georgia landings were 136,000 pounds less than in May 1946.



Gulf

PRODUCTION: Shrimp landings for May in Alabama, Mississippi, Louisiana, and Texas, as reported to the New Orleans Fishery Market News Office, were 4,071,000 pounds, or 27 percent, greater than the previous month and 24 percent less than in May 1946. From January through May 1947, production was approximately 18 percent less than during the corresponding period last year. Landings in Alabama and Mississippi have been lower than last year, while in Louisiana and Texas landings have been greater.

GULF SHRIMP RECEIPTS—
in millions of pounds



With the coming of warmer weather, oyster production, both for canning and for the raw trade, decreased. Landings during May were approximately one-third the quantity landed in April. During the first five months of this year, oyster landings were nearly 40 percent greater than for the same period in 1946. Greater quantities used for canning accounted for the increased production this year.

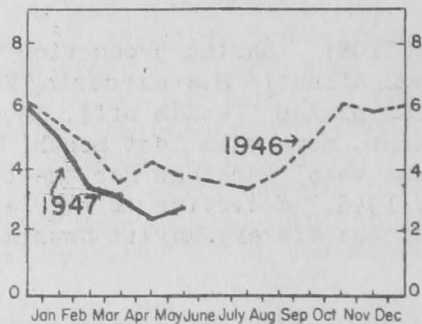
Fish landings, both salt-water and fresh-water varieties, were larger than during April. Landings from January through May, inclusive, were 7 percent greater for salt-water and 32 percent larger for fresh-water varieties than during the corresponding period last year.

Crab meat production continued to remain low, although production during May was considerably greater than the previous month. Production of this item during the period January through May 1947 was 42 percent less than for the same period in 1946.

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COLD STORAGE: Eleven cold-storage warehouses in Alabama, Mississippi, Louisiana, and Texas reported frozen fish and shellfish holdings of 2,522,000 pounds on

GULF COLD STORAGE HOLDINGS
in millions of pounds



May 29, 1947, 10 percent greater than four weeks before, but 36 percent less than May 30, 1946, according to the New Orleans Fishery Market News Office.

Frozen shrimp holdings amounted to 1,050,000 pounds. During the previous four weeks, movement into the cold-storage warehouses exceeded withdrawals by 241,000 pounds.

Salt-water fish holdings on May 29 were 1,180,000 pounds, 5 percent greater than four weeks previous, but 42 percent less than on May 30, 1946. Withdrawals exceeded the "in" movement for Spanish mackerel and several other varieties. These withdrawals, however, were more than counterbalanced by greater "in" movement of red drum (redfish) and smaller quantities of other species.



Pacific

LANDINGS IN SOUTHERN CALIFORNIA: The total landings of fresh market fish in southern California, as reported by the Fishery Market News Office at San Pedro, were 730,000 pounds in May as compared with 829,000 pounds the previous month, or a decline of 12 percent. The most significant declines were in tuna, yellowtail, California halibut, shark, grouper, and sculpin; while mackerel, white sea bass, and anchovies were the only important species which had favorable increases. Barracuda, the leading species in volume, had only a slight decline.

Production of fresh market fish in the San Pedro-Santa Monica area amounted to 488,000 pounds in May 1947 as compared with 569,000 pounds in the previous month, and 477,000 pounds in May 1946. Landings, per day, varied from 4,300 to over 33,000 pounds.

Landings at San Diego in May were 96,000 pounds, or a decline of 46 percent and 71 percent, respectively, compared with April 1947 and May 1946. No landings were received on several days, and the highest day yielded only 17,000 pounds.

At Newport Beach, the production in May of 146,000 pounds was an increase of 77 percent over the April 1947 production.

Prices in general were maintained at a fairly high level for this time of year.

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COLD STORAGE: Holdings of fish and shellfish in storage in California on June 1, 1947, amounted to 4,971,000 pounds, or 5 percent less than those of May 1, 1947, and 2,068,000 pounds, or 29 percent less than the 7,039,000 pounds held on June 1, 1946, according to the Service's Fishery Market News Office in San Pedro. Shrimp accounted for almost two-thirds of the total decline between June 1, 1947, and June 1, 1946. Other species which declined appreciably were halibut, salmon, shad and shad roe, smelt, swordfish, tuna, unclassified salt-water fish, fresh-water fish, and clams and oysters. Fish for bait and animal food, crabs, lobster tails, and scallops were the only products showing significant increases in holdings.

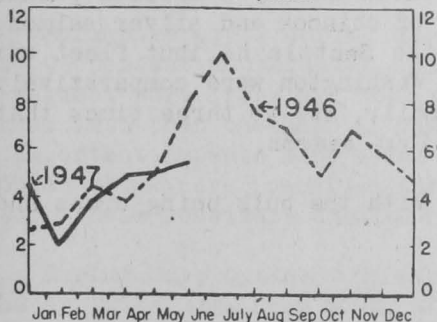
Holdings of cured fish were 448,000 pounds on June 1, compared with 627,000 pounds for the previous month and 959,000 pounds a year earlier. Unclassified salted fish accounted for almost all of the drop from May 1 to June 1. All items, except mild-cured salmon, declined between June 1, 1946, and June 1, 1947. There was practically no mild-cured salmon in storage on June 1, 1946; whereas, on June 1, 1947, the holdings amounted to 90,000 pounds.

Even though the freezings during May 1947, amounting to 378,000 pounds, were 3 percent higher than in April 1947, they were 17 percent below the May 1946 total of 457,000 pounds. The principal increases during May were in bait and animal food, flounders and halibut, salmon, shad, unclassified salt-water fish, and crabs and crab meat. These were offset by large declines in freezings of shrimp and squid. A comparison of freezings during May 1947 with May 1946 reveals favorable increases in bait and animal food, shad, unclassified salt-water fish, and crabs while most of the better market fishes such as flounders, halibut, salmon, fillets, and shrimp declined.

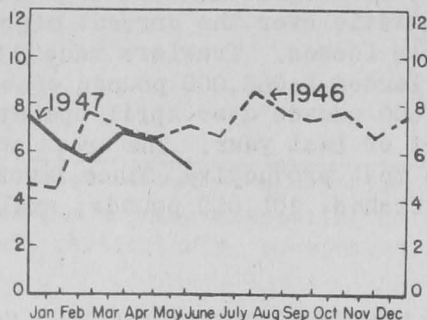
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ARRIVALS: Receipts of fishery products at Seattle during May totaled 5,686,000 pounds, according to the local Fishery Market News Office. This was an increase of about 18 percent over April's receipts, but nearly 2-1/5 million pounds, or 28 percent less than May 1946. Local sources contributed 2,643,000 pounds; imports, 2,049,000 pounds; and Alaska, 994,000 pounds. About one-fifth of all receipts was frozen fish.

SEATTLE RECEIPTS
in millions of pounds



COLD STORAGE HOLDINGS - CALIFORNIA
in millions of pounds



The Pacific halibut season opened on May 1, but due to the tie-up of the Seattle fleet, landings at the local port fell far short of normal. The local vessels customarily fish the nearby Area II grounds; consequently, a large portion of this area's catch was diverted elsewhere. A limited number of Alaskan and Canadian vessels, however, landed their catches at Seattle which combined with other direct deliveries by packers and mis-

cellaneous craft raised the halibut total to nearly 2 million pounds, about one-third less than last year. Canadian imports accounted for well over half of such receipts. As the month closed, settlement of the dispute appeared no nearer solution and since nearly 37 percent of the season's quota had been caught, it was evident that the earnings of the Seattle halibut fleet would be greatly reduced.

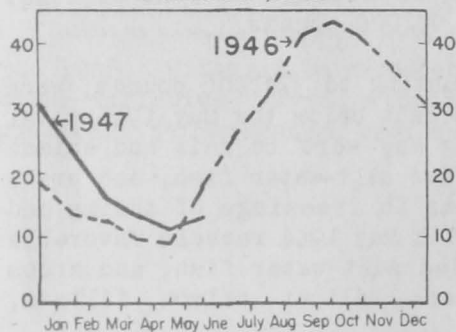
On the other hand, deliveries of salmon and trawl fish were highly satisfactory. Over 1,623,000 pounds of salmon were received, mostly kings. This was more than double April's receipts and also exceeded those for May 1946 by about the same margin. Trollers were particularly active off Neah Bay and Westport, and upper Puget Sound gill netters were showing good early results. Most fishermen were optimistic over the current migration and many hoped to recoup a portion of last year's losses. Trawlers made 83 trips to the offshore grounds during the month and landed 1,068,000 pounds of bottomfish. This was an increase of 33 trips and 651,000 pounds over April operations, but nearly two-thirds of a million pounds short of last year. The areas south of Cape Flattery and west of Vancouver Island were most productive. Other important receipts consisted of soles, 604,000 pounds; rockfishes, 301,000 pounds; smelt, 212,000 pounds; and lingcod, 198,000 pounds.

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NORTHWEST COLD STORAGE: Holdings of frozen fishery products in 30 cold-storage warehouses of the Northwest region totaled 14,234,000 pounds on June 1,

GOLD STORAGE HOLDINGS - NORTH PACIFIC
in millions of pounds

according to the Service's Seattle Market News Office. This represented an increase of more than $3\frac{3}{4}$ million pounds over the May 1 total but 2,828,000 pounds, or about 17 percent under the June 1, 1946 figure of 16,062,000 pounds.



Heaviest holdings were reported for halibut, 6,211,000 pounds; bait and animal food, 2,687,000 pounds; sablefish, 1,784,000 pounds; and chinook salmon, 746,000 pounds.

Withdrawals of frozen chum salmon for canning purposes continued heavy and stocks of this item dropped nearly half a million pounds.

During May, 7,367,000 pounds were frozen, of which nearly 6 million pounds were halibut, slightly more than half a million pounds of chinook and silver salmon, and the balance mainly soles, and fillets. Since the Seattle halibut fleet was tied up, through disagreement, during May, freezings in Washington were comparatively light, less than a million pounds being frozen. Normally, two to three times that amount is frozen during the initial part of the halibut season.

Freezings of shellfish were exceptionally light with the bulk being crabs and crab meat.



Great Lakes

RECEIPTS: Receipts of freshand frozen fishery products in the Chicago whole-sale market during May amounted to 7,577,000 pounds. This represented an increase of 15 percent over receipts of the previous month and an increase of 18 percent over May 1946. Fresh-water receipts increased 5 percent over April while arrivals of salt-water varieties increased 2 percent. Receipts of shellfish and related items increased 88 percent during the same period, according to the Chicago Fishery Market News Office.

Except for lake trout and whitefish, deliveries during the month were so unpredictable that dealers, at times, were unable to handle certain varieties; while at other times, supplies were not sufficient to meet the demand. This condition had a very unsettling effect upon prices. This was especially true of rough fish, particularly sheepshead and buffalofish, during the early part of the month.

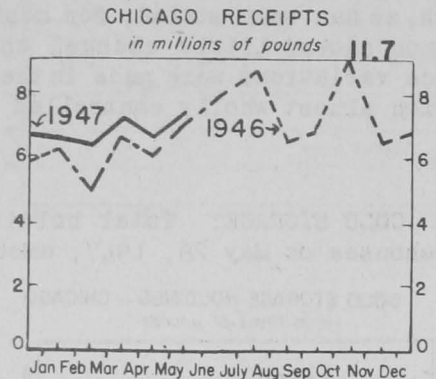
Lake trout, arriving in quantities 45 percent above those of the preceding month, enjoyed a demand that absorbed all available supplies; whitefish, however, receipts of which were 87 percent above those of April, were possibly the slowest moving item in the market, even with the price hovering around 20 cents for the greater part of May. Lake Erie sheepshead, in amounts 65 percent above those during April, compared with whitefish in lack of demand, most supplies of sheepshead being filleted to avoid loss. This item remained at a 3- to 4-cent price throughout May. Yellow pike and yellow perch, chiefly from Lake Erie and Michigan, arrived in amounts comparable to those of the previous month and were consistently in demand with very little price fluctuation during the month. Small supplies of yellow pike and pickerel from Lake of the Woods began to make their appearance toward the end of May.

Fresh halibut from the Pacific Coast made its seasonal appearance on May 12. The appearance of halibut and salmon in important amounts probably had something to do with the lack of demand for whitefish but it does not explain the consistent demand for lake trout.

Although most of the United States halibut fleet remained in port during the first month of the halibut season, arrivals of fresh halibut and salmon were comparable to those during May 1946. Most of the halibut arrivals were Canadian-caught fish, coming chiefly from Prince Rupert, British Columbia.

Shrimp receipts during May nearly tripled those of the preceding month and were 95 percent above those during May 1946. Of the 1,440,000 pounds received, 34 percent were fresh and most of the rest were frozen. Cooked and peeled shrimp formed less than one-half of one percent of the total. It was observed that shrimp in important amounts were being received by an increasing number of new receivers, people who had never received shrimp before and who deal in no other fish or shellfish. These receivers included an ice cream company and a dairy.

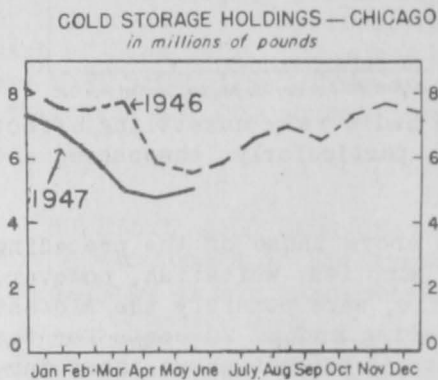
During May, oyster arrivals practically disappeared from the market, spiny lobster tails, some from South Africa, but mostly from Florida, arrived in important quantities.



The general price picture was good. A lot of varieties had fancy price tags but they are not out of line with prices in other food industries. Nearly all fast moving items were attractively priced. Halibut remained between 23 and 27 cents for medium fish throughout the month. Lake trout at the end of May was selling at a 38-40 cent price but had been lower for the most of the month. Whitefish, as has been stated, for most of the month was around 20 cents a pound. Fresh salmon showed little change, chinooks selling around 40-42 cents. The widest price variations were made in the rough fish section, especially buffalofish, a condition almost wholly controlled by the inclement weather.

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COLD STORAGE: Total holdings of fishery products in Chicago cold-storage warehouses on May 28, 1947, amounted to 4,822,000 pounds, reports the Service's local Market News Office. This represented an increase of 4 percent over stocks held on May 1, and was 9 percent below the total holdings on May 29, 1946.



Withdrawals during the month were evenly divided among fresh-water and salt-water items while shellfish holdings gained somewhat, due to storage of some shrimp. While shrimp showed the greatest gain among shellfish, the amount stored formed only a small part of the month's total receipts, most dealers preferring to keep their shrimp supplies in their own storage rooms, where it was originally delivered.

There was not enough change among fresh-water items to make comparisons of any moment. Among salt-water items, the chief gain of the month was made by the combined storage of cod, haddock, and pollock fillets; however, this gain was largely offset by the heavy withdrawals of rosefish fillets during the same period. Not only did rosefish fillet holdings decline greatly during the month, but dealers received heavy shipments that arrived directly from the East Coast. These arrivals were not handled through local cold-storage warehouses.

Halibut holdings changed only slightly during May, most arrivals of this species were handled directly by the dealers, most of it in fresh condition as very little halibut was frozen locally. Withdrawals of frozen salmon were not heavy due to arrivals of fresh fish, most of the frozen items withdrawn were used by smokers.

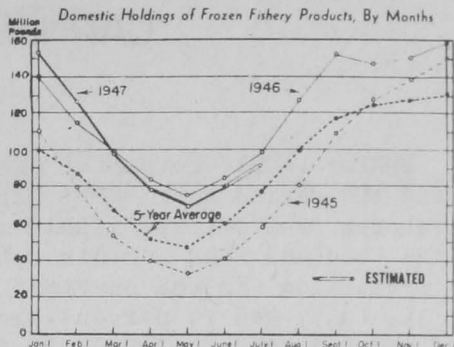


United States

COLD-STORAGE FREEZINGS AND HOLDINGS: Stocks of frozen fish and shellfish held on June 1 by firms reporting their activities to the Fish and Wildlife Service amounted to 79,733,000 pounds--14 percent above May 1st, according to Current Fishery Statistics No. 348. Halibut accounted for most of the increase in holdings during May. Stocks of this species increased from 2,542,000 pounds on May 1 to

8,350,000 pounds at the end of the month. Although the combined holdings of cod, haddock, pollock, and rosefish fillets continued to decline, June 1st holdings of these fillets were considerably greater than on the same date in 1946.

Data contained in this report on the domestic freezing and holdings of frozen fishery products are based on reports from 213 plants. These are principally public cold-storage warehouses.



AIDS FOR SMALL BUSINESS

The Office of Small Business, Department of Commerce, has prepared a number of bulletins in a series entitled "Small Business Aids." Most of these have been extracted, condensed, and reproduced from articles appearing in various trade publications. Many of these contain general information pertinent to the operation of a business. Copies of these bulletins may be obtained free of charge upon request from the field offices of the Department of Commerce. Sample titles are:

- | <u>No.</u> | <u>Title</u> |
|------------|---|
| 2 | - Business Assets in Addition to Stock and Good Will |
| 6 | - Case Study - The Value of a Sound Credit Policy |
| 8 | - What Price Service |
| 15 | - What a Good Package Should Do |
| 17 | - Public Warehouse Service |
| 21 | - Finding the Right Color for Your Product |
| 24 | - Meeting Super Market Competition |
| 27 | - Color Schemes for Modern Store Designs |
| 32 | - Points to Check in Your Sales Force |
| 33 | - Packaging for Consumer Appeal |
| 45 | - What do Customers Want? |
| 64 | - The Advertising Appropriation for a Retail Store |
| 79 | - Make Your Floor Space Produce Sales |
| 85 | - Food Plant Sanitation |
| 93 | - The Employee Suggestion Plan |
| 103 | - Modernizing the Front of Your Store |
| 115 | - Too Little and Too Late in Distribution |
| 120 | - Significant Factors in Plant Location |
| 139 | - Training Retail Employees Pays |
| 140 | - Case Study - Introducing New Products to Combat Seasonal Operations |
| 156 | - How to Analyze Your Local Market |
| 161 | - Developments in Frozen Food Packaging |
| 166 | - Case Study - Overcoming a Limited Line of Merchandise Carried in Frozen Food Stores |