

ABSTRACT OF A THESIS

CONSUMER EDUCATION IN FOODS
FOR ADULTS
BASED UPON FOOD BUYING METHODS OF WOMEN
IN FOND DU LAC, WISCONSIN

Submitted by
Clara Eilert Giuliani

In partial fulfillment of the requirements
for the Degree of Master of Science
Colorado State College
of
Agriculture and Mechanic Arts
Fort Collins, Colorado

S-1-08A-18-01-033



U18400 9073107

378.788
AO
1942

4a

ABSTRACT OF A THESIS

The selection, purchase, and use of food constitute some of the most essential processes of economic life. It is important that the consumer have an intelligent understanding of consumption problems. But before practical courses in food buying can be formulated, it is advisable to consider some of the many questions regarding what is included in the field, to whom this education shall be directed, and who shall undertake the responsibility for it. In order to determine what is to be included in a course in consumer food buying, it is advisable to become acquainted with the present food buying habits of the community in which the class is to be taught.

The problem

What should be included in a course of study in consumer food buying in order that it be of practical value to homemakers?

Answers to the following questions have been sought in carrying out the study:

1. What are the food buying methods used by the women in Fond du Lac, Wisconsin?
2. How can the information obtained be used in planning courses in consumer food buying?

3. How do the food buying habits of the women of Fond du Lac, Wisconsin, compare with the methods used by women in the small town and rural community of Yoakum, Texas?

Delimitation

In the Master's Thesis of Augusta Jannett, Colorado State College, 1936, a study was made to determine the food buying habits of the women in Yoakum, Texas. The same technique and questionnaires were used in this study in order to make results comparable.

The study was limited to four types of women food buyers living in Fond du Lac, Wisconsin. The collecting of data was begun in 1939 and completed in 1942. The types of food buyers studied were : college-trained women; women of the economically comfortable group; women who belonged to the borderline group economically; and women who were on relief.

Descriptions of groups

The College Group was composed of women who were college graduates; the Economically Comfortable Group represented those families who, economically, had sufficient means to live well.- their husbands were steadily employed or were owners of business establishments; the Borderline Group represented families who, while not on relief, were having a difficult time being self-supporting; the Relief Group represented families on relief.

The local situation

Fond du Lac is a city having a population of approximately 27,000. It is located in a rich farming area at the south end of Lake Winnebago. It has many large factories which before 1933 furnished work for a rapidly growing population. During the depression many of the factories were compelled to close. Consequently, at the time of this study there were many families on relief and an increasing number on the borderline.

The food stores in Fond du Lac can be classified under two main types: the chain store and the home owned stores.

Findings

The following paragraphs are a summary of the food buying methods of the women of Fond du Lac, Wisconsin.

1. Who buys the food.--Although the mothers bought the food in 95 per cent of the homes, in two thirds of the homes the children and in one half of the homes the fathers also did food purchasing.

2. When buying is done.--Daily food purchasing was done by 40 per cent of the families while only one fourth of them bought weekly. One third of them did their buying early in the morning. Two thirds of the families did the bulk of their buying on Saturday.

3. Where buying was done.--Approximately one half of the women bought the bulk of their foods at home-owned stores; 39 per cent at chain stores; and 14 per cent expressed no choice.

4. How buying was done.--Practically the same per cent of women expressed a preference for service of clerks as preferred self-service.

Sixty per cent of the homemakers preferred to shop in person. Price seemed to be the basis for judging quality in 58 per cent of the families. Brand was used by the second largest number of families. Grade was the market device used by one third of the buyers and about one half of them read labels. Over three fourths of the homemakers were influenced by advertisements. Over one half of all groups paid cash while one fourth of them bought for credit. Over one half of all buyers were not familiar with sizes of cans. Seventy per cent bought small quantities of food at a time. Over one half of the women studied bought meat for more than one meal at a time. Seventy-one per cent of the families bought fresh fruits and vegetables personally. Over one half of the women preferred packaged dried fruits. Only four per cent of all groups purchased no breads. Better than one half of all the families used prepared flours. Coffee was purchased in one pound cans by approximately one half of all the families. Forty-five per cent of all the women did not know whether they bought true or artificial extracts.

5. Observations of 50 buyers in two types of food stores in Fond du Lac, Wisconsin.--The data obtained from the observation sheets were used to check the results of the questionnaires. With very few exceptions the results upheld the findings of the 200 questionnaires. In addition it was shown that over one half of all the questions asked concerned the price of an article, and only nine per cent of the questions dealt with quality. Eight out of nine complaints concerned price and the ninth complaint was in regard to quality.

6. Methods used by women who shop over the telephone.--Forty-six per cent of the telephone orders had a value greater than one dollar. Twenty-eight per cent of the orders consisted of six articles. Calling for number of units was the method used in designating the quantity desired for 89 per cent of the articles while only six questions were in regard to quality of article. Brand was only used to designate quality for 12 per cent of the articles.

Implications of the study

1. Since it was found that mothers were aided

in food buying by children in two thirds of the homes, and by fathers in one half of the homes, it can be assumed that both children and fathers would benefit by starting consumer problems related to foods.

2. It was indicated that a better understanding of the advantages and disadvantages of "Home Owned" and "Chain" stores, would aid in making for wiser choice regarding when to buy.

3. It was found that choice of foods is not always rational but often planless and thoughtless and would be improved by improved planning of food purchases.

4. It was indicated that women might improve their buying habits if they knew more about brands, grade, labels, and advertisements.

5. It was indicated that more knowledge of advertising psychology might aid food buyers in making their own decisions.

6. There is an indication that a greater knowledge concerning the qualities to look for in purchasing foods would make for more efficient buyers.

7. This study indicates the need for a comprehensive program of training in buying for homemakers.

Recommendations

It is recommended that

1. Units in consumer buying be taught at the high school level for both girls and boys.

2. Homemakers be better instructed regarding the importance of the different factors which influence the time of food buying.

3. Consumer food buyers be given some information regarding the factors which should be considered in choosing a place to buy.

4. The consumer food buyer be interested concerning various methods of paying for goods and their advantages and disadvantages.

5. Home economists awaken to the trends in the consumer education movement and make their students conscious of their responsibility regarding food legislation.

6. That a greater knowledge of buying habits be encouraged by our public schools through proper interpretation of labels and grades of canned goods, shopping conditions, and evaluation of available literature.

Recommendations for further study

1. What are the consumer food buying methods used by men?

2. Of what value is the information found on labels to the homemaker?

3. To what extent is food legislation enforced?

4. Do good consumer food buyers demand more specific factual selling and advertising than others?

5. How can the consumer food buyer be shown his responsibility in demanding better legislation

concerning informative food labeling?

6. How can homemakers be educated to the importance of reading labels before making choice when buying foods?

7. Does the experienced homemaker show a better knowledge of market devices than the younger homemaker with home economics training in high school?

8. To what extent does the advice given to the consumer food buyers by clerks influence their choice of foods?

LIBRARY
COLORADO STATE COLLEGE OF A. & M. A.
FORT COLLINS COLORADO

THE S I S

CONSUMER EDUCATION IN FOODS
FOR ADULTS
BASED UPON FOOD BUYING METHODS OF WOMEN
IN FOND DU LAC, WISCONSIN

Submitted by
Clara Eilert Giuliani

In partial fulfillment of the requirements
for the Degree of Master of Science
Colorado State College
of
Agriculture and Mechanic Arts
Fort Collins, Colorado

August, 1942

378.788

AO
1942

2

4

COLORADO STATE COLLEGE
OF
AGRICULTURE AND MECHANIC ARTS

AUGUST 1, 1942

I HEREBY RECOMMEND THAT THE THESIS PREPARED UNDER MY
SUPERVISION BY CLARA EILERT GIULIANI

ENTITLED CONSUMER EDUCATION IN FOODS FOR ADULTS BASED
UPON FOOD BUYING METHODS OF WOMEN IN FOND DU LAC,
WISCONSIN

BE ACCEPTED AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF SCIENCE

MAJORING IN HOME ECONOMICS EDUCATION

CREDITS 3

David H. Morgan
In Charge of Thesis

APPROVED Maud Williamson
Head of Department

Examination Satisfactory

Committee on Final Examination

Maud Williamson
Rewan Eeliff

David H. Morgan
Joanna Cragman
Gilbert L. Betts

V. C. Newson
Dean of the Graduate School

Permission to publish this thesis or any part of it
must be obtained from the Dean of the Graduate School.

ACKNOWLEDGMENTS

The writer wishes to express her sincere appreciation for the helpful suggestions and constructive criticisms given by the following people: Maude Williamson, Associate Professor of Home Economics Education, of Colorado State College; Dr. David H. Morgan, Principal of the California School for the Blind, at Berkeley, California, and Director of Research in Home Economics Education, Colorado State College; Dr. Sarah Vinke of Colorado State College, English Advisor; and Irene Coons, Reference Librarian of Colorado State College.

Grateful acknowledgment is also made for the cooperation of the two hundred housewives of Fond du Lac, Wisconsin, who gave information needed for this study; and of the managers and clerks who made possible the observations carried on in the stores.

The writer is extremely grateful to her daughter, Roma, for the many hours she spent in assisting in the tabulation of the data.

TABLE OF CONTENTS

	Page
CHAPTER I: INTRODUCTION - - - - -	9
The problem - - - - -	9
Delimitation - - - - -	10
Background - - - - -	11
CHAPTER II: REVIEW OF LITERATURE - - - - -	12
References and studies relating to consumer buying in general - - - - -	12
References and studies dealing directly with food buying - - - - -	15
Summary - - - - -	18
CHAPTER III: MATERIALS AND METHODS - - - - -	19
College women group - - - - -	20
Economically comfortable group - - - - -	21
Borderline group - - - - -	21
Women on relief - - - - -	22
CHAPTER IV: ANALYSIS OF DATA - - - - -	23
Food buying methods used by women of Fond du Lac, Wisconsin - - - - -	23
Who buys the food - - - - -	23
When buying is done - - - - -	25
Where buying is done - - - - -	29
How buying is done - - - - -	30
Food buying methods as determined by observa- tions in two types of grocery stores - - -	61
Food buying methods used by customers who shop over the telephone - - - - -	74
Comparison of food buying habits of women in Fond du Lac, Wisconsin, with those of women in Yoakum, Texas - - - - -	77
CHAPTER V: DISCUSSION - - - - -	85
Food buying methods - - - - -	85
Who buys the food - - - - -	85
When buying is done - - - - -	88
Where buying is done - - - - -	90
How buying is done - - - - -	91
Implications of the study - - - - -	106
Recommendations for further study - - - - -	107

TABLE OF CONTENTS (continued)

	Page
CHAPTER VI: SUGGESTED OUTLINE FOR COURSE IN CONSUMER FOOD BUYING FOR ADULTS - - - - -	109
CHAPTER VII: SUMMARY - - - - -	114
APPENDIX - - - - -	116
A-1 Questionnaire for personal interviews	117
A-2 Check sheet for observation in grocery stores - - - - -	123
A-3 Check sheet for recording telephone orders - - - - -	125
BIBLIOGRAPHY - - - - -	126

LIST OF TABLES

Table		Page
1	PERSON BUYING THE FOOD - - - - -	25
2	FREQUENCY OF BUYING - - - - -	27
3	TIME OF DAY BUYING IS DONE - - - - -	28
4	WHEN BULK OF FOOD IS BOUGHT - - - - -	29
5	WHERE BULK OF FOOD IS BOUGHT - - - - -	30
6	PREFERENCE FOR SERVICE IN GROCERY STORE - -	31
7	HOW BUYING IS DONE - - - - -	32
8	HOMEMAKERS BASIS FOR JUDGING QUALITY IN CANNED FOODS - - - - -	33
9	GUIDES HOMEMAKERS USE IN SELECTING FOODS - -	35
10	METHODS OF PAYING FOR FOODS BOUGHT - - - - -	37
11	HOW CANNED FOODS ARE BOUGHT - - - - -	39
12	EXTENT TO WHICH MOMEMAKERS USE GRADE OF CANNED FOODS SUITED TO PURPOSE - - - - -	40
13	HOW EGGS ARE BOUGHT - - - - -	41
14	WHERE MILK IS BOUGHT - - - - -	42
15	KINDS OF MILK HOMEMAKERS BUY - - - - -	43
16	HOMEMAKERS' BASIS FOR JUDGING QUALITY OF BUTTER - - - - -	44
17	HOMEMAKERS' PREFERENCE FOR BUTTER AND MARGARINE - - - - -	45
18	WHERE HOMEMAKERS BUY MEAT - - - - -	46
19	HOW HOMEMAKERS BUY MEAT - - - - -	49
20	HOMEMAKERS' PREFERENCE FOR MEAT - - - - -	50

LIST OF TABLES--Continued

Table		Page
21	HOW HOMEMAKERS BUY FRESH FRUITS AND VEGETABLES - - - - -	52
22	DRIED FRUITS HOMEMAKERS BUY AND HOW THEY BUY THEM - - - - -	54
23	WHERE BAKERY PRODUCTS ARE BOUGHT - - - - -	55
24	EXTENT TO WHICH DAY OLD BREAD IS ASKED FOR- -	56
25	HOW CRACKERS AND COOKIES ARE BOUGHT - - - - -	57
26	QUANTITY OF FLOUR HOMEMAKERS BUY - - - - -	58
27	KINDS OF FLOUR HOMEMAKERS BUY - - - - -	59
28	HOW HOMEMAKERS BUY COFFEE - - - - -	60
29	HOW HOMEMAKERS BUY EXTRACTS - - - - -	61
30	EXTENT TO WHICH MEN, WOMEN, AND CHILDREN BUY FOODS IN STORES - - - - -	62
31	HOW BUYING WAS DONE - - - - -	64
32	HOW CANNED FOODS WERE BOUGHT - - - - -	65
33	EXTENT TO WHICH MILK WAS BOUGHT AND THE KINDS BOUGHT - - - - -	66
34	BAKERY PRODUCTS BOUGHT IN GROCERY STORES - -	67
35	HOW FLOUR WAS BOUGHT - - - - -	68
36	HOW FRESH FRUITS AND VEGETABLES WERE SELECTED - - - - -	69
37	HOW COFFEE WAS BOUGHT - - - - -	70
38	EXTENT TO WHICH BUTTER AND MARGARINE WERE BOUGHT - - - - -	70
39	SIZE OF ORDERS AND METHODS OF PAYING - - - -	71
40	SERVICES ASKED FOR IN GROCERY STORES - - - -	72
41	NATURE OF QUESTIONS ASKED BY CUSTOMERS IN GROCERY STORES - - - - -	73

LIST OF TABLES--Continued

Table		Page
42	NATURE OF COMPLAINTS MADE BY CUSTOMERS IN GROCERY STORES - - - - -	73
43	SIZE OF TELEPHONE ORDERS - - - - -	75
44	METHODS OF DESIGNATING QUANTITY OF FOODS DESIRED IN TELEPHONE ORDERS - - - - -	76
45	NATURE OF QUESTIONS ASKED OVER THE TELEPHONE - - - - -	76
46	METHODS OF DESIGNATING QUALITY OF FOOD DESIRED IN TELEPHONE ORDERS - - - - -	77
47	COMPARISON OF FOOD BUYING HABITS OF WOMEN OF FOND DU LAC, WISCONSIN, WITH THOSE OF WOMEN IN SMALL TOWN AND RURAL COMMUNITY OF YOAKUM, TEXAS - - - - -	81

9

Chapter I
INTRODUCTION

The selection, purchase, and use of food constitute some of the most essential processes of economic life. It is important that the consumer have an intelligent understanding of consumption problems. But before practical courses in food buying can be formulated, it is advisable to consider some of the many questions regarding what is included in the field, to whom this education shall be directed, and who shall undertake the responsibility for it. In order to determine what is to be included in a course in consumer food buying, it is also advisable to become acquainted with the present food buying habits of the community in which the class is to be taught.

A study of the food buying habits of the women of Fond du Lac, Wisconsin, should be of value in planning for them a practical course in consumer food buying. It was with this thought in mind that the following study was undertaken.

The problem

What should be included in a course of study in consumer food buying in order that it be of practical

value to housekeepers?

Answers to the following questions have been sought in carrying out the study:

1. What are the food buying methods used by the women in Fond du Lac, Wisconsin?
2. How can the information obtained be used in planning courses in consumer food buying?
3. How do the food buying habits of the women of Fond du Lac, Wisconsin, compare with the methods used by women in the small town and rural community of Yoakum, Texas?

Delimitation

In the Master's Thesis of Augusta Jannett, Colorado State College, 1936, a study was made to determine the food buying habits of the women in Yoakum, Texas. The same technique and questionnaires were used in this study in order to make results comparable.

The study was limited to four types of women food buyers living in Fond du Lac, Wisconsin. The collecting of data was begun in 1939 and completed in 1942. The types of food buyers studied were: college-trained women; women of the comfortable laboring class; women who belonged to the border line group economically; and women who were on relief.^{1/}

^{1/} The definitions of these groups are given in Chapter III.

Background

Fond du Lac is a city having a population of approximately 27,000. It is located in a rich farming area at the south end of Lake Winnebago. It has many large factories which before 1933 furnished work for a rapidly growing population. During the depression many of the factories were compelled to close. Consequently, at the time of this study there were many families on relief and an increasing number on the borderline.

The food stores in Fond du Lac can be classified under two main types: the chain store and the home owned store. The chain stores are all equipped with self serve apparatus of various kinds but have clerks who will wait upon customers requesting their services. They may also be classed as combination food stores, as all of them sell both groceries and meat. The home owned stores are credit stores. Many are located throughout the residential sections of the city and are often thought of as neighborhood stores. A few have a complete meat market in connection with the grocery department.

Chapter II

REVIEW OF LITERATURE

In the review of available literature a number of references and studies are given which relate to the buying of foods. Since food buying is a phase of consumer buying, such articles on consumer buying as apply to foods are included among the references. Therefore this review of literature consists of two parts: first, studies and references dealing with the general topic of consumer buying; and second, studies and references dealing directly with food buying.

References and studies relating to consumer buying in general

In 1937 Dana (12:421-30), expressed her ideas concerning the buying characteristics of the consumer buyer. She felt we had become a nation of buyers who trusted anyone who had something to sell. This trust had originated back in the days when a strong confidence existed between maker and user and should be discarded by the consumer buyer now continually confronted with an amazing number of new products. She stated that the average consumer buyer has only three guides to aid him: sight, touch, and price. She felt that "consumers are victims of a great trust that has lost its reason for

being." (12:423)

Tryon (34:628-30), in 1938, quoted Montgomery (25:688-691) with respect to the part salesmanship played in creating a consumer-buyer problem. She felt that the consumer buyer had become suspicious of American business, not only because of a feeling of helplessness in judging, but also because of a conviction that business is more interested in creating new wants than in satisfying present wants. This feeling of helplessness had been brought about by the constant bombardment of newspapers, magazines, signboards, and radio. She believed that education might be of greater help to the consumer buyer than it was at that time.

In an article dealing with the home economist in business written in the Journal of Home Economics in 1938, Shank (32:625-628) stated that there were two types of consumer education, one which broadened the cultural training and included practical and useful knowledge of social and business conditions, and a second which involved an intensive study of selected material and services. She believed that consumers are bewildered by the vast amount of information they are expected to accumulate in order to purchase intelligently the many things they require.

The slogan, "The consumer wants to know," by Dodge (14:235-38), used in an article written for the Journal of Home Economics in 1938, is a challenge for

home economists to put on a real educational program which will teach the homemaker how to read labels, to evaluate them, and to make her choices according to her own needs.

The main objective of consumer education, according to Gordon (19:1-24), in a 1939 publication, is to discover and point the way toward wiser consumption practices. He stated that there is no science of consumption, for consumers' reactions cannot be reduced to laws and predicted in advance, but that the real solution lies in Americans learning to eliminate waste. Competition, he believed, is the consumer's defender against high prices, and assures quality. The environmental influence of the group into which one is born is reflected in one's very buying habits. He called attention to the fact that although society has progressed from primitive to modern methods by producing utilities, there has been slight progress in the art of consumption.

In the same book, Gordon, 1939, stated (19:24) that one of the most popular American fallacies is the belief that all consumers in this country are supplied with the fundamental needs, and that most of them are able to satisfy additional, less essential, desires. He quoted Dr. James B. McLester, who, in his inaugural address as president of the American Medical Association, made the following statement: "Something like twenty million American people are living near or below the

threshold of nutritive safety." (New York Times, June 12, 1935)

In an article as recent as March 1941, Nystrom (27:145-7), in describing the widespread interest at present in what is known as the "consumer movement," felt there was little agreement as to the specific objectives, but that practically all who made up its leadership seemed to believe that the consumer buyer needed more education. The author believed home economists should awaken to the trends in the consumer education.

References and studies dealing directly with food buying

A study was made at the University of Missouri by Amburgy and Coles (2:19-20) in 1933 to determine the buying habits of 460 homemakers. It was planned to throw light on the familiarity of homemakers with brands, advertising, and labels and their use of these devices in buying foods. The study showed that in three fourths of the homes the housewife did the food buying; that most of the homemakers were not familiar with the brand names under which many common foods are marketed; that most of the homemakers were very indefinite as to the quantity of foods desired. The study indicated a need for a comprehensive course of training in buying for homemakers, emphasizing the potential values of brands as guides, despite certain inadequacies and limitations.

Jannett (20) in her Master's thesis, Colorado

16

State College, 1936, made a study to determine the food buying habits of the women of Yoakum, Texas. Her study showed that over three fourths of the customers observed in the stores shopped alone; that about half of the customers observed made decisions quickly; that the majority of customers bought small orders; that the buying habits did not differ greatly in the different types of stores; that more questions were asked in the charge and delivery stores than in the cash and carry stores; that fewer customers in the cash and carry stores asked about prices; that more customers watched the scales in the cash and carry stores; that the majority of the homemakers in the community did not select neighborhood stores; that approximately two thirds of the homemakers stated a preference for combination stores; that careful reading of labels was not the practice of the homemakers in the community and that those who read labels read them for brand name and not for information. The study showed the evidences of a need for training in food buying.

Coles (9) wrote in 1938 that

. . .Although attention is directed to their problems in general, much of the interest in consumers is centered upon their problems as buyers and upon methods of improving their situation as such. (9:preface xvii)

She stated that studies seem to indicate that the bulk of the food buying for the family is done by women and that, according to a study made in New York City, (9:26), women

made approximately four fifths of the purchases in grocery stores. She stated that in another study of 312 families in Elria, Ohio, women did from three fourths to nine tenths of the family food buying. Coles quoted Converse, who felt that women were the sole buyers of groceries in three fourths of the families he studied.

In her chapter dealing with the attitudes of consumer buyers toward their problems, Coles (9:32) stated that many consumer buyers were, without doubt, unaware of the existence of any problems in buying except the lack of money. In chapter four of the same book (9:36) she wrote that buying habits varied with income, nationality, and location of buyers, and that buyers tended to follow day after day and year after year certain acquired habits. She cited studies (9:43), made in Champaign-Urbana, Illinois, in 1931 and 1937, which showed that whereas 21 per cent of 360 families studied in 1931 used the telephone in purchasing foods, only 12 per cent of the same families used the telephone in 1937.

Peters (29), in 1940, made a study of the buying habits of Winn Parish Consumers. He showed that about 50 per cent of the food was bought from independent grocers and only 14 per cent from chain stores; that irrespective of income, quality and price were the reasons most frequently listed for choice of store; that cash was the method of payment used by the majority; and that

buying for the family was usually done in person by the wife.

Summary

In reviewing the references and studies it was found that there was a definite interest being manifested in the consumer buying movement, and that a need for the education of the consumer food buyer was being felt. The studies gave some information on the food buying methods used by women in different communities. It seemed that the average consumer buyer depended mostly on three guides to aid him: sight, touch and price, and that many consumer buyers were, without doubt, unaware of the existence of any problems in buying except the lack of money. While studies could seldom be directly compared as they had been made in different ways and included families living under quite different circumstances, it was found that buying habits varied with income, nationality, and location of buyers; that buyers tended to follow certain acquired habits day after day, year after year; that women did most of the food buying; that most of the food purchases were cash; and that there was no consistency as to where, what, or when groceries were bought by the various groups of buyers studied.

These studies indicated a need for comprehensive courses of training in buying for homemakers, emphasizing the real values of brands as guides, their inadequacies and limitations.

Chapter III
MATERIALS AND METHODS

The survey type of research method was employed in this study and the data were secured by personal and group interviewing with 200 women representing four different groups living in Fond du Lac, Wisconsin: women with college training; women of the comfortable laboring class; women of the economic borderline group; and women on relief. In addition, records were made of the purchasing done by 50 women buyers in two different types of stores. Data were also secured from the records of the telephone orders, as taken by the grocery clerk, of 50 women food buyers.

The questionnaire used in recording answers was a check sheet 1/ in which the following topics were presented:

1. Who buys the food?
2. When is the food bought?
3. How are foods purchased?
4. What guides are used in selecting foods?
5. How are specific foods bought?

1/ See Appendix A-1 for check sheet

- 6. What food buying habits are apparent in watching women buyers in grocery stores?
- 7. What are the buying practices of customers who buy over the phone?

The questionnaires used were similar to those used by Augusta Jannett, in a study made to determine the food buying habits of the women in Yoakum, Texas, in 1936. The responses secured from all the questionnaires were collected in tables similar to those she had used in order to make these two studies comparable.

College women group

At first the names of 50 women were selected at random from the membership of a college women's club. Later it was discovered that the membership was not limited to college graduates, but also included women having only two years of college work. Thereupon this list was reduced to include only names of college graduates. Names of college graduates were also obtained from friends who were personally acquainted with some college graduates, to make a total of 50.

A personal call was made at the home of each of the women and a questionnaire left. The purpose of the study was stated and the questionnaire explained in detail. The respondents were informed that no signature was required, and were given an addressed and stamped envelope in which to return the questionnaire.

Economically comfortable group

A second group of 50 women represented those families who, economically, had sufficient means to live well. Their husbands were steadily employed or were owners of business establishments. They were selected in part from an organization in one of the local churches. The writer attended their monthly meeting and was given an opportunity to speak to the women. The women were not interviewed individually, but the purpose of the study was explained to the entire group and the questionnaire was read and discussed. The women were then asked to take the questionnaires home, answer the questions, and return them at the next meeting. To complete the required number for the Comfortable Laboring Class, twenty two women who belonged to the Homemakers' Club at the Vocational and Adult School were added. The questionnaires were distributed at one of the monthly meetings of the Homemakers' Club. The purpose of the study was explained and the women were given time to complete the questionnaires at the meetings.

Borderline group

The Borderline Group represented families who, while not on relief, were having a difficult time being self supporting. This third group of 50 women were selected from the home reports of the girls attending the Vocational and Adult School, and from families with whom

the writer had been acquainted for several years. All of these women were interviewed personally and the questionnaire explained point by point before they checked the answers.

Women on relief

The group of 50 women on relief were selected from the families of girls attending the vocational school. It took three consecutive years to obtain the required number on relief. These questionnaires were answered during a class period. Since these girls were 17 years of age or over, they were considered capable of answering the questionnaire. The writer then used these questionnaires when calling in the homes for an interview to check the answers given by the daughter. Approximately 20 of the relief women were contacted personally.

Chapter IV
ANALYSIS OF DATA

The treatment of the data will be presented in three parts: first, an analysis of the data showing the food buying methods used by the four groups of women buyers of Fond du Lac, Wisconsin, who were a part of this study; second, an analysis of the data showing the food buying methods as determined from observations in grocery stores; and third, an analysis of data showing the buying practices of customers who shop over the telephone.

The headings of the tables are inclosed in quotation marks because they correspond to those used in a similar study by Jannett (20).

Food buying methods used by women
of Fond du Lac, Wisconsin

Who buys the food.--Table 1 shows the person who buys the food for the family in the four different groups of women buyers studied. As shown in this table, in '92 per cent of the homes of the College Group, the mother did the food purchasing for the family, while in only 44 per cent of the homes was any food buying done by the children. In 38 per cent of the homes of the same group the fathers also aided in food buying. In only 24 per cent of the homes of the College Group was food buying a family

affair, where purchasing was done by parents and children together. The mother did none of the food buying in only eight per cent of these homes.

There was very little difference shown between the College Group and the Comfortable Group when it came to the person who bought the food. In 96 per cent of the Comfortable Group the women did the food buying, an increase of only four per cent over the percentage for the College Group. Children bought food in ten per cent more of homes of the Comfortable Group than in those of the College Group. Six per cent more fathers in the Comfortable Group than in the College Group did food purchasing.

In the Borderline Group the mother did food buying in 90 per cent of the homes, the children in 84 per cent, and the father in 56 per cent of the homes. There was a decrease in the Borderline Group of the per cent of mothers who did food buying, with a resulting increase in the number of fathers and children who bought food, when compared with the College and Comfortable Groups studied.

It was found that mothers did food buying in 100 per cent of the homes on relief. The data collected showed that there were also more fathers and children doing some of the food buying in the Relief Group.

Taking all groups into consideration, it was found that in 95 per cent of all the homes studied, the mother took part in the buying of food for the family.

Children did some buying in 67 per cent and fathers in 51 per cent of all the homes. In only 38 per cent of the homes did all members of the family--mother, father, and children--aid in food buying.

Table 1.--"PERSON BUYING THE FOOD

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Member of family who buys the food	College (N=50)		Comfortable (N=50)		Border-line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	Mother-----	46	92	48	96	45	90	50	100	189
Children----	22	44	27	54	42	84	42	84	133	66.5
Father-----	19	38	22	44	28	56	34	68	103	50.15
Mother, father, children-----	12	24	14	28	22	44	28	56	76	38.0
Mother and children----	10	20	12	24	15	30	14	28	51	25.5
Father and mother-----	7	14	7	14	3	6	6	12	23	11.5
Father and children----	0	0	0	0	4	8	0	0	4	2.0
Mother, children, servant----	2	4	0	0	0	0	0	0	2	1.0

When buying is done.--The frequency of buying, the time of day, and the day of the week when buying is done are all factors of importance when considered from the standpoint of food buying. Daily food purchasing was

found to be done in 40 per cent of the College Group homes, in 50 per cent of the Comfortable Group homes, in 44 per cent of the Borderline Group homes, but in only 20 per cent of the Relief Group homes (Table 2). Taking all groups into consideration, it was found that, in 39 per cent of all the homes studied, the buying of food was a daily task.

Food was purchased twice a week by the four groups as follows: by 34 per cent of the College Group, by 28 per cent of the Comfortable Group, by 26 per cent of the Borderline Group, and by 24 per cent of the Relief Group. Of all groups studied, 28 per cent of the families purchased food twice a week.

The College Group families were found to do less weekly buying of food, since only 24 per cent listed weekly food buying. There was also less weekly buying done by the Comfortable and Borderline Groups: of the former only 16 per cent of the families and of the latter only 20 per cent of the families bought food weekly. In weekly food buying the Relief Group led, as 44 per cent of the families in this group reported doing the bulk of their buying once a week.

The Relief Group also had the highest percentage (12 per cent) of families who purchased food supplies shortly before each meal time. Only eight per cent of all the families (Table 2) studied made a practice of buying groceries just before meal time.

Table 2.--"FREQUENCY OF BUYING"

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Frequency of Buying	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Once daily--	20	40	25	50	22	44	10	20	77	38.5
Twice a week	17	34	14	28	13	26	12	24	56	28.0
Weekly-----	12	24	8	16	10	20	22	44	52	26.0
Before meal- time-----	1	2	3	6	5	10	6	12	15	7.5

A large number of the College families, 60 per cent, did their food buying early in the morning, while the Relief Group showed the smallest number, 20 per cent, of morning shoppers (Table 3). Forty per cent of the Comfortable Group, 50 per cent of the Borderline Group, and 36 per cent of the Relief Group reported that they did not do their food buying at any definite time. Considering all groups studied, 34 per cent of all families had no definite time for food purchasing, while practically the same percentage, 33 per cent, did their buying early in the morning. In only one per cent of the families was buying done at night.

Table 3.--"TIME OF DAY BUYING IS DONE"

[Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin]

Time of Purchase	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Varies-- can't say--	4	8	20	40	25	50	18	36	67	33.5
Early morn- ing-----	30	60	13	26	13	26	10	20	66	33.0
Afternoon---	8	16	11	22	2	4	10	20	31	15.5
Near noon---	6	12	3	6	7	14	6	12	22	11.0
Late after- noon-----	2	4	3	6	3	6	4	8	12	6.0
Night-----	0	0	0	0	0	0	2	4	2	1.0

The grocers of Fond du Lac, Wisconsin, have one outstandingly busy day, as shown in Table 4, for 63 per cent of all families studied did the bulk of their food buying on Saturday. The Relief Group, with a percentage of 88, had the largest number of families doing the bulk of their buying on Saturday. In 21 per cent of all families studied, the buying was distributed evenly throughout the week; 11 per cent of the buyers chose Friday, while only one half per cent did the bulk of their buying on Wednesday. None reported doing the bulk of their buying during the first two days of the week.

Table 4.--"WHEN BULK OF FOOD IS BOUGHT"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Day of Week	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	Saturday----	28	56	26	52	27	54	44	88	125
Evenly dis- tributed---	8	16	16	32	11	22	6	12	41	20.5
Friday-----	12	24	2	4	7	14	0	0	21	10.5
Twice a week	2	4	6	12	4	8	0	0	12	6.0
Wednesday---	0	0	0	0	1	2	0	0	1	.5
Monday-----	0	0	0	0	0	0	0	0	0	0.0
Tuesday-----	0	0	0	0	0	0	0	0	0	0.0
Thursday----	0	0	0	0	0	0	0	0	0	0.0

Where buying is done.---All food stores in Fond du Lac, Wisconsin, could be classified under three main types: namely, chain stores, home-owned stores, or mail order houses. According to Table 5, 46 per cent of the College Group did the bulk of their food buying at home-owned stores, 38 per cent at chain stores, and 16 per cent listed no choice. The figures for the Comfortable Group showed very little variation from those of the College Group, but there was a larger number who bought at home-owned stores among both the Borderline Group (50 per cent) and the Relief Group (52 per cent). Of all

the women, 14 per cent expressed no choice as to type of store.

Table 5.--"WHERE BULK OF BUYING IS DONE"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Type of Store	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=50)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	Home-owned store-----	23	46	22	44	25	50	26	52	98
Chain store-----	19	38	19	38	15	30	24	48	77	38.5
No choice-----	8	16	9	18	10	20	0	0	27	13.5
Mail order house-----	0	0	0	0	0	0	0	0	0	0.0

How buying is done.--Regarding the preference for service in grocery stores, the data in Table 6 showed that in the four groups of women buyers studied, there were almost as many in each group who preferred self-serve as those who preferred service of a clerk. In fact, 49 per cent of all families preferred the services of a clerk and 47 per cent chose to serve themselves.

Table 6.--"PREFERENCE FOR SERVICE IN GROCERY STORE"

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Service Preferred	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Service of clerk-----	28	56	17	34	25	50	28	56	98	49.0
Self-serve--	22	44	24	48	25	50	22	44	93	46.5
No prefer- ence-----	0	0	9	18	0	0	0	0	9	4.5

It is interesting to note that 72 per cent of the Comfortable Group and also 72 per cent of the Relief Group did their buying in person. Thirty six per cent of the College Group and also 36 per cent of the Borderline Group bought food in person and by phone. Only in the case of the Relief Group was there a considerable amount of buying done by the child-with-note method, (16 per cent). The College Group showed the largest per cent, (12 per cent), who bought food over the phone.

Table 7.--"HOW BUYING IS DONE"

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Method of Buying	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	In person---	22	44	36	72	25	50	36	72	119
In person and phone--	18	36	14	28	18	36	2	4	52	26.0
Note sent with child-	2	4	0	0	3	6	8	16	13	6.5
Over tele- phone-----	6	12	0	0	2	4	0	0	8	4.0
With shop- ping list--	2	4	0	0	2	4	4	8	8	4.0

Table 8 shows that 58 per cent of all questionnaires answered listed price as the determining factor in judging quality. Comparing the four groups of women studied, the College Group was the only group in which more women judged by brand than by price, and even in this group price came second as a basis for judging quality. Information given on labels seems to carry little influence in the choice of quality, since only 16 per cent of the College Group, two per cent of the Comfortable Group, 18 per cent of the Borderline Group, and eight per cent of the Relief Group reported reading labels. In both the Comfortable Group, (48 per cent), and the Borderline

Group, (36 per cent), grade was used as a basis for judging quality by the second largest number of women. There is an overlapping here and the numbers add up to more than 50 because some reported using several factors as guides.

Table 8.--"HOMEMAKERS' BASIS FOR JUDGING QUALITY IN CANNED FOODS"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Basis for Judging Quality	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	Price-----	25	50	26	52	29	58	36	72	116
Brand-----	27	54	19	38	16	32	16	32	78	39.0
Grade-----	24	48	24	48	18	36	6	12	72	36.0
Label-----	8	16	1	2	9	18	4	8	22	11.0

Buyers are guided in the selection of foods by many different factors. Seventy eight per cent of all four groups of women listed the newspaper and bills as the most influential factors in selecting foods (Table 9).

It is important to notice that while 56 per cent of the College Group considered newspapers and bills as the factor most frequently used in the selection of food, 32 per cent of the College Group stated that they were not influenced by advertising of any kind. Only six per cent of the Comfortable Group and four per cent of the Relief

Group stated that they were not influenced by advertising. Nine per cent of all groups of women buyers were influenced by magazines. The College Group led with a percentage of 16, while the Comfortable and Borderline Groups each had 10 per cent. No magazines were checked on the questionnaires of the Relief Group.

As indicated by Table 9, 56 per cent of the College Group asked advice from clerks, while 70 per cent of the Comfortable Group, 74 per cent of the Borderline Group, and 60 per cent of the Relief Group used this service as a guide for the selection of food.

Over one half of all the women, 63 per cent, reported that they did not look for the seal of the American Medical Association. Twenty six per cent of all Groups sometimes looked for the seal, but only 11 per cent stated that they did look for it.

More women in the College Group, (66 per cent), experimented with brands when selecting canned foods than did those in any other group. Both the Borderline and Relief Groups used price most frequently as a guide in selecting foods. No woman of the Relief Group used the information on labels as a guide in selecting foods.

Some women in all groups reported being influenced at times by the aesthetic appeal. In the College Group 72 per cent and in the Comfortable Group 62 per cent stated that they were sometimes influenced by the aesthetic appeal. Fewer in these two groups definitely

Table 9.--"GUIDES HOMEMAKERS USE IN SELECTING FOODS"

[Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin]

Guides Used	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
ADVERTISING:										
Newspapers and bills--	28	56	45	90	47	94	36	72	156	78.0
Handbills--	2	4	6	12	10	20	10	20	28	14.0
Radio-----	5	10	6	12	10	20	2	20	23	11.5
Not influ- enced by advertis- ing-----	16	32	3	6	0	0	2	4	21	10.5
Magazines--	8	16	5	10	5	10	0	0	18	9.0
ADVISE OF OTHERS:										
Clerks-----	28	56	35	70	37	74	30	60	130	65.0
Other shop- pers-----	2	4	11	22	9	18	16	32	38	19.0
Managers---	10	20	3	6	3	6	4	8	20	10.0
Asked no advice----	10	20	1	2	1	2	0	0	12	6.0
SEAL OF AMERICAN MEDICAL AS- SOCIATION:										
No-----	24	48	24	48	30	60	48	96	126	63.0
Sometimes--	18	36	16	32	16	32	2	4	52	26.0
Yes-----	8	16	10	20	4	8	0	0	22	11.0
AESTHETIC APPEALS:										
Sometimes--	36	72	31	62	17	34	22	44	106	53.0
Yes-----	4	8	6	12	22	44	26	52	58	29.0
No-----	10	20	13	26	11	22	2	4	36	18.0
OTHER GUIDES										
Price-----	30	60	20	40	29	58	26	52	105	52.5
Experiment with brand	33	66	28	56	22	44	20	40	103	51.5

Table 9.--"GUIDES HOMEMAKERS USE IN SELECTING FOODS"--
Continued

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Guides Used	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
OTHER GUIDES										
--Continued										
Tradenames-	8	16	12	24	20	40	12	24	52	26.0
Information										
on labels-	4	8	3	6	4	8	0	0	11	5.5
Recommendation of										
grocers---	0	0	0	0	0	0	0	0	0	0.0

reported response to such an appeal. In the Borderline Group 44 per cent and in the Relief Group 52 per cent of the women were guided in their buying by the aesthetic appeal. Only 18 per cent of all groups were not affected by the aesthetic appeal.

As indicated in Table 10, 58 per cent of all the homemakers paid cash for the foods, while not quite one fourth, 25 per cent, of these families bought on monthly credit. A much smaller number, nine per cent, of all the groups studied used both cash and credit methods in paying for the food they purchased. Another nine per cent paid cash for part of the food bought and traded produce for the balance. Only one family, and that in the Borderline Group, took all food supplies in trade for produce. In the College Group only 48 per cent of all

women food buyers paid cash, and 38 per cent bought on credit. In the Comfortable Group 66 per cent paid cash when buying while only 16 per cent bought on credit; in the Borderline Group 62 per cent paid cash and 20 per cent bought on credit; and in the Relief Group 56 per cent paid cash and 24 per cent bought for credit.

Table 10.--"METHODS OF PAYING FOR FOODS BOUGHT"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Methods of Payment	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Cash-----	24	48	33	66	31	62	28	56	116	58.0
Monthly credit-----	19	38	8	16	10	20	12	24	49	24.5
Cash and credit-----	6	12	5	10	6	12	0	0	17	8.5
Cash and trade-----	1	2	4	8	2	4	10	20	17	8.5
In trade for produce-----	0	0	0	0	1	2	0	0	1	.5

Of all the groups studied 59 per cent of the families called for canned foods by "large," "medium," or "small" in choosing size. It is gratifying to notice that, in both the College Group and the Comfortable Group, sizes of canned foods were designated by number more often than by the above terms (Table 11). Slightly more than

one half, 51 per cent, of all groups claimed to read the information on labels. The Borderline Group was the only group who reported calling for sizes of cans wanted by shape, and that only in eight per cent of the families. Over one half, 51 per cent, of all groups reported reading labels, only 12 per cent stated that they never read labels, and 37 per cent read labels sometimes. The Relief Group, with 16 per cent, had the lowest percentage of any group reading labels and the highest percentage, 36 per cent, of families who never read labels.

By far the largest number of families in all groups, 70 per cent, purchased two or more cans of food at a time. It is significant that 17 per cent of all families studied, buy canned foods by the case. The Relief Group had the largest number, 88 per cent, of families who bought two or more cans of food at a time, while in the College Group 28 per cent of the families bought canned foods by the case. Almost one fourth of the Comfortable Group bought canned food by the case.

Table 11.--"HOW CANNED FOODS ARE BOUGHT"

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Factors Considered in Purchasing	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
SIZE INFOR- MATION:										
Large, me- dium, or small-----	19	38	24	48	28	56	46	92	117	58.5
Number-----	28	56	26	52	19	38	6	12	79	39.5
Shape-----	0	0	0	0	4	8	0	0	4	2.0
No response	3	6	0	0	0	0	0	0	3	1.5
LABEL INFOR- MATION:										
Read-----	34	68	26	52	34	68	8	16	102	51.0
Sometimes read-----	16	32	20	40	14	28	24	48	74	37.0
Do not read	0	0	4	8	2	4	18	36	24	12.0
PURCHASE METHOD:										
Buy 2 or more-----	26	52	32	64	37	74	44	88	139	69.5
Buy single cans-----	8	16	17	34	13	26	2	4	40	20.0
Buy a case- Never buy canned----	14	28	12	24	4	8	4	8	34	17.0

Table 12 indicates the extent to which the housewife used the same grade of canned foods for all purposes. The College Group used the same grade for all purposes in 54 per cent of the families. In the Comfortable, Borderline, and Relief Groups, over one half of the families in each group reported that they did not use the same grade for all purposes. Taking all groups into

consideration, it was found that a little better than one half, 54 per cent, did not use the same grade for all purposes. In no instance did any group state that they did not know about grades.

Table 12.--"EXTENT TO WHICH HOMEMAKERS USE GRADE OF CANNED FOODS SUITED TO PURPOSE"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Grade of Canned Foods Used	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	USE SAME GRADE FOR ALL PURPOSES:									
No-----	19	38	27	54	36	72	26	52	108	54.0
Yes-----	27	54	13	26	9	18	22	44	71	35.5
Sometimes--	2	4	10	20	5	10	2	4	19	9.5
DO NOT KNOW ABOUT GRADES----	0	0	0	0	0	0	0	0	0	0.0
BUY NO CANNED FOOD-----	2	4	0	0	0	0	0	0	2	1.0

Eggs are an important item of food and the kinds bought might definitely affect the number of eggs the average family could afford to buy. Table 13 shows that 39 per cent of all families studied regularly bought graded eggs, and 32 per cent regularly bought ungraded eggs. Ten per cent of all families did not know which they bought. It was evident that the number of relief

It was found that 54 per cent of all the families bought their milk from the dairy (Table 14) Twenty-four per cent of all the families purchased milk at a store. The greatest number of families in the College Group and in the Comfortable Group bought their milk from the dairy.

Table 14.--"WHERE MILK IS BOUGHT"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Place of Purchases	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Dairy-----	31	62	32	64	23	46	22	44	108	54.0
Store-----	10	20	11	22	17	34	10	20	48	24.0
Dairy and store-----	5	10	4	8	6	12	16	32	31	15.5
Neighbor----	4	8	3	6	4	8	2	4	13	6.5

According to Table 15, two thirds of all of the families studied used several kinds of milk. Canned milk was bought in 60 per cent of the homes. The figures indicate that more families in the Borderline Group, 86 per cent, purchased canned milk than did the families of other groups. Fewer families in the College Group, 42 per cent, than in any other group, bought canned milk. Buttermilk was bought by 42 per cent of all the families. Over one

half of all groups, 57 per cent, chose Grade A milk. Only 17 per cent of all groups bought sweet ungraded milk. There is an overlapping because many families used several kinds of milk.

Table 15.--"KINDS OF MILK HOMEMAKERS BUY"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Kinds of Milk Purchased	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Several kinds-----	27	54	27	54	36	72	42	84	132	66.0
Canned-----	21	42	22	44	43	86	34	68	120	60.0
Grade A-----	47	94	34	68	22	44	10	20	113	56.5
Buttermilk--	21	42	15	30	16	32	32	64	84	42.0
Sweet un- graded-----	0	0	4	8	8	16	22	44	34	17.0
Grade B-----	2	4	5	10	6	12	16	32	29	14.5

Price and flavor are the two factors most used in judging the quality of butter (Table 16). Price was the deciding factor in 52 per cent of all families, while flavor was given preference by 51 per cent of the women. However, it is of interest to note that while 92 per cent of the Relief Group used price as a determining factor, 74 per cent of the College Group, 66 per cent of the Comfortable Group, and 54 per cent of the Borderline Group

used flavor as a basis for judging the quality of butter. Texture and odor were used by 11 per cent of all groups combined. There is an overlapping, and the totals are greater than 50, because some buyers use more than one characteristic in judging the quality of butter.

Table 16.--"HOMEMAKERS' BASIS FOR JUDGING QUALITY OF BUTTER"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Characteristics used in judging quality of butter	College (N=50)		Comfortable (N=50)		Borderline (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Price-----	13	26	18	36	26	52	46	92	103	51.5
Flavor-----	37	74	33	66	27	54	4	8	101	50.5
Color-----	5	10	10	20	18	36	2	4	35	17.5
Texture-----	9	18	5	10	7	14	0	0	22	11.0
Odor-----	9	18	5	10	7	14	0	0	21	10.5

When it came to preference in kinds of butter purchased, 88 per cent of the College Group preferred sweet cream butter, while four per cent of the same group chose sour cream butter, and a second four per cent never asked about the kind of butter they were buying (Table 17). Another four per cent of the same group purchased country butter. Creamery sweet cream butter was also preferred by 66 per cent of the Comfortable Group and by 50 per cent of the Borderline Group. Only eight

per cent of the Relief Group stated a preference for sweet cream butter, while 48 per cent of the same group preferred sour cream butter, and a second 48 per cent never asked what kind of butter they were purchasing. The use of margarine is almost a negative factor, since 96 per cent of all families never used it.

Table 17.--"HOMEMAKERS' PREFERENCE FOR BUTTER AND MARGARINE"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Types of Butter and Margarine	College (N=50)		Comfortable (N=50)		Border-line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
PREFERENCE FOR:										
Creamery sweet cream-----	44	88	33	66	26	52	4	8	107	53.5
Creamery sour cream	2	4	7	14	16	32	24	48	49	24.5
Never ask which-----	2	4	2	4	4	8	24	48	32	16.0
Country-----	2	4	8	16	6	12	0	0	16	8.0
USE OF MARGARINE: ^{1/}										
No-----	50	100	47	94	47	94	48	96	192	96.0
Yes-----	0	0	0	0	0	0	2	4	2	1.0
Sometimes--	0	0	2	4	3	6	0	0	2	1.0

^{1/} The State of Wisconsin has placed a very high sellers' permit or sales tax on all margarines, which causes margarine to sell for more than butter. Thus the price makes it prohibitive.

Table 18 shows that 71 per cent of all the families studied bought their meat at a meat market. In

the College Group, 78 per cent bought their meat at a meat market. Approximately three fourths of both the Comfortable and Borderline Groups also preferred the meat market, but 60 per cent of the Relief Group bought their meat at a combination store. Only four per cent of all families bought meat at farms. There is an overlapping because some families purchased meat at both meat market and combination store.

Table 18.--"WHERE HOMEMAKERS BUY MEAT"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Sources from which Meat Is Purchased	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Meat market-	39	78	38	76	37	74	28	56	142	71.0
Combination store-----	23	46	15	30	21	42	30	60	89	44.5
Farmer-----	2	4	2	4	1	2	2	4	7	3.5

Table 19 shows that 56 per cent of the College Group asked for meat by steak, roast, or stew, and that 64 per cent of the same group bought specific cuts of meat, while only 20 per cent used both methods in buying meat. Only a few of the Relief Group called for meat by specific cuts. Taking all families into consideration, 50 per cent bought meats by steak or roast, 42 per cent by specific cuts, and 13 per cent used both methods.

The College Group used weight in purchasing meat more frequently than did any other group, as shown by the fact that 88 per cent of the group called for meat by weight. The Comfortable Group followed closely, with 80 per cent of the women of that group designating the amount wanted by weight. Only 50 per cent of the Relief Group bought meat by weight, while 28 per cent of this same group designated the amount of meat to be purchased by calling for "cents' worth." It was found that 70 per cent of all families bought meat by weight. Very nearly the same percentage, 42 per cent, of the families in each group reported that they never asked for bones, trimmings, or fat when purchasing meat. Approximately the same percentage, 40 per cent, stated that they sometimes asked for the trimmings, bones, and fats. A smaller number of all groups, 16 per cent, stated that they always asked for the trimmings, bones, and fat.

Buying meat for more than one meal at a time is the common practice of 60 per cent of all groups studied. The greater number of women in the Comfortable Group, 72 per cent, bought meat for more than one meal at a time; this was done by 46 per cent of the Borderline Group. Forty-one per cent of all groups bought meat for one meal at a time. Only seven per cent of all women used both methods of buying meat.

Not less than 68 per cent in any group asked the price per pound when buying meat. This gave a total

of 77 per cent of all groups asking the price per pound when buying meat. Not over 18 per cent of any group bought meat without asking the price.

About three fourths of the women of the Comfortable Group watched the scales when buying meat, while only 54 per cent of the College Group watched the scales. In all groups it was found that 65 per cent watched the scales when buying meat. Only 17 per cent never watched the scales and 17 per cent watched the scales sometimes.

Table 19.--"HOW HOMEMAKERS BUY MEAT"

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Methods Used in Buying Meat	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
ASK FOR:										
Steak, roast										
stew-----	18	36	14	28	19	38	20	40	71	35.5
Specific										
cuts-----	22	44	16	32	13	26	4	8	55	27.5
Use both										
methods---	10	20	20	40	18	36	26	52	74	37.0
BUY BY:										
Weight-----	44	88	29	58	21	42	22	44	116	58.0
"Cents"										
worth----	3	6	0	0	3	6	8	16	14	7.0
Both meth-										
ods-----	3	6	21	42	26	52	20	40	70	35.0
ASK FOR										
BONES, TRIM-										
MINGS, FAT:										
No-----	18	36	22	44	22	44	26	52	88	44.0
Sometimes--	28	56	18	36	16	32	18	36	80	40.0
Yes-----	4	8	10	20	12	24	6	12	32	16.0
BUY FOR:										
More than										
one meal--	30	60	30	60	26	52	26	52	112	56.0
One meal---	17	34	13	26	22	44	20	40	72	36.0
Use both										
methods---	3	6	7	14	2	4	4	8	16	8.0
ASK PRICE										
PER POUND:										
Yes-----	36	72	42	84	34	68	42	84	154	77.0
No-----	9	18	2	4	9	18	6	12	26	13.0
Sometimes--	5	10	6	12	7	14	2	4	20	10.0
WATCH SCALES										
Yes-----	27	54	37	74	33	66	32	64	129	64.5
No-----	16	32	5	10	7	14	10	20	38	19.0
Sometimes--	7	14	8	16	10	20	8	16	33	16.5

Beef and pork seem to be the choice of approximately 50 per cent of all groups studied (Table 20). A greater number of families in the College Group, 42 per cent, than in any other group, preferred beef. Seventy-two per cent of the families in Relief Group preferred pork. Eighteen per cent of all groups had no preference, while many indicated more than one choice. Both chicken and veal totaled less than 10 per cent for all the groups, and only three per cent of all the groups preferred lamb.

Table 20.--"HOMEMAKERS' PREFERENCE FOR MEATS"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Kind of Meat	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
No one preference-----	23	46	22	44	19	38	20	40	84	42.0
Beef-----	21	42	17	34	11	22	10	20	59	29.5
Pork-----	6	12	10	20	10	20	18	36	44	22.0
Chicken-----	0	0	0	0	5	10	2	4	7	3.5
Veal-----	0	0	0	0	4	8	0	0	4	2.0
Lamb-----	0	0	1	2	1	2	0	0	2	1.0

According to Table 21, 73 per cent of all the homemakers selected the fresh fruits and vegetables they purchased personally. In each group a larger per cent

was found to select fresh fruits and vegetables personally than the per cent of those who reported buying personally only sometimes. In fact, only about two per cent of all groups never bought fresh fruits and vegetables personally. Almost one half of all the women, 49 per cent, reported using a variety of qualities when judging the quality of fresh fruits and vegetables. Considering the qualities of fresh fruits and vegetables separately, it was found that 39 per cent of all the women studied used freshness as a basis for determining the quality, while 16 per cent used size, and only eight per cent judged the product by handling.

Thirty-nine per cent of all the groups never buy bruised fruit, while 36 per cent sometimes purchased bruised fruit. Only 25 per cent of all families reported definitely buying bruised fruit.

Over one half of all families, 55 per cent, bought foods at specially advertised prices, while 18 per cent of all groups stated that they were never influenced by sales. It is important to notice that the largest per cent of buyers in each group bought because of specially advertised prices.

Less than one half of all groups, 43 per cent, bought the fresh fruits and vegetables for the family twice a week. For 30 per cent of all families, daily buying of fresh fruits and vegetables had become a habit.

There was an overlapping because many buyers use a variety of qualities in buying fresh fruits and vegetables.

Table 21.--"HOW HOMEMAKERS BUY FRESH FRUITS AND VEGETABLES"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Ways in which Fruits and Vegetables Are Bought	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
SELECT PER- SONALLY:										
Yes-----	32	64	38	76	41	82	30	60	141	70.5
Sometimes--	16	32	9	18	9	18	20	40	54	27.0
No-----	2	4	3	6	0	0	0	0	5	2.5
JUDGE QUAL- ITY BY:										
Freshness--	43	86	43	86	39	78	34	68	159	79.5
Variety of qualities--	28	56	19	38	34	68	16	32	97	48.5
Handling---	7	14	10	20	18	36	22	44	57	28.5
No blemish- es-----	16	32	10	20	20	40	10	20	56	28.0
Size-----	13	26	7	14	7	14	4	8	31	15.5
Odor-----	2	4	3	6	12	24	2	4	19	9.5
BUY BRUISED FOR IMME- DIATE USE-										
No-----	28	56	18	36	21	42	12	24	79	39.5
Sometimes--	12	24	20	40	21	42	20	40	76	36.5
Yes-----	10	20	12	24	8	16	18	36	48	24.0
BUY AT SPE- CIAL AD- VERTISED PRICES:										
Sometimes--	22	44	27	54	33	66	26	52	108	54.0
Yes-----	12	24	7	14	12	24	22	44	53	26.5
No-----	16	32	16	32	5	10	2	4	39	19.5
FREQUENCY OF BUYING:										
Semi-weekly	24	48	25	50	15	30	20	40	84	42.0

Table 21.--"HOW HOMEMAKERS BUY FRESH FRUITS AND VEGETABLES"--Continued

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Ways in which Fruits and Vegetables Are Bought	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
FREQUENCY OF BUYING:										
Daily-----	16	32	13	26	21	42	10	20	60	30.0
Weekly-----	10	20	9	18	14	28	20	40	53	26.5
Do not buy-	0	0	3	6	0	0	0	0	3	1.5

Of all the dried fruits found in the markets, prunes were used the most by the homemakers in this sample (Table 22). In the College Group 90 per cent of the homemakers bought prunes, while only 60 per cent of the Relief Group bought prunes. Apricots came second, being purchased by 50 per cent of all groups. Only 21 per cent of all groups bought dried peaches, and only a very few bought dried pears or figs. Nine per cent of all groups did not buy prunes.

Thirty-three per cent of all the women studied preferred the medium sized prune. Eighteen per cent of all groups preferred the large size, and only four per cent bought the small size.

Over one half, 56 per cent, of all groups bought dried fruit in packages. The Comfortable Group was the only group in which more women purchased dried fruit in

bulk than in packages.

Table 22.--"DRIED FRUITS HOMEMAKERS BUY AND HOW THEY BUY THEM"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Kinds and Ways of Buying Dried Fruits	College (N=50)		Comfortable (N=50)		Borderline (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
DRIED FRUIT BOUGHT:										
Prunes-----	45	90	33	66	31	62	30	60	139	69.5
Apricots----	17	34	12	24	20	40	10	20	59	49.5
Peaches-----	5	10	11	22	15	30	10	20	41	20.5
Figs-----	0	0	4	8	5	10	2	4	11	5.5
Pears-----	0	0	2	4	2	4	2	4	6	3.0
PREFERENCE AS TO SIZE OF PRUNES:										
No preference-----	7	14	18	36	29	58	20	40	74	37.0
Medium-----	27	52	11	26	15	30	12	24	65	32.5
Large-----	10	20	14	28	4	8	8	16	36	18.0
Buy no prunes-----	2	4	7	14	0	0	8	16	17	8.5
Small-----	4	8	0	0	2	4	2	4	8	4.0
METHOD OF BUYING DRIED FRUIT:										
Package-----	35	70	20	40	31	62	26	52	112	56.0
Bulk-----	12	26	27	54	19	38	20	40	79	39.5
No response	2	4	3	6	0	0	4	8	9	4.5

Less than one half of all families, 47 per cent, bought their bakery products at a store (Table 23). Forty per cent of all groups bought from the bakery. More women from both the Comfortable and Borderline

Groups bought bakery products at the bakery than at the store. The delivery wagon was patronized by 26 per cent of all families. It was found that 12 per cent of the Comfortable Group and four per cent of the Relief Group bought no bakery products. There was an overlapping because some housewives buy from more than one place.

Table 23.--"WHERE BAKERY PRODUCTS ARE BOUGHT"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Place of Purchase	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Store-----	23	46	17	34	19	38	34	68	93	46.5
Bakery-----	16	32	23	56	24	48	16	32	79	39.5
Delivery wagon-----	9	18	10	20	21	42	12	24	52	26.0
Buy none----	0	0	6	12	0	0	2	4	8	4.0
No response--	2	4	0	0	0	0	0	0	2	1.0

Purchasing of day-old bread is done by only 12 per cent of all families, while 42 per cent of all groups reported that they asked for it sometimes (Table 24). Approximately the same (or 41 per cent) of all groups, never buy day-old bread. About 60 per cent of the Relief Group asked for day-old bread sometimes, but only 20 per cent of the College Group ever asked for it.

In the Comfortable Group 42 per cent of the women asked for it sometimes, and in the Borderling Group 44 per cent asked for it.

Table 24.--"EXTENT TO WHICH DAY OLD BREAD IS ASKED FOR"

Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin

Extent To which Day Old Bread Is Bought	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	Sometimes ask for----	10	20	21	42	22	44	30	60	83
Never ask for-----	33	66	20	40	19	38	10	20	82	41.0
Ask for day old bread--	4	8	3	6	9	18	8	16	24	12.0
Buy no bread	0	0	6	12	0	0	2	4	8	4.0
No response-	3	6	0	0	0	0	0	0	3	1.5

There is not a great deal of difference shown in Table 25 as to the preference for cookies and crackers in package or bulk. A little better than one half, 57 per cent, of all families bought crackers and cookies in packages, while a little less than one half, 48 per cent, bought crackers and cookies in bulk. Crackers and cookies were purchased in cellophane bags by only 15 per cent of all groups. Considering the groups separately, it was found that the College, Comfortable, and Borderline Groups all bought crackers and cookies more frequently in

packages, but purchases of the Relief Group showed that they bought them more often in bulk than in package.

Table 25.--"HOW CRACKERS AND COOKIES ARE BOUGHT"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Form in which Crackers and Cookies are Bought	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Packages----	29	58	31	62	31	62	22	44	113	56.5
Bulk-----	15	30	20	40	27	54	34	68	96	48.0
All three---	6	12	8	16	13	26	14	28	41	20.5
Cellophane bags-----	9	18	8	16	6	12	6	12	29	14.5
Buy none----	0	0	4	8	0	0	2	4	6	3.0

Table 26 shows the quantity of flour homemakers bought at a time. Over one half, 54 per cent, of all families purchased 48 pounds of flour at a time. Slightly less than one fourth, 24 per cent, of the families bought 24 pounds of flour at a time. A very small percentage of all families purchased less than 24 pounds of flour at a time. It is important that only two per cent of all groups purchased 100 pounds of flour at a time. Four per cent of the Borderline Group and four per cent also of the Relief Group purchased 100 pounds of flour at a time.

Table 26.--"QUANTITY OF FLOUR HOMEMAKERS BUY"

[Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin]

	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
100 pounds--	0	0	0	0	2	4	2	4	4	2.0
48 pounds--	15	30	27	54	30	60	36	72	108	54.0
24 pounds--	18	36	15	30	13	26	2	4	48	24.0
12 pounds--	8	16	2	4	1	2	2	4	13	6.5
6 pounds--	6	12	5	10	3	6	0	0	14	7.5
3 pounds--	3	6	1	2	1	2	6	12	11	5.5

The largest percentage of women in each group purchased all-purpose flour, a total of 64 per cent for all groups (Table 27). Taking into consideration that all-purpose and white flour are the same kind of flour, it would mean that practically three fourths of all groups bought such flour. Slightly more than one fourth, 28 per cent, of all groups bought pastry flour. The College Group had the largest per cent of users of pastry flour, (50 per cent). Slightly less than one fourth of all women bought graham or whole wheat flours.

Table 27.--"KINDS OF FLOUR HOMEMAKERS BUY"

Based upon questionnaire responses of 200 women in
Fond du Lac, Wisconsin

Kinds of Flour	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
All-purpose-	40	80	35	70	27	54	26	52	128	64.0
White-----	16	32	10	20	17	34	24	48	67	33.5
Pastry-----	25	50	11	22	10	20	10	20	56	28.0
Graham or whole wheat	14	28	19	38	9	18	6	12	48	24.0
Bread-----	2	4	5	10	4	8	2	4	13	6.5
Ready pre- pared:										
Yes-----	20	40	29	58	41	82	26	52	116	58.0
No-----	30	60	21	42	9	18	24	48	84	42.0

More families seemed to buy coffee in can or package than in bulk (Table 28), and more families bought coffee in cans than in packages. In the Relief Group, 60 per cent of the families bought coffee in packages, while only 16 per cent of the families bought coffee in cans. Only 13 per cent of all groups bought ground bulk coffee. Slightly more than one half of all families studied, 51 per cent, purchased coffee in one pound quantity. Over one fourth, 30 per cent, bought three pounds at a time. Only in the Borderline Group did more families buy three pounds at a time than one pound at a time.

Three per cent of all families bought no coffee.

Table 28.--"HOW HOMEMAKERS BUY COFFEE"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

Form and Quantity of Coffee	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
	'	'	'	'	'	'	'	'	'	'
FORM:	'	'	'	'	'	'	'	'	'	'
Can-----	40'	80'	25'	50'	18'	36'	8'	16'	91'	45.5
Package----	8'	16'	14'	28'	15'	30'	30'	60'	67'	33.5
Whole bean	'	'	'	'	'	'	'	'	'	'
"ground	'	'	'	'	'	'	'	'	'	'
now"-----	0'	0'	6'	12'	10'	20'	8'	16'	24'	12.0
Bulk,ground	8'	16'	7'	14'	5'	10'	6'	12'	26'	13.0
QUANTITY	'	'	'	'	'	'	'	'	'	'
PURCHASED	'	'	'	'	'	'	'	'	'	'
AT A TIME:	'	'	'	'	'	'	'	'	'	'
1 pound----	23'	46'	30'	60'	17'	34'	32'	64'	102'	51.0
3 pounds----	6'	12'	15'	30'	22'	44'	16'	32'	59'	29.5
2 pounds----	15'	30'	4'	8'	9'	18'	0'	0'	28'	14.0
1/2 pound--	7'	14'	0'	0'	0'	0'	6'	12'	13'	6.5
None-----	0'	0'	4'	8'	0'	0'	2'	4'	6'	3.0
5 pounds----	0'	0'	0'	0'	2'	4'	0'	0'	2'	1.0

Table 29 clearly shows that at least 45 per cent of all Groups did not know whether they bought true extracts or artificial flavoring. The College Group had the largest per cent of women, 66 per cent, who bought true extracts. In all other groups the largest per cent of their group stated that they did not know which kind of extract they bought. Price was the guide most frequently used in choosing extracts by both the Borderline and Relief Groups. Content was the guide used by the

greatest number of the College Group, while the Comfortable Group were guided mostly by the amount of extract used.

Table 29.--"HOW HOMEMAKERS BUY EXTRACTS"

[Based upon questionnaire responses of 200 women in Fond du Lac, Wisconsin]

	College (N=50)		Com- fortable (N=50)		Border- line (N=50)		Relief (N=50)		Total (N=200)	
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
KIND BOUGHT:										
Do not know	6	12	26	52	23	46	34	68	89	44.5
True extract	33	66	15	30	9	18	6	12	63	31.5
Artificial	12	24	9	18	18	36	8	16	47	23.5
GUIDE IN CHOOSING:										
Price-----	9	18	21	42	27	54	38	76	95	47.5
Amount used	21	42	24	48	22	44	6	12	73	36.5
Contents---	23	46	12	24	14	28	4	8	53	26.5
Size and shape-----	0	0	1	2	2	4	2	4	5	2.5

Food buying methods as determined
from observation in two types
of grocery stores

After personally observing the buying methods used by 50 food buyers in two types of stores, it was evident that women did the food buying for most of the homes. Table 30 shows that 82 per cent of the shoppers in the two types of stores, in which observations were recorded, were women; 16 per cent were men; and only two per cent were children.

Table 30.--"EXTENT TO WHICH MEN, WOMEN, AND CHILDREN BUY FOODS IN STORES"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

Type of Shopper	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Female-----	20	21	41	82.0
Male-----	5	3	8	16.0
Child-----	0	1	1	2.0

About three fourths of the 50 shoppers observed, 76 per cent, shopped without a list (Table 31). Practically the same percentage shopped without a list in both "credit" and "Cash and Carry" stores. Better than one half of the customers observed, 72 per cent, made decisions quickly. In the "Credit" store, 19 out of 25 made decisions quickly, while in the "Cash and Carry" store 12 out of 25 made their decisions quickly. Over one half of the customers in both types of stores, or 62 per cent, did not seem to read labels when purchasing any canned or packaged food. In both types of stores it was observed that 68 per cent of the customers asked about price if the article was not marked.

Only a very few customers purchasing food designated the amount desired by "cents' worth." Weight, measure, or unit were the descriptions given by 96 per

cent of the buyers. The customers did not all buy food which required weighing, but of those who purchased food requiring the use of a scale, approximately half watched the scales.

Approximately three fourths, 78 per cent, of the customers asked advice from clerks or managers in both types of store. Six per cent asked advice from others shopping, while 16 per cent asked for no advice.

Table 31.--"HOW BUYING WAS DONE"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

Factors Influencing Buyers	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
LIST:				
No-----	18	20	38	76.0
Yes-----	7	5	12	24.0
DECISION MADE:				
Quickly-----	19	12	31	62.0
Slowly-----	6	13	19	38.0
READ LABELS:				
No-----	10	21	31	62.0
Yes-----	4	3	7	14.0
Not evident-----	11	1	12	24.0
ASKED PRICES IF NOT MARKED:				
No-----	4	5	9	18.0
Yes-----	14	20	34	68.0
Not evident-----	7	0	7	14.0
ASKED MEASURE BY:				
Weight, measure, or unit-----	20	15	35	70.0
Cents' worth-----	1	2	3	6.0
Both methods-----	4	8	12	24.0
WATCHES SCALES:				
Yes-----	7	6	13	26.0
No-----	6	6	12	24.0
No article weighed---	12	13	25	50.0
ASKED ADVICE OF:				
Clerks or manager----	23	16	39	78.0
No one-----	2	6	8	16.0
Other shoppers-----	0	3	3	6.0

According to observations recorded in Table 32, 17 of the 23 customers in the "Cash and Carry" store who bought canned foods helped themselves to the size they wanted. The remaining six asked for cans by number.

In the "Credit" stores customers could not help themselves. Of the 15 customers who purchased canned foods, three called for size by number, while eight designated the size desired by large, medium, or small, and four merely asked for a "can of - -." Nine of the 15 customers bought a single can and six bought two or more cans.

Table 32.--"HOW CANNED FOODS WERE BOUGHT"

[Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin]

Factors Considered in Purchasing	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
SIZE INFORMATION:				
Taking size wanted---	0	17	17	34.0
Number-----	3	6	9	18.0
Large, medium, small-	8	0	8	16.0
No purchase-----	14	2	16	32.0
QUANTITY:				
A single can-----	9	18	27	54.0
Two or more-----	6	5	11	22.0
No purchase-----	10	2	12	24.0

According to Table 33, 11 of the 14 customers who bought milk in the "Home Owned" store, bought fresh milk, while three called for canned milk.

In the "Cash and Carry" store only seven of the 25 buyers observed purchased milk, and of the seven, three bought fresh milk and four canned.

Table 33.--"EXTENT TO WHICH MILK WAS BOUGHT AND THE KINDS BOUGHT"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

Kind of Milk	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Fresh -----	11	3	14	28.0
Canned -----	3	4	7	14.0
No purchase -----	11	18	29	58.0

Approximately three fourths of the 25 buyers observed in the "Home Owned" store bought some kind of bakery product (Table 34). Thirteen bought bread, three crackers, and two rolls or biscuits. In the "Cash and Carry" store, 16 of the 25 buyers observed bought some bakery product. Of these 16, seven bought bread, six bought pies, two bought cakes, and one bought rolls or biscuits. No second day bread was purchased.

Table 34.--"BAKERY PRODUCTS BOUGHT IN GROCERY STORES"

[Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin]

Bakery Products	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Bread -----	13	7	20	40
Pie -----	0	6	6	12
Cake -----	3	2	5	10
Rolls and biscuits ---	2	1	3	6
Day old bread -----	0	0	0	0
No purchase -----	7	9	16	32

The amount of flour bought in both types of stores was very small (Table 35). Of 25 customers observed in the "Home Owned" store only one bought a 24 pound bag of all-purpose flour, calling for it by brand. In the "Cash and Carry" store, of 25 customers observed, only two bought flour. Both buyers called for a certain brand of all-purpose flour in three pound bags.

Table 35.--"HOW FLOUR WAS BOUGHT"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
QUANTITY:				
3 pounds	0	2	2	4.0
24 pounds	1	0	1	2.0
No purchase	24	23	47	94.0
KIND:				
All-purpose	1	2	3	6.0
BRAND:	1	2	3	6.0

The writer personally observed 25 buyers in two types of food stores who were selecting fresh fruits and vegetables (Table 36). In the "Home-Owned" store, 18 handled the fruit or vegetables they were selecting, and only seven did not handle the article. In the "Chain" store, 21 of the buyers handled the fresh foods they were buying and only four did not handle any fruit and vegetables.

Table 36.--"HOW FRESH FRUITS AND VEGETABLES WERE SELECTED"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Handled fruits and vegetables -----	18	21	39	78.0
Did not handle -----	7	4	11	22.0

Table 37 shows that only two customers out of the 25 buyers observed in a "Home Owned" store bought coffee. One bought a one pound package of coffee and the other bought a three pound package of coffee. Eight of the 25 buyers observed in the "Chain" store bought coffee. Three bought packaged coffee, three purchased can coffee, and two asked for whole bean "ground now." Of the eight who bought coffee, seven bought one pound each, while only one asked for three pounds. Ten per cent of all buyers observed purchased package coffee, while six per cent bought coffee in cans. Sixteen per cent of all those who purchased coffee asked for one can.

Table 37.--"HOW COFFEE WAS BOUGHT"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
CONTAINER:				
Package -----	2	3	5	10.0
Can -----	0	3	3	6.0
Whole bean "ground now" -----	0	2	2	4.0
No purchase -----	23	17	40	80.0
QUANTITY:				
1 pound -----	1	7	8	16.0
3 pounds -----	1	1	2	4.0
No purchase -----	23	17	40	80.0

According to Table 38, "Creamery Butter" was the only description given when asking for butter in both types of stores.

Table 38.--"EXTENT TO WHICH BUTTER AND MARGARINE WERE BOUGHT"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

Butter and Margarine	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Creamery butter -----	11	5	16	32.0
No purchase -----	14	20	34	68.0
Margarine -----	0	0	0	0.0

There seemed to be a comparatively small difference in the size of the orders in the two types of food stores (Table 39). In the "Home Owned" store, 17 out of 25 orders amounted to less than one dollar. In the "Chain" store, 16 of the 25 orders given averaged less than one dollar each. The method of paying is not comparable in the two stores, since the "Chain" store does not give credit. It is significant to note that of the 25 buyers observed in the "Credit" store, 14 asked for credit.

Table 39.--"SIZE OF ORDERS AND METHOD OF PAYING"

Based upon observation of 50 buyers in two types of stores in Fond du Lac, Wisconsin

Orders and Payment	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
SIZE OF ORDER:				
Small--less than \$1--	17	16	33	66.0
Large--\$1 and over--	8	9	17	34.0
METHOD OF PAYING:				
Cash-----	11	25	36	72.0
Credit-----	14	0	14	28.0
Trade-----	0	0	0	0.0

Since the "Chain" stores do not give credit or deliver, only the services asked of clerks can be compared with those of the "Home Owned" store (Table 40). Nineteen of the 25 buyers observed in the "Home Owned" store asked for service of the clerks, while only 12 of

the 25 observed in the "Chain" store asked for the same type of service. Fourteen buyers in the "Home Owned" store asked for credit, but only one asked to have goods delivered.

Table 40.--"SERVICES ASKED FOR IN GROCERY STORES"

[Based upon observation of 50 buyers]

Service	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Clerks to serve them--	19	12	31	62.0
Credit-----	14	0	14	28.0
Delivery-----	1	0	1	2.0

Many kinds of questions were asked of the food clerk daily (Table 41). Of the many questions asked in a "Home Owned" store by the 25 customers observed, 15 pertained to price, five to quality, four to variety, and one each to foods available and to the size of a container. In the "Chain" store 11 of the questions of the 25 buyers observed pertained to price, four to quality, and two to available foods. Comparing the questions asked in both types of stores, most questions pertained to price. Fewer questions were asked in the "Chain" store.

Table 41.--"NATURE OF QUESTIONS ASKED BY CUSTOMERS IN GROCERY STORES"

[Based upon observation of 50 buyers]

Questions	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
Price -----	15	11	26	52.0
Quality -----	5	4	9	18.0
Variety -----	4	0	4	8.0
Foods available ---	1	2	3	6.0
Size of container -	1	0	1	2.0

According to Table 42, more complaints were made in the "Chain" than in the "Home Owned" store. Most complaints were regarding the price of foods. Eighty two per cent of the buyers made no complaints.

Table 42.--"NATURE OF COMPLAINTS MADE BY CUSTOMERS IN GROCERY STORES"

[Based upon observations of 50 buyers in two types of food stores in Fond du Lac, Wisconsin]

Complaints	Type of Store		Total (N=50)	
	Home Owned (N=25)	Chain (N=25)	No.	Per cent
PERTAINING TO:				
Price -----	2	6	8	16.0
Quality -----	0	1	1	2.0
No complaints -----	23	18	41	82.0

Food buying methods used by women
who shop over the telephone

Seven of the 50 telephone orders were for \$0.50 or less; 20 orders ranged from \$0.50 to \$1.00; and 23 of the orders were over one dollar (Table 43). In other words, 46 per cent of all telephone orders had a value of one dollar or more, 40 per cent ranged from fifty cents to one dollar, while only 14 per cent were for less than fifty cents' worth.

The largest number of orders consisted of from three to six articles. Twenty eight per cent of the 50 telephone orders consisted of six articles; 22 per cent of four articles; 16 per cent of five articles; and 14 per cent of three articles. No order over the telephone was for less than two articles.

Table 43.--"SIZE OF TELEPHONE ORDERS"

Based upon 50 telephone orders in a "Home Owned" store in Fond du Lac, Wisconsin

Size of Telephone Orders	Number of Orders	Per cent
	(N=50)	(N=50)
\$0.50 or less -----	7	14.0
\$0.50 to \$1.00 -----	20	40.0
Over \$1.00 -----	23	46.0
NUMBER OF ARTICLES IN ORDER:		
1 -----	0	0.0
2 -----	2	4.0
3 -----	7	14.0
4 -----	11	22.0
5 -----	8	16.0
6 -----	14	28.0
7 -----	3	6.0
8 -----	3	6.0
9 -----	1	2.0
11 -----	1	2.0

Quantity was most frequently designated by giving the number of units wanted (Table 44). Of a total of 225 articles, 202 were ordered by number of units wanted, 50 articles by weight or measure, and two by "Cents' Worth." Six designated quantity by calling for a bottle or a can or a package of the food desired.

Table 44.--"METHODS OF DESIGNATING QUANTITY OF FOOD DESIRED IN TELEPHONE ORDERS

Based upon the telephone orders of 50 buyers in a "Home Owned" store in Fond du Lac, Wisconsin

Methods of Designating Quantity	Number of Articles Represented
Number of units -----	202
Weight or measure -----	50
A bottle, can or package -----	6
Cents' worth -----	2

According to Table 45, in 50 telephone orders, 49 questions were asked concerning the price, while 15 questions were asked regarding the time of delivery. In the same 50 orders, 54 questions were asked concerning the kind, 31 questions concerning the size, six concerning the quality, and only four concerning the brand.

Table 45.--"NATURE OF QUESTIONS ASKED OVER THE TELEPHONE"

Based upon 50 telephone orders in a "Home Owned" store in Fond du Lac, Wisconsin

Type of Questions	Number of Questions (N=159)
Kind -----	54
Size -----	31
Price -----	49
Time of delivery -----	15
Quality -----	6
Brand -----	4

Table 46 shows the methods used in 50 telephone orders to designate the quality of foods desired. The quality of only 26 articles was designated by brand, while 199 articles were ordered by can, box, slices, or a description of the article wanted. In 40 instances the purpose for which the article was to be used was given; the form desired was given for 18 articles.

Table 46.--"METHODS OF DESIGNATING QUALITY OF FOOD DESIRED IN TELEPHONE ORDERS"

[Based upon 50 telephone orders in a "Home Owned" store in Fond du Lac, Wisconsin]

Methods of Designating Quality	Number of Articles Represented (N=225)
BRAND:	
No -----	199
Yes -----	26
STATED PURPOSE -----	40
STATED FORM -----	18

Comparison of food buying habits of women in Fond du Lac, Wisconsin with those of women in Yoakum, Texas

In comparing the food buying methods found to be used by homemakers in Fond du Lac, Wisconsin, with those found to be used by the women in the small town and rural community of Yoakum, Texas, it was found that there was a difference in the following items:

1. The Wisconsin study found that in nearly two thirds of the families children did some food buying, while the Texas study showed that in only 12 per cent of the urban and four per cent of the rural families did children do food buying. In the Wisconsin study one half of the men did food buying, while only 10 per cent of the urban men and 32 per cent of the rural men did food buying in the Texas study.

2. In Fond du Lac about one half of the women bought at home-owned stores, while in Yoakum all of the families at times bought food at home-owned stores. In Fond du Lac 39 per cent of the women shopped at "Chain" stores, while in Yoakum 80 per cent of the urban and 76 per cent of the rural women shopped at times at the chain stores.

3. A greater number of women in the Texas study bought in person than in the Wisconsin study. None of the women in the Wisconsin study shopped at one store only, while over one half of the families in the Texas study bought at one store only. Only four per cent of the buyers in the Wisconsin study used a list when shopping while over one half of both the Texas groups were found to use lists. Fewer of the Texas rural but more of the Texas urban families bought on a credit basis than did the families in the Wisconsin study.

4. Only 11 women in the Wisconsin study were not influenced by advertising, while over two thirds of

both of the Texas were found not to be influenced by advertising. Eighteen per cent of the women in the Wisconsin study stated they were not influenced by the aesthetic appeal of foods but 52 per cent in each of the Texas groups stated they were influenced. The Wisconsin study showed that very little country butter was bought by the women, while over one half of the women in the Texas study preferred country butter.

5. In the Wisconsin study 45 per cent of the women bought their meat at stores, and 71 per cent at meat markets, but 70 per cent of the urban women in the Texas study bought their meat at the store and 36 per cent of the women bought at the meat market. Almost twice as large a per cent of the Texas women called for specific cuts of meat than in the Wisconsin study. A greater number of the women in the Texas study buy meat at special sales than do the women of Wisconsin. Only two per cent of the families in the Wisconsin study preferred veal, while 68 per cent of the urban Texas women prefer it. On the other hand 72 per cent of the families of the Wisconsin study prefer beef and pork while none of the Texas families studied preferred beef and pork.

6. Twenty eight per cent of the Wisconsin women judged quality by handling while 42 per cent of the urban and 38 per cent of the rural Texas women handled fruit when selecting. A larger percentage of women in the Wisconsin study judged the quality of fresh

fruits and vegetables by freshness while only 54 per cent in the urban and less in the rural Texas groups used freshness in judging quality of fruits and vegetables.

7. Forty per cent of the families in the Wisconsin group bought their bread at the bakery while only 12 per cent of the urban Texas group bought at a bakery.

8. None of the rural Texas women bought flour in small quantities. All Texas women bought larger quantities than the Wisconsin women.

9. The largest percentage of rural Texas women bought whole bean "ground now" coffee but less can or package coffee. On the other hand both the Wisconsin women and the urban Texas women bought mostly can or packaged coffee.

More women in the Wisconsin study used price as a guide in selecting the various foods than did the women in the Texas study.

Table 47.--COMPARISON OF FOOD BUYING HABITS OF WOMEN IN FOND DU LAC, WISCONSIN, WITH THOSE WOMEN IN SMALL TOWN AND RURAL COMMUNITY OF YOAKUM, TEXAS

Habits	Wisconsin	Texas	
		Urban	Rural
		Per cent	Per cent
1. WHO BUYS THE FOOD:			
Mothers -----	95	88	96
Children -----	67	12	4
Father -----	50	10	32
2. WHEN BUYING IS DONE:			
Daily -----	40	50	18
Weekly -----	26	22	68
Before meals -----	8	0	0
Morning -----	33	56	18
Afternoon -----	16	30	70
Bulk on Saturday -----	63	46	64
Distributed through the week -----	21	32	14
3. WHERE BUYING IS DONE:			
Home owned store -----	49	100	100
Chain -----	39	80	76
4. HOW BUYING IS DONE:			
In person -----	60	94	100
At one store only -----	0	66	50
With list -----	4	56	58
On credit basis -----	25	54	8
Pay cash -----	58	48	94
5. GUIDES USED IN SE- LECTING FOODS:			
Ask the advice of clerks -----	65	70	74
Not influenced by advertising -----	11	72	66
Do not look for seal of Am. Med. Assn. Com. on foods -----	63	58	78
Use labels -----	6	6	8
Experiment with brands -----	52	44	38
Price -----	53	28	20

Table 47.--COMPARISON OF FOOD BUYING HABITS OF WOMEN IN FOND DU LAC, WISCONSIN, WITH THOSE WOMEN IN SMALL TOWN AND RURAL COMMUNITY OF YOAKUM, TEXAS--Continued

Habits	Wisconsin	Texas	
		Urban	Rural
		Per cent	Per cent
5. Continued			
Trade names -----	26	46	54
Not influenced by the aesthetic appeal of foods -----	11	72	66
6. HOW SPECIFIC FOODS ARE BOUGHT:			
a. Canned foods			
Read labels -----	51	44	42
Buy 2 or more cans	70	74	48
Brand chief factor in determining quality -----	39	58	34
Use grade suited to purpose	54	46	44
b. Eggs			
Buy graded eggs----	38	36	00
Have preference for color of shell -----	49	64	32
Buy at the store--	52	68	00
c. Milk and butter			
Buy none -----	0	20	100
Buy from a dairy or farmer -----	54	58	00
Buy at the store -	24	20	00
Buy evaporated milk -----	60	38	00
Judge butter by flavor -----	51	54	50
Prefer country butter -----	8	54	2
Buy margarine ----	1	60	22
d. Meat			
Buy at the store -	45	70	32
Buy at the market	71	36	42
Buy by specific cuts -----	28	54	22

Table 47.--COMPARISON OF FOOD BUYING HABITS OF WOMEN IN FOND DU LAC, WISCONSIN, WITH THOSE WOMEN IN SMALL TOWN AND RURAL COMMUNITY OF YOAKUM, TEXAS--Continued

Habits	Wisconsin	Texas	
		Urban	Rural
		Per cent	Per cent
6. Continued			
d. Meat--Continued			
Buy by weight ----	58	56	54
Do not ask for trimmings -----	44	62	46
Buy for one meal only -----	36	58	40
Do not buy at special sales -----	20	90	64
Ask price if not marked -----	77	70	54
Do not watch the scales -----	19	64	42
Prefer veal ----	2	68	0
Prefer pork and beef -----	72	0	100
e. Fruits and vegetables			
Select personally	71	82	100
Judge quality by handling -----	28	42	38
Judge quality by freshness -----	80	54	45
Do not buy bruised fruit -----	40	84	76
Do not buy at special sales ----	20	68	64
Buy daily -----	30	32	6
Buy semi-weekly or weekly -----	69	64	94
Buy prunes most often -----	70	68	84
Prefer large prunes -----	18	42	56
Buy dried fruits in bulk -----	40	88	82
f. Bakery products			
Buy at the store	47	62	56
Buy at the bakery	40	12	44

Table 47.--COMPARISON OF FOOD BUYING HABITS OF WOMEN IN FOND DU LAC, WISCONSIN, WITH THOSE WOMEN IN SMALL TOWN AND RURAL COMMUNITY OF YOAKUM, TEXAS--Continued

Habits	Wisconsin	Texas	
		Urban	Rural
		Per cent	Per cent
6. Continued			
f. Bakery products--			
Continued			
Do not ask for			
day old bread ----	41	74	82
Prefer crackers			
and cookies in			
packages -----	57	78	78
g. Flour			
Buy in small			
quantity -----	24	46	0
Buy in large			
quantity -----	2	52	100
Prefer all-purpose	64	90	82
Do not use ready			
prepared flour --	42	72	90
h. Coffee			
Buy whole bean			
"ground now" ----	12	24	70
Buy can or package	79	70	20
Buy single pounds	51	48	46
Buy 2 or 3 pounds	44	46	46
i. Extracts			
Buy true extract -	32	50	48
Do not know kind			
bought -----	45	20	26
Determine size by			
contents -----	27	36	42
Determine size by			
amount used ----	37	36	32
Determine size by			
price -----	48	20	32

Chapter V
DISCUSSION

The purpose of this study, as stated in Chapter I, was to plan a course of study in consumer food buying which will be of practical value to homemakers. In order to plan a practical course in food buying for the women in Fond du Lac, Wisconsin, it was important to know something about the present food buying methods used by the women of the community.

Food buying methods

Who buys the food.--It is evident that women do the bulk of the food purchasing. In 95 per cent of all the homes studied, it was found that the mothers did the food buying.

Children helped in the buying of food in about 67 per cent of all four groups. There were fewer children who bought food in the College Group and the Comfortable Group than in either the Borderline Group or the Relief Group. The very fact that the children from the first two groups did less food shopping might be attributed to the fact that these homes have someone to care for the smaller children, thus giving the mother more free time for shopping. Another factor which may enter

in, is the fact that the families of the Borderline Group and the Relief Group seem to be much larger and frequently the older children assume many of the family responsibilities such as food buying.

It was also found that there were more fathers in the Relief Group who did food buying than in the College Group. The majority of the fathers of the College Group are professional men with irregular hours of work. This fact might make it difficult for them to aid in food buying, while the regular hours of the laboring man might make it convenient for him to purchase the groceries on the way home from work.

Although the mothers seemed to carry the greater share of responsibility for the food buying in all groups, still it is important to know that in approximately two thirds of all the homes studied, children did food buying. It is also significant that fathers did food buying in one half of all the groups studied.

The personal observations of buying in two types of stores served as a check on the food buying methods as determined by the questionnaires. It was found that over four fifths of the shoppers were women. While there were fewer men and children shopping, this was due to the fact that the observations were mostly taken at a time when employed men would be working and children in school.

From the standpoint of quality and economy, it

may be of great importance to the family whether mother or father or children do the food buying. This is illustrated by an incident which occurred at the Fond du Lac school. The girls had figured the cost of the dishes and were encouraged to prepare them at home. The day following one of these lessons, one of the girls came to the instructor and informed her that she had prepared a certain dish which in class they had estimated cost 42 cents but when she prepared it at home it cost 86 cents. Her mother was angry and said she was going to tell the instructor what she thought about her teaching. The instructor soon discovered that the girl had sent a younger brother to the grocery store for the necessary ingredients but had not instructed him regarding the price. The brother had bought an 18 cent can of peas instead of a ten cent can used at school, and had done the same with the other articles he had purchased for his sister. This illustrates how important the role of buyer is. Observation and experience have led the writer to believe that most men will take whatever grade or price of article the clerk offers without taking the time to ask for much information regarding the food being bought.

The findings in this study agree with those made by others. According to a study made in New York City in 1938, (9:26), women made approximately four fifths of the purchases in grocery stores. In a study of 312 families in Elyria, Ohio, (9:26), women did the buying

of groceries in three fourths to nine tenths of the families. Cole quoted Converse (9:26) who found that women were the sole buyers of groceries in three fourths of the families he studied.

When buying is done.--It would seem from the analysis that approximately 39 per cent of all the families bought foods daily. This may be due to a lack of planning for their meals in advance or simply to poor home management. On the other hand many families live in small apartments without sufficient storage space to permit them to purchase any quantity of food in advance and they are therefore compelled to buy daily.

Better than one fourth of the families studied bought their groceries twice a week and approximately one fourth bought food supplies weekly. Almost twice as many families in the Relief Group bought weekly than in any of the other groups. Since W. P. A. workers only work part time on Saturdays, this might explain the fact that 86 per cent of the Relief Group did the bulk of their buying on Saturday.

Only a small percentage of all groups bought foods regularly just before meal time. In the case of the College Group this can be explained by the fact that some live in exclusive but very small downtown apartments having kitchenettes but no storage space. In other groups it may be due to the fact that both husband and

wife work and live in small light-housekeeping apartments.

Over one half of the College Group women bought their food supplies early in the morning. Since College women generally have fewer children and sometimes have servants in the home to care for them, it would be possible for them to buy in the morning. A significant number of the Comfortable Group also did their food buying in the morning. Only about one fifth of the Relief Group bought their groceries early in the morning, probably because there were more children and less help in the home because of the older children attending school. Or the mother might prefer to wait for the family car which the father used to go to work, and as a result the time of purchase varied. The same may hold true in the Borderline Group, since it was found that about half of the group had no definite time for buying. Since there was almost no night buying reported, the small per cent might have been emergency buying for parties or midnight lunches.

It was clearly shown that approximately two thirds of all the groups did the bulk of their food buying on Saturdays. The newspapers and weekly handbills advertising Saturday sales are factors which may have influenced Saturday buying. Then, too, the fact that most grocery stores are closed on Sunday would increase the number of Saturday buyers.

Where buying is done.--There are many factors which play a part in the homemaker's decision regarding the choice of a grocery store. Is the location convenient? Is the dealer reliable? Will it make any difference to her whether foods are attractively displayed; whether dairy products are kept in a refrigerator and the store clean and sanitary? Is it worth her time to trade at a cash and carry store, or does she prefer to phone and charge the foods she purchases?

Since approximately one half of all the housewives studied bought their food supplies at a "Home Owned" store, while less than one half (40 per cent) chose to buy at the "Chain" store, and approximately 14 per cent had no choice, it seems that there are more families trading at the "Home Owned" stores than at the "Chain" stores. This may be due to the improved conditions and types of salesmen now operating the majority of home-owned stores in Fond du Lac. The writer has been aware of a definite improvement in many respects in the "Home Owned" store and feels there is far less difference between the two types of stores than in former years. Some of the managers of the "Home Owned" stores were formerly employed by "Chain" stores, consequently follow many of their methods. One outstanding difference remains, and that is the fact that the "Home Owned" store is the only food store selling for credit.

The automobile plays an important part in making it possible for the family to purchase at the large "Chain" stores down town. Another factor which may increase the number who buy at the "Chain" stores, is that many "Home Owned" stores in Fond du Lac no longer furnish free delivery service but use the same parcel delivery system which services the "Chain" stores. Then too, the "Chain" stores have a larger variety of products to choose from and prices are often lower.

The data in Table 6 seemed to indicate that almost as many women preferred self-serve as services of a clerk. This would be expected since the percentage of housewives who bought at the "Chain" stores was almost as large as the percentage of those who preferred to shop at the "Home Owned" store. In the "Home Owned" store 14 of the 25 buyers observed asked for credit. This might have been one reason for buying there.

How buying is done.---It has been estimated that the homemaker alone purchases approximately 87 per cent of all raw and market foods. Scores of articles and editorials in recent years on standards, grades, and informative labels have played an important part in equipping homemakers for the task of buying the family's food supply. Education in choice making is one of the most important of the various phases of food buying.

About sixty per cent of all the women in this study preferred to shop in person. Other studies also

found that in the majority of cases the homemaker preferred to shop in person. About one fourth of the women used the telephone part of the time in purchasing their groceries. As would be expected, only four per cent of the Relief Group used the telephone in buying food. Only four per cent of all the women in this study reported using shopping lists while in the Kansas study by Scholz, 80 per cent of all the families made shopping lists. Jannett in a Texas study also reported that about one half of all the shoppers used a list.

Over one half of all the women used price in determining the quality of canned food. Fewer of the College Group and of the Comfortable Group used price in judging quality, than of the Borderline Group and of the Relief Group, as would be expected. More than one half of the buyers observed in the two types of stores also used price in determining the quality of canned food. In 50 telephone orders 49 questions were asked concerning price but only 6 about quality and 4 about brand. Of 50 telephone orders given representing 225 articles, only 27 articles were called for by brand. In all but the Relief Group, there was not a great difference between the number who checked brand and those who checked grade. Since there was an overlapping, it was probably due to the fact that many buyers call for the item by brand name first and then ask about the grade. Only 11 per cent of all the women of the four groups read labels

and 14 per cent of those observed in stores did.

Day and night, newspapers, signboards, magazines and radio voices tell the consumer buyer that friends are won or lost by one's choice of laundry soap, that marital happiness is insured by the right complexion cream, and that business success is certain if dandruff is absent. Buyers are guided in the selection of foods by many different factors, one of the most influential of which is advertising. Over three fourths of all groups of women listed the newspaper and hand bills as the most influential factor in selecting foods, but approximately one third of the College Group stated that they were not influenced by advertising of any kind. Only an insignificantly small number of the other groups stated that they were not influenced by advertising. The number of women buyers who were influenced by magazines was about nine per cent of all groups studied. None of these women belonged to the Relief Group.

Nearly two thirds of all the women asked advice of clerks when buying their food, while some asked advice of managers and other shoppers. It just seems natural for shoppers to ask advice for they really want to have information about many things. The writer asked several clerks, with years of experience, how many customers followed their advice, and they all stated that they believed that the majority of them took their advice. One fifth of the College Group women never asked for advice.

About two thirds of all of the women reported that they never looked for the seal of the American Medical Association while only 11 per cent stated that they looked for it. In one of the adult food classes which was mostly composed of women who were college graduates, a question was asked concerning the seal of the American Medical Association. It was soon discovered that none of them had known of its presence on food labels but thought of it only in connection with drugs.

While price seemed to be the all important guide for about one half of the women buyers when buying groceries, about one half of the women also experimented with brands, but only a few ever read labels. It is important to know that an article in Business Week for July 6, 1940, informs us that canners whose wares have been well advertised fear that grading will kill the value of brand names. In Table 9 only six per cent of the women reported reading labels, while in Table 11, 51 per cent stated that they read labels. The contradiction may be due to a confusion as to the meaning of the terms brands and labels, since the per cent of women who stated that they read labels in Table 11 is the same as the per cent of women who reported experimenting with brands in Table 9. Personal observation in the stores showed that about 62 per cent did not read labels.

Advertising has played up the aesthetic appeal of goods to such an extent that about half of the women

admitted that they were influenced by it sometimes. It is a known fact that certain seasonal foods keep their sales the year round by packing the product in attractive vases or glasses. Many types of cheese spreads are sold in attractive drinking glasses. Having purchased one or two, the homemakers are soon interested in having a half dozen or dozen glasses.

It is evident that over one half of the food purchases of consumers are paid for in cash. Coles (9:277) stated that approximately two thirds or more of all purchases of consumers are paid for in cash. In this study it was evident (Table 10) that over one half of the buyers paid cash for their groceries and approximately one fourth used credit. The College Group had the largest percentage of families using credit. This might be explained by the fact that many of the fathers of the College Group are professional men or business men who do not receive their pay at a definite time.

The data indicated that more than one half of the families used the terms large, medium, or small in designating size. By personal observation it was found that three fourths of the women used the terms large, medium, or small in calling for canned goods. It is of interest to note that in both the College Group and the Comfortable Group, sizes of canned foods were designated by number more often than by the term large, medium, or small. Store observation indicated that about 18 per cent

stated the number of the can. Many of the customers in the "Chain" stores help themselves to the things they want, making it impossible to know which factors they considered important. Seventy per cent of all the women stated that they bought two or more cans of food at a time, but personal observation showed only 22 per cent buying more than one can. It is also significant that 17 per cent of all families bought canned foods by the case. Buying by the case is a far more economical means of purchasing, but as most of the women who bought canned foods by the case belonged either to the College Group or the Comfortable Group, it did not help those who needed it most, for the Borderline Group and the Relief Group were probably unable to purchase that much at a time.

About one third of all the homemakers used the same grade of canned goods for all purposes, while approximately one half used grades suited to the purpose. Over one half of the College Group reported using the same grade for all purposes, while over one half of the women in each of the other groups stated that they did not use the same grade for all purposes. .

According to Table 8 only about one half of all the women used grade as a basis for judging quality yet in Table 12 over one half stated that they used grades suited to the purpose. These inconsistencies definitely show that the consumer food buyer is confused as to the

meaning of the terms. The writer has had statements from managers and clerks, telling her that most of the buyers merely call for "a can of - -" when buying canned goods. Over one half of all groups reported reading labels and over one third read them seometimes. But it was difficult to determine their purpose in reading the label. Was the label being read for brand name, weight content, or description of the contents of the can? Personal observation of buyers indicated that almost two thirds did not read the labels on the cans.

About one third of the families purchased graded eggs and another one third bought ungraded eggs. As Fond du Lac is located in the center of a rich farming area, fresh eggs are plentiful all year, and, since ungraded eggs are several cents a dozen cheaper, one can safely choose the fresh ungraded eggs. White shells seem to be preferred by 40 per cent of the homemakers; on the other hand about one half of all the women had no preference.

Two thirds of all the families studied used several kinds of milk. Three fourths of the families bought fresh milk and 70 per cent of these families bought from the dairy. The dairies deliver pasteurized milk. As two thirds of the families purchased canned milk this explains the large number of families purchasing milk in some form at the grocery store. From personal observation it seems that 28 per cent bought fresh

milk and 14 per cent canned milk.

Price and flavor were used as a basis for judging the quality of butter by the largest number of families. Ninety two per cent of the Relief Group stated that they used price as a basis for judging the quality of butter. It is the opinion of the writer that they were compelled to use price as a factor in buying butter because of limited finances. In all of the other groups, flavor was used by the largest number of women in judging the quality of butter. Although only 16 per cent of the women admitted that they did not ask what kind of butter they were buying, it is the opinion of the writer that the majority of homemakers do not know what types of butter they are buying.

The State of Wisconsin has placed a very high retailer's permit or sales tax on all margarines, making the price of margarine higher than that of the best butter, therefore very few groceries in Wisconsin sell it.

Three fourths of the women in the College Group, in the Comfortable Group and in the Borderline Group buy their meat at a meat market. These meat markets are "Home Owned" and many of them specialize in various kinds of home made articles. Most of these meat markets carry the very best grades of meat and in addition they sell on credit. The largest number of women in the Relief Group bought their meat at the "Chain"

store. The homemakers used various methods of buying meat for their families. One fact is very evident; that many are not familiar with specific cuts of meat, and that they do not realize the value of trimmings and fat.

An incident which happened in one of the local meat markets illustrates the extent to which homemakers know quality of meat. The writer was talking with the manager of an exclusive meat market. He had just told her that most women do not know meat and that even when he told his customers the truth many did not believe him. Just then a well dressed woman entered the market and asked for a quantity of the best quality of steak. He showed her a splendid slice of steak well marbled, and of fine color and told her it was the best in the market. Immediately she answered saying that if he thought she didn't recognize beef which came from a fat old cow when she saw it, he just had another guess coming. She wanted a nice tender piece of lean beef. He then showed her a slice of lean, dark red beef from an older animal and she answered, "There, I know tender young steak when I see it," and bought the piece. After she had gone he turned to the writer and said, "I hope you know that the first piece of beef was the best any market can boast of, but she did not believe me. Was I correct when I told you that the customers do not know the quality of meat?"

Three fourths of the homemakers inquired about the price of meat per pound when buying, and slightly

less than three fourths watched the scales. One half of all homemakers preferred beef, less than one half had no one preference, and about one fourth preferred pork. Only a very few families preferred chicken, veal, or lamb. The high cost of lamb may be one explanation for the small amount used but from years of experience as a food instructor the writer has discovered that only a very few people use any quantity of lamb. The Syrians are an exception to this for they are very fond of mutton and lamb and consume large quantities of it. The price of chicken may make it a luxury food; but the writer believes that although many enjoy chicken for special occasions, they would not choose to have it very often.

Purchasing meat for one meal or for more than one meal at a time would no doubt depend to a great extent upon whether or not the family owned some type of refrigerator.

Fresh fruits and vegetables are now playing an important part in furnishing the right vitamins. Fresh fruits and vegetables may prove to be expensive if too much must be thrown away. How, when, and where to buy them in order to get the best possible value for the food dollars is important. Seventy per cent of all the women in this study selected their fresh fruits and vegetables in person and about one fourth of the women bought them in person sometimes. Freshness was used by the greatest number of women in all groups as a basis for determining

quality of fresh fruits and vegetables. Approximately one half of the women used a variety of qualities and over one fourth judged the quality by handling. Grocery stores have a large loss because of spoilage of fresh fruits and vegetables much of which is caused by customers pinching or squeezing articles when judging for ripeness, or firmness. One fruit dealer made the statement that he estimated that 50 per cent of his fruit spoilage was due to women buyers' pinching or handling such fruits as pears, apples, plums, and bananas. Tomatoes are also an article which is easily spoiled by handling.

The dealer often sells bruised fruit at a discount for quick sale to prevent a greater loss. Forty per cent of all the women never buy bruised fruit. The writer's personal observations of individuals buying fresh fruit indicated that over three fourths of the buyers handled the fruit in selecting. Very few fruit buyers realize that they may have contributed to the merchant's loss. One fourth of the women bought bruised fruit for immediate use.

Unless the housekeeper has a refrigerator it is more economical to buy fresh fruits when needed, and this study showed that about one third of the women bought fresh fruits daily. Such fruits as oranges, apples, grapes, and peaches will keep nicely in a refrigerator for several days. The data showed that 42 per cent of the families bought their fresh produce semi-weekly.

The homemaker who is not interested in getting a bargain for her home is the exception to the rule; specially advertised prices of foods are silent but forceful arguments for buying. Too many food buyers are not familiar with the regular price and do not realize that the advertised article is not always being sold for less but in some instances at an increase. That advertising is effective was shown by the fact that over one half of all the families made a practice of buying foods at specially advertised prices.

Dried fruits have become an important item in present day menus. The data showed that all groups used dried fruits in some form. Seventy per cent of all groups bought prunes and one half of all the families also bought apricots. Fewer families purchased peaches. One third of all the women had no preference as to size and a second one third preferred the medium-sized prunes. Over one half of the buyers bought packaged dried fruits, while approximately one third preferred bulk. The writer believes that the majority of homemakers do not pay much attention to the size of the dried fruit, except that the medium sized are cheaper than the large sized fruit. She believes that many homemakers buy the packaged dried fruit because it is tenderized and then so packed that it retains a maximum of moisture; it therefore seems more tender in contrast with the bulk prunes and apricots.

Forty per cent of the families purchased their

bakery products at the bakery, while 47 per cent bought at a store. Personal observation of 50 buyers in grocery stores showed that 40 per cent of the buyer's choice of bakery products was bread and only about ten per cent bought pies or cakes. The writer believes that a large number of Fond du Lac families buy their bread but prefer to bake their own cakes and pies.

Fond du Lac has several large bakeries that put out some excellent products, but many of the stores sell what is there known as "bootleg" bread which comes from large cities in the east and is delivered daily. This bread sells for as little as five and eight cents a loaf. Many families purchase this at the stores not realizing that it does not contain the same amount of food value as the home baker's loaf. The "Home Owned" stores do sell the local bakery bread and it would be convenient for the homemakers to buy it when they bought their groceries, for most of the bakeries are located down town. One fourth of the families bought from the delivery wagon. In Fond du Lac a chain organization known as the "Omar" bakeries makes house to house calls and competes with the local bakeries in price. Day old bread was purchased by 12 per cent of the families, while less than one half of the buyers ask for it sometimes. Many of the bakeries refuse to sell day old bread for fear it might reduce their profits and the "Chain" stores do not seem to sell "day old" bread.

The 48 pound bag of flour seems to be bought by the largest number of housewives--over one half of the women in this sample. One fourth of all the women bought 24 pounds at a time. Only a very few purchased smaller amounts of flour. The amount of flour purchased at a time would depend upon several things: the size of the family, whether or not bread is baked, and the amount of storage space in the home or apartment. All-purpose flour was asked for by 64 per cent of the women, yet in reality there is no such flour. "All-purpose" is a misnomer for the different products as bread and cake require a different gluten content. Only bakeries buy real bread flour as it is heavier flour.

Approximately one half of all families buy prepared flour. The increasing use of prepared flours may be due to the increasing number of employed women who do light housekeeping, also to the large number of housekeepers who have never learned to prepare their own batters, or those who live the life of social butterflies, and the prepared flour is the easiest way out.

It was found that the College, Comfortable, and Borderline Groups bought crackers and cookies more frequently in packages, but purchases of the Relief Group showed that they bought them more often in bulk than in package. Bulk cookies and crackers cost less per pound than those which are packaged. The Relief Group families are generally larger and this may account for their choice

Approximately one half of all the families purchased coffee in one pound cans while about one third bought coffee in three pound packages. Three fourths of the buyers observed in the two grocery stores, also bought coffee in one pound cans. Advertising plays an important part in influencing homemakers to purchase coffee in smaller quantities by playing up the "dated coffee" idea.

In one of the adult food classes the question arose as to the difference between a true and artificial extract. It was soon evident that the majority of the class did not know which kind of extract they had been using for years. They had been using the same brand of extract for years, each believing they were buying the best. Almost one half used price as a guide in choosing their extracts, not realizing that the highest priced article is not always of the best quality. One third of the homemakers bought true extracts.

From observation it was noted that two thirds of the food shoppers purchased less than one dollar's worth, and almost three fourths of the buyers paid cash. It was evident that there were approximately as many credit sales as there were orders for more than one dollar's worth.

The greater percentage of the telephone orders were for six articles, the second largest for four articles, and the third for five articles. Only a very

few telephone orders were for two articles and none for one article. Very few women would expect a grocery to deliver one or two articles, and it may be that many homemakers gave a larger order when in all probability they only needed one or two articles.

The homemaker's orders given over the telephone dealt more with quantity than with quality or brand for out of 225 articles ordered, 202 merely designated number of units of an article wanted, and 50 asked for an article by weight.

Implications of the study

1. Since it was found that mothers were aided in food buying by children in two thirds of the homes, and by fathers in one half of the homes, it can be assumed that both children and fathers would benefit by studying consumer problems related to foods.

2. It was indicated that a better understanding of the advantages and disadvantages of "Home Owned" and "Chain" stores, would aid in making a wiser choice regarding where to buy.

3. It was found that choice of goods is not always rational but often planless and thoughtless and would be improved by improved planning of food purchases.

4. It was indicated that women might improve their buying habits if they knew more about brands, grades labels, and advertisements.

5. It was indicated that more knowledge of advertising psychology might aid food buyers in making their own decisions.

6. There is an indication that a greater knowledge concerning the qualities to look for in purchasing foods would make for more efficient buyers.

7. This study indicates the need for a comprehensive program of training in buying for homemakers.

Recommendations for further study

1. What are the consumer food buying methods used by men?

2. Of what value is the information found on labels to the homemaker?

3. To what extent is food legislation enforced?

4. Do good consumer food buyers demand more specific factual selling and advertising than others?

5. How can the consumer food buyer be shown his responsibility in demanding better legislation concerning informative food labeling?

6. How can homemakers be educated to the importance of reading labels before making choice when buying foods?

7. Does the experienced homemaker show a better knowledge of market devices than the younger homemaker with home economics training in high school?

8. To what extent does the advice given to

the consumer food buyers by clerks influence their choice of foods?

Recommendations

It is recommended that:

1. Units in consumer buying be taught at the high school level for both girls and boys.
2. Homemakers be better instructed regarding the importance of the different factors which influence the time of food buying.
3. Consumer food buyers be given some information regarding the factors which should be considered in choosing a place to buy.
4. The consumer food buyer be interested concerning various methods of paying for goods and their advantages and disadvantages.
5. Home economists awaken to the trends in the consumer education movement and make their students conscious of their responsibility regarding food legislation.
6. That a greater knowledge of buying habits be encouraged by our public schools through proper interpretation of labels and grades of canned goods, shopping conditions, and evaluation of available literature.

Chapter VI
SUGGESTED OUTLINE FOR A COURSE IN CONSUMER
FOOD BUYING FOR ADULTS

The unit on consumer-buying should be planned with the following factors in mind:

1. The community conditions.
2. The expressed interests of the group.
3. The concrete needs of the group which have been discovered by the teacher.
4. The ability and socio-economic background of the student.
5. The classes should be started and closed promptly at the specified time.

I. Some worthwhile objectives

- A. An interest in securing greater satisfaction from money spent.
- B. A recognition that consumers could frequently get more for their money than they do.
- C. An interest in thinking before buying.
- D. A realization of the consumer's need for help in buying.
- E. A recognition of the appeals made by sellers to consumers and their effects.
- F. A realization of the possibilities and limitation of brands and labels.

II. Suggested Course Content

- A. The character of the modern market

- 110
1. The avenues through which articles reach the consumer from the original producer.
 2. Characteristics of a good marker organization.
 3. Necessary factual data about
 - a. Brands, labels, and names
 - b. Trade names
 - c. Grade marks
 - d. Qualities--ratings

B. Where to buy

Local vs. out-of-town

Local vs. mail order

Home-owned vs. chain

1. OBJECTIVE--To develop an understanding of the factors which should be considered in choosing a place to buy.
2. PRINCIPLES INVOLVED--The consumer needs to understand:
 - a. Advantages and disadvantages of the home-owned store, chain store, and mail order house
 - b. The types of service
 - (1) Delivery
 - (2) Cash and carry
 - (3) Credit
 - (4) Service of clerks
 - (5) Self-serve

C. When shall we buy?

Daily vs. weekly vs. seasonal

Sales vs. regular prices

1. OBJECTIVE--To develop an understanding of factors which influence time for buying.

2. PRINCIPLES INVOLVED--The consumer needs to understand:

- a. Advantages and disadvantages of daily buying
- b. Advantages and disadvantages of sales
- c. Advantages and disadvantages of seasonal purchases
- d. The factors causing variation in price of particular goods at different times.
- e. The relation of time of purchase to the price and the quality of goods available.

D. How much shall we buy?

Small quantity vs. large quantity

1. OBJECTIVE--To develop judgment in determining when to buy in large and small quantities.
2. PRINCIPLES INVOLVED--The consumer needs to understand:
 - a. The needs of her family.
 - b. The things which will make for the greatest satisfaction of the family group.
 - c. That buying in large quantities saves time and energy.
 - d. The relation of quantity bought to price, need, and to storage facilities, and to time spent in buying.
 - e. The advantages and disadvantages of quantity buying.

E. How to pay for goods

Cash vs. credit

1. OBJECTIVE--To develop an understanding of various methods of paying for goods.
 2. PRINCIPLES INVOLVED--The consumer needs to understand:
 - a. The advantages and disadvantages of cash payments.
 - b. The cost of credit buying to the customer.
 - c. The advantages and disadvantages of buying for credit.
 - d. The practices of consumers using credit.
- F. Sales factors which influence the consumer food buyer's choice
1. OBJECTIVE--To develop an understanding of the many devices which may prove an advantage or disadvantage to the food buyer.
 2. PRINCIPLES INVOLVED--The consumer needs to understand that:
 - a. The qualities of goods vary and therefore she should understand how to evaluate trade marks, labels and brands.
 - b. Price and quality are not correlated; therefore she needs reliable information.
 - c. Advertising is planned for the purpose of selling products.
 - d. Advertising may not state an untruth but yet imply an untruth.
 - e. Magazines, newspapers, advertising agencies, radio and movies partly depend for existence upon the sales resulting from advertisements.

- f. The sales person is there to sell and has a selling psychology which the buyer must evaluate and perhaps resist.
- g. The salesman's livelihood depends upon his ability to sell and a consumer's livelihood depends upon his resistance to salesmanship.
- h. All legislation is not enforced.
- i. Commercial agencies tend to resist legislation.
- j. Commercial agencies are able to live within the law and yet deceive the public.
- k. The consumer is protected by legislation to a certain extent in such products as milk, meat and store inspection.
- l. The consumer has a responsibility in letting the commercial agencies know what he wants.

Chapter VII

SUMMARY

The selection, purchase, and use of food constitute some of the most essential processes of economic life.

The following paragraphs are a summary of the food buying methods of the women of Fond du Lac, Wisconsin, as indicated in the 200 questionnaires answered by the four groups of homemakers studied; by observation of 50 consumers buying foods in two stores of different types; and by the records of 50 telephone orders.

1. Who buys the food.--Although the mothers bought the food in 95 per cent of the homes, in two thirds of the homes the children and in one half of the homes the fathers also did food purchasing.

2. When buying is done.--Daily food purchasing was done by 40 per cent of the families while only one fourth of them bought weekly. One third of them did their buying early in the morning. Two thirds of the families did the bulk of their buying on Saturday.

3. Where buying was done.--Approximately one half of the women bought the bulk of their foods at home-owned stores; 39 per cent at chain stores; and 14 per cent expressed no choice.

4. How buying was done.--Practically the same per cent of women expressed a preference for service of clerks as preferred self-service. Sixty per cent of the homemakers preferred to shop in person. Price seemed to be the basis for judging quality in 58 per cent of the families.

Brand was used by the second largest number of families. Grade was the market device used by one third of the buyers and about one half of them read labels. Over three fourths of the homemakers were influenced by advertisements. Over one half of all groups paid cash while one fourth of them bought for credit. Over one half of all buyers were not familiar with sizes of cans. Seventy per cent bought small quantities of food at a time. Over one half of the women studied bought meat for more than one meal at a time. Seventy-one per cent of the families bought fresh fruits and vegetables personally. Over one half of the women preferred packaged dried fruits. Only four per cent of all groups purchased no breads. Better than one half of all the families use prepared flours. Coffee was purchased in one pound cans by approximately one half of all the families. Forty-five per cent of all the women did not know whether they bought true or artificial extracts.

5. Observations of 50 buyers in two types of food stores in Fond du Lac, Wisconsin.--The data obtained from the observation sheets were used to check the results of the questionnaires. With very few exceptions the results upheld the findings of the 200 questionnaires. In addition it was shown that over one half of all the questions asked concerned the price of an article, and only nine per cent of the questions dealt with quality. Eight out of nine complaints concerned price and the ninth complaint was in regard to quality.

6. Methods used by women who shop over the telephone.--Forty-six per cent of the telephone orders had a value greater than one dollar. Twenty-eight per cent of the orders consisted of six articles. Calling for number of units was the method used in designating the quantity desired for 89 per cent of the articles while only six questions were in regard to quality of article. Brand was only used to designate quality for 12 per cent of the articles.

A P P E N D I X

	Page
Appendix A-1. Questionnaire for personal inter- views - - - - -	117
Appendix A-2. Check sheet for observation in grocery stores - - - - -	123
Appendix A-3. Check sheet for recording tele- phone orders - - - - -	125
Bibliography - - - - -	126

APPENDIX A-1

FOOD BUYING HABITS

Mechanics of Buying

I. Who Buys

- 1. Does mother__ father__ children__ servant__ relatives__ do the buying of foods?
- 2. Does mother__ father__ children__ servant__ or relatives__ do the bulk of the buying?

II. When Buying Is Done

- 3. Do you buy daily: once a day__ before each meal__ bi-weekly__ or weekly__?
- 4. Do you buy early in the morning__ near noon__ afternoon__ late afternoon__ or at night__?
- 5. Do you do the bulk of your buying on Mon.__ Tues.__ Wed.__ Thur.__ Fri.__ Sat.__ or is it evenly distributed__?

III. Where Buying Is Done

- 6. Do you buy at a home owned store__ chain store__ combination store (meat and groceries)__ country store__ neighborhood store__ mail order__ from producer__ large city near by__ house to house canvasser__?

- 7. Do you buy the bulk of groceries___or only the unusual___in this city?
- 8. Do you prefer self serve___or stores where clerks wait on you___?
- 9. Do you do most of your buying at a home owned store___chain store___combination store___country___neighborhood store___mail order___?

IV. How Buying Is Done

- 10. Do you buy in person___over telephone___send a note___or grocer solicits your order by phone___?
- 11. Do you do all of your buying at one store___or do you shop about___?
- 12. Do you shop with a list___without list___or sometimes with a list___?
- 13. Do you pay cash___trade___or ask for credit: monthly___longtime___?

V. Guides Used in Selecting Foods

- 14. What kind of advertisements influence your buying: radio___newspaper___magazine___hand-bills___?
- 15. Do you ask advice of clerks___the manager___or of other people___?
- 16. Do you look for seal of acceptance of American Medical Association committee on foods? Yes___No___Sometimes___
- 17. Are you guided in selecting foods by: experimenting with brands___labels___price___brands

and trade names___?

18. Do you ever buy foods because of their aesthetic appeal? Yes___No___Sometimes___

VI. How Specific Foods Are Bought

Canned Goods:

19. Do you ask for cans by number as 1 or 2___, a large, medium, small___or by shape___?
20. Do you read labels? Yes___No___Sometimes___
21. Do you buy single cans___several___or a case___of certain canned foods as peas or corn?
22. When buying canned goods do you judge the quality by price___by grade___by brand___by information given on label___?
23. Do you buy canned foods by grade? Yes___No___Sometimes___?
24. Do you buy the same grade of canned peas for all purposes? Yes___No___Sometimes___

Eggs:

25. Do you buy graded eggs? Yes___No___Sometimes___
Try to___
26. Do you prefer white shell eggs___brown shell___or have no preferences___?
27. Do you buy eggs from the store___or the producer___?

Milk and Butter:

28. Do you buy grade A___grade B___sweet ungraded___

skimmed__ buttermilk__ canned__ evaporated__
condensed__?

29. Do you buy your milk from the dairy__ store__
or a neighbor__?
30. Do you judge the quality of butter by color__
price__ flavor__ odor__ body or texture__?
31. Do you buy creamery butter: sweet cream__
sour cream__ or country butter__?
32. Do you buy margarine? Yes__ No__ Sometimes__

Meats:

33. Do you buy your meat in person__ over tele-
phone__ send child__ send servant__ husband__
or by other adults__?
34. Do you buy your meat at combination store__
meat market__ or from farmer__?
35. Do you ask for meat as steak or roast__ by
specific cut as flank or round__ by weight__
cents worth__?
36. Do you ask that trimmings, bones and fat be
wrapped with meat? Yes__ No__ Sometimes__
37. Do you buy meats for one meal__ or for more
than one meal__?
38. Do you buy meats at specially advertised prices?
Yes__ No__ Sometimes__
39. Do you ask the price per pound? Yes__ No__
Sometimes__

40. Do you watch the scales? Yes___No___Some-
times___

41. Is veal___lamb___pork___beef___or chicken___
the meat served most often in your home?

Fruits and Vegetables:

42. Do you make personal selection of fresh fruits
and vegetables? Yes___No___Sometimes

43. Do you judge the quality of fresh fruits and
vegetables by handling___by size___by odor___
by freshness___by lack of blemishes___?

44. Do you buy dried peaches___prunes___apricots___
pears___or figs___most often?

45. Do you prefer large (30-40)___medium (50-60)___
small (90-100)___or have no preferences___in
size of prunes?

46. Do you buy dried fruit in bulk___or in pack-
ages___?

47. Do you ever buy slightly bruised or damaged
fruits and vegetables for immediate use? Yes___
No___Sometimes___

48. Do you buy fruits and vegetables at specially
advertised prices? Yes___No___Sometimes

49. Do you buy fresh fruits and vegetables daily___
semi-weekly___or weekly___?

Bakery Products:

50. Do you buy your bakery products at the store___

bakery__ or from the bakery delivery wagon__?

51. Do you ever buy day old break? Yes__ No__
Sometimes__
52. Do you buy crackers and cookies in bulk__ in
packages__ or in cellophane bags__?

Some Miscellaneous Staples:

53. Do you buy flour in 3 lb.__ 6 lb.__ 12 lb.__
24 lb.__ or 48 lb.__ sacks?
54. Do you buy all purpose__ bread__ pastry__
white__ rye__ graham or wholewheat__ flour?
55. Do you buy Bisquick__ Aunt Jemima Pancake
Flour__ or other__ ready prepared flour?

Coffee:

56. Do you buy whole bean__ whole bean, ground
now__ bulk ground__ package__ or can__ coffee?
57. Do you buy 1/2 lb.__ 1 lb.__ 3 lb.__ or 5 lbs.
__ coffee?

Extracts:

58. Do you buy true extracts__ artificial__ or
don't know__?
59. Is your guide in choosing size of bottle,
price__ contents__ size and shape of bottle__
amount used__?

APPENDIX A-2

RECORD OF
PERSONAL OBSERVATION MADE IN STORES

Buying in Person

Type of store _____ Time of Day _____ Day of Week _____

1. Shopper: male ___ female ___ adult ___ child ___ child with note ___ man with note
2. Shopper alone ___ accompanied ___
3. Decision made quickly ___ slowly ___
4. Read labels of canned and package goods: Yes ___ No ___
5. Advice asked of: clerks ___ manager ___ others in store ___
6. Services asked for: delivery ___ clerk to wait on them ___; Credit: monthly ___ long-time ___
7. Shopping list: Yes ___ No ___
8. Asked prices if foods weren't marked: Yes ___ No ___
9. Asked for food weight ___ measure ___ unit ___ cents worth ___
10. Asked for cans by no. 1 or 2 ___ large ___ medium or small ___ by shape ___
11. Asked for meats by certain cuts ___ or steak, roast, stew ___

12. Watching scales ___ didn't watch scales ___
13. Single purchase of cans ___ 2 or more ___ case ___
14. Bought milk fresh ___ canned ___ evaporated ___ condensed ___
15. Bought bread ___ rolls ___ biscuits ___ cakes ___ pies ___
16. Flour: 3 lbs. ___ 6 lbs. ___ 12 lbs. ___ 24 lbs. ___
48 lbs. ___
17. Coffee: whole bean ___ whole bean, ground now ___
bulk ground ___ package ___ brand ___; amount: 1/2 lb. ___
1 lb. ___ 3 lb. ___
18. Flavoring: true ___ artificial ___ size 1 oz. ___ 2 oz. ___
19. Butter: creamery ___ country ___ margarine ___
20. Size of order (in money) ___
21. Cash ___ credit: monthly ___ long-time ___ trade ___
22. Goods returned ___ reasons: _____
23. Questions asked: _____
24. Complaints: _____

APPENDIX A-3

FORM FOR RECORDING TELEPHONE ORDERS

Telephone Orders

Type of store _____ Time of day _____ Day of week _____

1. Person phoning order: housewife ___ servant ___ child ___
father ___ other adults ___

2. Size of order (in money) _____

3. Copy of order:

4. Questions asked:

5. Other comments:

BIBLIOGRAPHY

1. A.B.C. challenge: high inaccuracy rate in grade-labeling shown by separate surveys. tab. Business week, p. 62, June 14, 1941.
2. Amburgey, J. W. and Coles, Jessie V. Buying habits of Missouri homemakers. Journal of home economics, 26:19-20, January 1934.
3. Banks, E. S. Making every food dollar count. Parents magazine, 15:51, October 1940.
4. Brown, Clara M. and Hatcher, Hazel M. Statistical techniques adapted to home economic problems. Minneapolis, Minn., Burgess publishing company, 1939. 104 p.
5. Brooks, Christopher. Consumer education? Come and get it. Good housekeeping, 105:86-7, October 1937.
6. Canners try government grading. Business week, p. 44-51, July 6, 1940.
7. Chains use grades; experiment with use of A-B-C labels on canned foods. Business week, p. 27, November 30, 1940.
8. Coles, Jessie V.; Cohn, Saul. Educating the consumer--a symposium. Journal of home economics, 30:617-623, November 1938.
9. Coles, Jessie V. Consumer buyer and the market. New York, John Wiley and sons, Inc., 1938. 596 p.
10. Coles, Jessie V. Standardization of consumer's goods. New York, The Ronald press company, 1932. 323 p.
11. Consumer in tough spot between bunk and debunk. Science news letter, 33:87, February 5, 1938.
12. Dana, Margaret. Open your purse and shut your eyes. Atlantic monthly, 160:421-30, October 1937.

13. DeArmond, Fred. Consumer clans are gathering. Nation's business, 26:40;42;44. January 1938.
14. Dodge, Bernice. Trends in consumer education. Journal of home economics, 30:235-38, April 1938.
15. Gordon, Leland J. Economics for consumers. New York, American book company, 1939. 638 p.
16. Harap, Henry. The education of the consumer. New York, The Macmillan company, 1924. 360 p.
17. Holden, Harriet M. An analysis of consumer habits in the purchase and use of foods with special reference to Bogalusa. Master's thesis, 1939. Louisiana State Normal College. (Abstract in: Association of land grant colleges and universities. Home economics section. Notes on graduate studies and research in home economics and home economics education, 1939. Washington, U. S. Office of education. Vocational division, 1939. p. 150.)
18. Howe, Harriet R. Consumer education service of the American home economics association. Journal of home economics, 31:10-13, January 1939.
19. Hoyt, Elizabeth Ellis. Consumption in our society. New York, McGraw-Hill book company, Inc., 1938. 420 p.
20. Jannett, Augusta. A study to determine the food buying habits of homemakers in Yoakum, Texas, to be used as a basis for teaching consumer buying. Master's thesis, 1936. Colorado State College of Agriculture and Mechanic Arts. 168 p. ms.
21. Kennedy, Ada and Vaughn, Cora. Consumer economics. Peoria, Illinois, The Manual Arts press, 1939. 360 p.
22. Kyrk, Hazel. Place of economics and business in consumer education. Journal of home economics, 33:302-4, May 1941.
23. Marsh, Dorothy. I'd like to know how to cut food costs. Good housekeeping, 109:178-9. October 1939.
24. Marsh, Dorothy. More food for the same money. Good housekeeping, 111:82-3, September 1940.

25. Montgomery, D. E. You must ask questions. Journal of home economics, 30:688-691, December 1938.
26. Montgomery, D. E. Consumer under way. Survey graphic, 27:213-217, April 1938.
27. Nystrom, Paul H. Home economics and consumer education. Journal of home economics, 33:145-7, March 1941.
28. Nystrom, Paul H. Economic principles of consumption. New York, The Ronald press company, 1931. 586 p.
29. Peters, I. W. The buying habits of Winn Parish consumers. Master's thesis, 1940. Louisiana State University. (Abstract in: Association of land grant colleges and universities. Home economics section. Notes on graduate studies and research in home economics and home economics education, 1940-41. Washington, U. S. Office of education. Vocational division, 1941. p. 181.)
30. Question grade labels; canners oppose. Business week, p. 28, August 3, 1940.
31. Riis, R. W. How much is a dozen? Buying fruits and vegetables by the pound. Readers digest, 38:52, May 1941.
32. Shank, Dorothy. The home economist in business regards the education of the consumer. Journal of home economics, 30:625-8, November 1938.
33. Shower, L. G. Ever try to feed a family on a dollar a day? Ladies home journal, 57:60, February 1940.
34. Tryon, Ruth Wilson. Case history of a consumer. Journal of home economics, 30:628-30, November 1938.
35. Van Syckle, Calla. How price and income affect food purchases. Journal of home economics, 32:15-19, January 1940.
36. Waite, Warren C. and Cassady, Ralph Jr. The consumer and economic order. New York, McGraw-Hill book company, Inc., 1939. 389 p.
37. Warne, Colston E. Consumers on the march. Nation, 144:645-6,675-6, June 12, 1937.