

Agriculture Department Studies Food Patterns

(Editor's Note: Your acquaintance with the facts in this dispatch will not reduce the cost of a sirloin steak at your neighborhood butcher counter, nor change the price of milk. But it WILL help you figure out whether you are getting the most for your food dollars).

By **BERNARD BRENNER**
United Press International
Washington — (UPI) — The amount of money you spend on food and the type of food you buy depend not only on how much you earn, but also on where you live.

This picture of the average American's food buying habits, a blueprint which may help chart the future development of the 50 billion dollar-a-year food industry, is contained in a series of agriculture department studies.

The studies were based on a nation-wide survey of food buying patterns in 1955.

The mass of figures collected was so great that it took years for government statisticians and economists to analyze it.

The data shows there are some regional differences in food buying habits. In the south, for example, the average housewife spends less at the grocery store than women in other sections. In the northeast, the housewife shopping for meat is more likely to bring home a leg of lamb than she would be in any other section.

Patterns Same
But the figures also show that for many foods, buying patterns of families with the same income are much the same all over the country—in identical communities. The grocery list of the housewife in Chicago is more likely to resemble the list of her sister in San Francisco than the shopping list of a farm or rural non-farm wife in nearby downstate Illinois.

The most important influences on food spending, agriculture department economists concluded, are family income and the type of community in which you live—farm, rural non-farm, or urban.

If you live in a city, for example, survey records show you are likely to spend 35.7 cents of your food budget dollar for meats, poultry and eggs. If you live in a non-farm home in a rural area, about 32.2 cents of your food dollar will go for these foods. In a farm home where some meat and much poultry is likely to be home-grown, only 22.1 cents of your grocery dollar will go for these products.

How much does your location affect your grocery bill? If you live in the city, your cash outlay is likely to be double the amount spent by a farmer.

Survey Made
The 1955 survey indicated that urban families spent an average of \$8.90 per person for food each week. Farm families, although they ate more total food, spent only \$4.21 per capita weekly. Rural non-farm families were in between, with an average per capita food bill of \$6.70.

City families are not the best customers for all foods, however.

Farm families represent only about 7 per cent of the total cash household food market. Yet they buy 14.4 per cent of the sugars and sweets, nearly 12 per cent of the cereals and bakery products, and 11.3 per cent of fats and oils sold.

For meats, which account for a full quarter of the total national food bill, what you eat and spend depends both on type of community and the region in which you live.

The surveys show that city families use more beef and less pork than farm families, and sharply more veal and lamb.

Housewives in the west buy more beef than in any other part of the country. Western families eat more than three times as much beef as southern city families and nearly five times as much as southern farm families.

South Likes Pork
If you live in the South, on the other hand, chances are you buy more pork than the average family in any other part of the country.

Family income also has an important influence on meat spending, the studies indicate. Government economists said that in many cases, spending shifts from cheap to costly items as family incomes goes up.

Low income families reported in the 1955 survey showed that they paid an average of 5.6 cents a pound for meat. High income families paid an average of 66 cents.

Regional and type-of-community differences in your grocery bill extend to beverages, the studies showed.

Farmers spend less for milk than city dwellers and rural non-farm residents. Farmers, in the south, especially, drink fewer cups of coffee and bottled soft drinks than the average city resident.

What does all this mean for the future?
Population experts have predicted a steadily rising national population combined with a continued decline in



Taking part in a Centennial dress parade at a party sponsored Wednesday by Ladies' auxiliary to Fraternal Order of Eagles were Mrs. Eber T. Weed, (at left) Mrs. Mary Fredericks and Mrs. Roy Heath, auxiliary president. Mrs. Weed wears a black taffeta waist and skirt of black brilliantine which belonged to her mother and are about 60 years old. Her tiny old-fashioned hat is trimmed in black velvet and plumes and

her high-topped shoes, about 50 years old, have pointed toes and spool heels like those in style today. Mrs. Fredericks' dress of black and white cotton calico made with bustle back belonged to her mother and dates back before the turn of the century; her hat belonged to her great-grandmother. Mrs. Heath's white linen suit was originally a wedding ensemble, and is 75 years old. She made her white straw hat.

Coffee Planned

The Kiwanian Dames will hold the monthly coffee at the home of Mrs. Paul Walker, 2132 Dellwood avenue, Wednesday, March 11 from 10 A.M. to 12 noon. All Kiwanian wives are invited to attend.

the number of farmers. With a greater percentage of families taking on the buying habits of the urban and rural non-farm groups, food spending may rise faster than the increase in population.

Agriculture department experts believe the combination of growing national population and rising incomes may shoot the average family's food spending up by one-third to as much as one-half by 1975, measured in 1955 dollars.

The greatest spurt in food spending, these experts believe, will come in the South where the farm-to-city movement started late but is now moving much faster than the current farm-to-city drift in other sections.

Centennial Dress Parade Features Spring Card Party

More than 100 women attended the Centennial dress parade and card party held Wednesday by the Ladies' auxiliary to Crater Lake aerie, Fraternal Order of Eagles at the Eagles hall.

Prizes were awarded Mrs. Lydia Ash for having moved to Oregon from the farthest distance, she came from Finland; Mrs. Alvin Lucas for the most recent resident; Mrs. Walter Erskin, for the oldest person present who was born in Oregon; and Mrs. J. F. Barns, for having lived in Oregon the longest time, since 1899.

Card prizes were received

Session Planned By Sojourners

Medford Sojourners club will meet Thursday, March 12, 12:30 P.M., at the Girls Community club. After dessert and a short business meeting bridge, pinocle and canasta will be played.

An invitation to attend the meeting and become a prospective member is extended to women who have come to Medford or the vicinity within the last two years. The organization is purely social and its main purpose is to help newcomers to become acquainted. The hospitality chairman is Mrs. Dee Wood, SPring 3-5649.

Arrive Here

Mrs. Richard Cotton and son, Ricky, Palo Alto, Calif., arrived via United Air Lines, Thursday evening for a two weeks visit with her parents, Mr. and Mrs. Ned Coverdale, 511 Park street, and father and mother-in-law, Mr. and Mrs. James Cotton, Phoenix.

Training Officer Visits Squadron

Miss Joyce Williams, Civil Air Patrol cadet training officer, Portland, visited the local squadron March 2. Miss Williams, whose home is in Medford, is attending Portland university.

Quarterly Meeting Planned by Lutherans

Women of St. Peter's Lutheran church will meet for a quarterly session Thursday, March 12. A potluck luncheon will be served at 12:30 p.m. at the church.

Plans for the Women's Missionary League spring rally will be announced.

Officials Wives Guests at Dinner

Rogue River—Rogue River city officials and their wives were guests recently of the Veterans of Foreign Wars auxiliary.

A ham dinner was served 76 members and guests by girls of Scout Troop 205.

Among the guests were Mayor and Mrs. John Leyen and Mr. and Mrs. Claude Wiloughby, Mr. and Mrs. H. J. Stephen, Mr. and Mrs. Victor Frieden, Mr. and Mrs. Fred Dengler, and Al Babcock. The men are all councilmen.

Following the dinner the Girl Scouts presented a program. They wore Centennial costumes which they had made. Mrs. Homer Classick is troop leader. Participating in the program were Becky Irwin, Susan Young, Janie Steinhart, Wanda Robbins, Reba Norwood, Marilyn Green and Terry Andrews. Kathleen Classick was master of ceremony.

Small American flags and Oregon grape decorated the tables for the event.

Medical Auxiliary Schedules Session

The auxiliary to Jackson County Medical society will meet Wednesday, March 11, at 7 p.m., at the home of Mrs. Elliott Harlow, Hillcrest road. Co-hostesses are Mrs. Theodore P. Bars, Mrs. Allan S. Markee, and Mrs. Donald McGeary.

An unusual surprise program is planned, and is titled "Tips for the Tummy."

Members attending are asked to form car pools, with no fewer than three to a car, since the Harlow home is on a steep hillside, and parking many cars is a problem.

Meeting Announced For Mistletoe Club

Mistletoe club will meet Wednesday, March 11, at 12:30 p.m. for a dessert luncheon.

Members of the committee in charge of the event include Mrs. Ira Lawrence, Mrs. Anna McCormack, Mrs. Louise Bashaw, and Mrs. Frank Gidney.

All members of the Royal Neighbors are invited to attend.

To crack a coconut easily, put it in a slow oven (325 degrees) for about 30 minutes or until it is warm. It will open with a slight blow.

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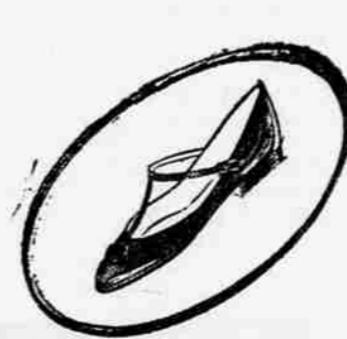
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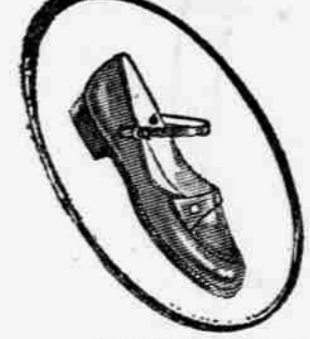
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A Tribute... To Girl Scouts

When Judy, Jane and Barbara don their Girl Scout uniforms, they are not merely putting on different clothes. They are becoming part of a world-wide crusade for health, mental stimulus and good citizenship which builds character and fine womanhood. So we salute the Girl Scouts of this community and wherever they may be participating in their expertly directed movement. They have fun, bless them, and with it all they learn to use their hands, their youthful heads... and above all, their innocent hearts. Your girl, too, should be a happy, healthy member of the Girl Scouts!

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