

FIGURES RELEASED BY USDA ON FOOD COSTS PER FAMILY

(Editor's note: This is the second article prepared for the Herald and News food columns by Mrs. Lenora M. Kirkpatrick, Klamath Falls, who did the survey work in Klamath Falls for the USDA studies of 1955, the results of which were released only recently . . . FMJ)

By LENORA M. KIRKPATRICK

Perhaps I should interject a paragraph of explanation regarding the four broad regions identified in this survey, Northeast, North Central, South and West.

Generally, the survey showed there were more differences in the South than any other region from the over-all average. Southern families were larger, food expenditures were lower and much less of the Southern dollar went for eating-out than in the other three regions. The consumption of flour, cereals, fresh vegetables, fats and sweets was considerably greater than in

other regions. Consumption fell far below the national average on use of milk, meat and commercial baked goods.

North Central folk used more milk and milk products, more meat, potatoes, fresh and home-preserved fruits and commercial baked goods than any other families, but less fresh and home-processed vegetables. Less food was home-produced in the South, although it accounted for a larger percentage of the total food supply than in any other area.

In the West, more than 90 per cent of the households used foods that provided at least two-thirds of the recommended amounts of all nutrients studied in the survey. There was less difference between city and farm diets in the West than in other regions. Some difficulty was encountered in the Western region because of the vast differences between Pacific Coast states and Mountain states in distribution of population, climate, living patterns, types of food on the market, etc.

Washington, Oregon and California have more than three-fourths of the urban population in the West, but only about half of the rural population. Hence, many characteristics were reflected in the food patterns of the two sections which could not be applied to each specifically.

Income-wise and nutrient-wise, the Western region closely resembled the United States as a whole.

In the West, 14.7 per cent of the food dollar went for milk. The national average in 1955 was 15 per cent. Families in the West used 37.7 per cent of the food dollar for meat, poultry, fish and eggs, whereas the rest of the country averaged 37.6 per cent.

The median income of city families was 32 per cent higher in 1955 than in 1948, although the general retail price level had risen only about 11 per cent. Higher incomes made it possible for consumers to spend more for food away from home and to save more expensive types of food at home. Prepared and partially-prepared foods are pleasing, but you do pay for the privilege of escape from preparation in your own kitchen.

The trend toward increased purchases is not limited to city families. Farm families buy more than they ever did. Over a 30-year period prior to 1955, farm families more than doubled their expenditures for food while decreasing their home production by a third. Thus the purchased share of the farmers' food rose from 28 per cent in 1923 to 60 per cent in 1955. Many farms have stopped producing their own milk supply. The average purchased about one-fifth of the total of their needs. This has considerable nutritional significance.

CORRECTION

On page 20 of the January 30 issue of the Herald and News, column three, Mrs. Lenora M. Kirkpatrick's summary of the USDA survey made in 1955, the breakdown of the food dollar is incorrect in that one line of type is missing.

It should read: "The largest portion of the food dollar, 36 cents, went for meat, poultry, fish and eggs and less than half that amount, 15 cents, for milk and milk products, excluding butter. About 19 cents was spent for potatoes, vegetables and fruits, 10 cents for flour, cereals, bread and other baked goods and the remaining 20 cents for fats, sweets and all other items."

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finance since they use much less of it than when they produced it at home.

The trend toward buying ready-prepared items is running nearly evenly for both farm and city homemaker, the only marked difference lying in canned soups and cakes and cake mixes.

The wide opportunity for choice that the homemaker now has, because of larger incomes and greater variety of foods on the market, provides an increasing area for improving and extending consumer education which is one of the ultimate aims of this USDA survey.

In spite of the fact that the over-

all picture shows one of good nutrition, based on recommendations of the National Research Council for calories and eight key nutrients, careful scrutiny of individual households showed that many did not meet recommended allowances. Twenty-nine per cent of the diets were lacking in calcium, 25 per cent in ascorbic acid (vitamin C), 15 to 20 per cent lacked in vitamin A, thiamin and riboflavin and 10 per cent were short on protein, iron and niacin. In roughly all the families interviewed, the diet furnished two-thirds or more of each nutrient. Undoubtedly this shows a need for dietary improve-

ment. Since these figures are on a national average, many diets fall in a 'dangerously poor' category. In the 1930's, a third of the diets were classed as 'poor.' This figure read 10 per cent in 1955 with much credit due to the bread and flour enrichment program which started in 1941. Economics, improved marketing and nutrition education also played important roles. More dietary improvement was made in the late 1930's and early 1940's than has been shown since 1948. In spite of increased spending for food, relatively little improvement in nutritive content of diets has occurred. Here again is a challenge to the

educational programs of foods and nutrition. Many people still need to be convinced of the value of a proper assortment of foods.

I have been asked many times how the city of Klamath Falls compared with the average of other cities.

No local level statistics were compiled but bear in mind as you make your own comparisons that intensified surveys were conducted in Los Angeles, San Francisco and Seattle areas.

A wealth of information is now readily available in the form of charts and tables of statistics recently released.

I have donated to the Klamath County Library the following booklets which are being kept on file for reference by local homemakers. (Also, any of the booklets may be obtained from the Government Printing Office, Washington, D.C., at a small price):

1. Food Consumption of Households in the United States
2. Food Consumption of Households in the Northeast
3. Food Consumption of Households in the North Central
4. Food Consumption of Households in the South
5. Food Consumption of Households in the West

6. Dietary Levels of Households in the United States
 7. Dietary Levels of Households in the Northeast
 8. Dietary Levels of Households in the North Central
 9. Dietary Levels of Households in the South
 10. Dietary Levels of Households in the West
 11. Home Freezing and Canning by Households
 12. Food Production for Home Use
 13. Home Baking Practices.
- Note: The latter two volumes will be available at the library as soon as they are released.

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THIS SPRING, Charles of the Ritz predicts that women will look as beautiful as the romantic rose. Beginning with a fair complexion, add Silver and China Blue Shadow to the eyes and a dash of brilliant red lipstick, frosted over with paler pink to the lips for the perfect make-up for this spring's floral printed fashions.

ROSES FOR SPRING

Charles of the Ritz plucks the romantic rose from the garden trellis as inspiration for make-up, to blend with the exuberant floral printed fabrics and studies in blue fashions this spring.

One perfect rose becomes a symbol of the feminine way women will come into full flower this season above the graceful, stem-like silhouette of the new chemise. Hair will be short, fuller on top and layered like the petals of a rose. Faces will be pale and serene with brilliant vivid touches to accent the mouth and clearly define the eyes. A full range of color-on-color is worn to give the complexion a fresh, new shadow-and-substance look.

It begins by tinting the skin with a fair Camellia foundation, which is carefully blended on the skin just as an artist warms up his white canvas with background color. Subtle shadow is then added with a bluish of liquid rouge high up on the cheekbones. Instead of using it directly from the bottle a drop is measured out in the palm of the hand and blended together with a drop of Camellia foundation to give the most gentle blush imaginable. Top this all off with face powder in a lovely, creamy pink shade, that's made-to-order with a dash of mauve to make the skin look as filmy and soft as the texture of a rose. Color-on-color is used again in eye make-up. Instead of one shadow, two are worn for an alluring effect. The first is a silvery shade, applied to the lids like a foundation base where its shimmering reflections glisten dewily beneath the top coat of China Blue shadow edging the upper lid with a sky blue, satin ribbon of color. Lashes next receive a double measure of beautifying, by using a burnished eyelash cream as a base coat to make them silkier, darker, and more lustrous for mascara that follows. Now, frame the eyes with a lovely sweep of brow, using pencil and mascara to line them up neatly in place. First, lengthen them with the stroke of the pencil and then deepen their color by brushing mascara onto the surface. Lips sparkle brilliantly, in full-blown flower hues, when two shades of lipstick are worn together, beginning with a deep true red and icing it over with a vibrant pink lipstick frosting, to give the final flattering highlight of color that will take you down the rosy path of beauty this spring.

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