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Muriel Smith

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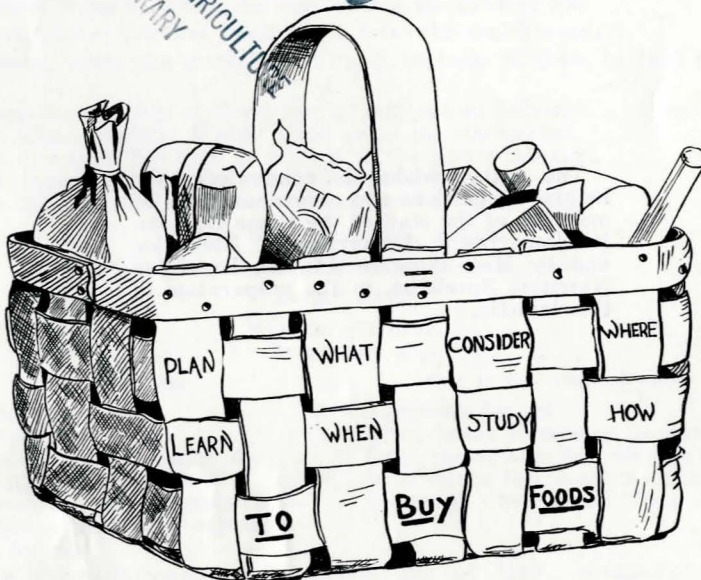
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Economical Food Buying



The University of Nebraska Agricultural College Extension Service
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W. H. Brokaw, Director, Lincoln

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Economical Food Buying

BY MURIEL SMITH

The household is the nation's greatest consumer.
Intelligent buying is the basis for real economy.
The demand of the buyer determines the market.

A homemaker's use of her purchasing power is a real and important responsibility. Whether wisely or poorly used, it affects the individual, her home, and her nation. A common knowledge of qualities, values, specifications, and prices of various foods is essential to wise buying.

When the homemaker goes to the market to buy food, there are two main ways by which she may reduce the grocery bill.

First, choose low-cost foods which meet the health needs.

Second, study the markets and apply business methods to food buying.

Good buymanship of foods can be outlined as follows:

1. Plan carefully *WHAT* must go on the market list.
2. Consider *WHERE* to market to the best advantage.
3. Learn *WHEN* it is economical to buy.
4. Study *HOW* to improve your methods of buying.

BUY THE ESSENTIAL FOODS

Food Guide to the Low-Cost Balanced Diet.

EVERY MEAL

Milk for children.

Bread for all.

Every day

Whole grain cereal
Potatoes
Tomatoes (or oranges) for children
A green or yellow vegetable
A fruit or additional vegetable
Milk for all

Two to four times a week

Tomatoes for all
Dried beans or peas or peanuts
Eggs (especially for children)
Lean meats, fish, poultry or cheese
Plenty of water at all times

The farm homemaker who makes use of her opportunity uses generously of her own food supply. When the home-produced food supply is limited, there are certain essential foods which she must buy. To supplement the available home-produced foods in a drouth year, she may need to purchase some of the following:

Tomatoes (canned)	Cereals	Milk
Dried beans and peas	Fruits (fresh and dried)	Fish—salmon, salt fish, sardines
Onions and root vegetables	Beverages	

Plan Carefully WHAT Must be Included on the Market List

A well-planned shopping list means economy in time and energy as well as money. A shopping list, to be most useful, provides necessary information as to amount desired, kind, size, number, and brand. One who shops frequently soon remembers the common information, but for unusual items, if the information is listed, a saving in time may be made. Very often the husband, one of the children, or some person other than the homemaker must go to the store to make the

purchases. The market list, if well-planned may avoid mistakes, waste, and inconvenience. To list a second choice item in case of certain foods which the dealer might not have is desirable.

A usable shopping list form is as follows:

Amount in number or weight	Article	Description	Price per unit	Probable total cost
		Size, brand, grade or color		
Examples: 10 lb. sack	Corn meal	Yellow	\$0.15	\$0.15
2 lb.	Liver	Pork (beef if no pork)	.10	.20
2 lb.	Prunes	50-60 California	.25	.25
2 cans	Tomatoes	No. 2 ½ cans standard grade	.12 ½	.25

Consider WHERE to Market to Advantage

There are various kinds of markets. There are home-owned stores, chain stores, cooperative markets, public or roadside markets, purchasing from wagons or trucks, sending to mail order companies, etc. For each homemaker some of these various markets are available and have certain advantages and disadvantages. To learn to market well means constant use of various rules of buying, repeated visits to the market, a desire to improve upon poor buys, to remember good buys, and to let the knowledge of others help you.

Perhaps the selection of where you shall buy foods depends upon:

- (a) The opportunity to exchange your produce.
- (b) The dependability of the dealer.
- (c) The amount and kind of service desired (delivery and charge account vs cash and carry).
- (d) Standards of cleanliness in the store.
- (e) The location as to travel and convenience.
- (f) The kinds and variety of food offered.
- (g) Prices in relation to points stated above.

A study of your own available markets may show you that decided advantage is gained by buying some foods at one place and some at another. Can you save enough in proportion to time and energy used to market at several places? Do you keep a record of good buys from various markets which might occur again? Can you profit in the long run by dealing with one merchant?

Learn WHEN it is Most Economical to Buy

For many families, the time of going to the food market is limited to the time for the trip to town and the wishes and convenience of other members of the family. In many places the Saturday night trip has become a custom, but if economy and good marketing are of sufficient importance, a change might be made. When one is weary from a day's work, when clerks are already too tired to give their best service, when fresh foods are picked over, and some items are sold out for the day, wise and economical marketing is not done. If we consider economical shopping for food, no doubt there are times when we can go to the market to better advantage than on Saturday evening.

In some communities it would be to advantage to know the day and the hour when fresh foods and new supplies are to arrive and will be ready for sale. To plan the trip to the market as near to that time as possible gives advantages. It is the old principle, "First come, first served." For instance, today many merchants buy from regular truck service on certain days of the week. If one is to get the most for his money, he needs to buy when fresh foods are at their best.

Many women know the season when certain foods come to their markets; for instance, at the peak of the season they use peaches freely and can them for future use. They also buy home-grown foods in season. Non-perishable staple foods are purchased in large quantity at special sale times if there is a good place for storage. So-called "bargains" or "specials" are common in our markets, but a bargain to be real must be offered at a price below the regular price. This means the household buyer must either know the product and its price or trust to the honesty of her merchant. Since bargains are usually for the benefit of the seller, the buyer needs to know price and quality.

Study HOW to Market to an Advantage

Your methods of market selection may differ from that of your neighbor, but improvement should be your aim. Some of the most useful guides are as follows:

1. Select a reputable dealer whom you may ask for information and advice as to his best buys. Make yourself known to your dealer or to a certain clerk. Be prepared to ask questions as to quality and good selection. The reliable merchant is eager to satisfy his customer and to make a saving for you. He will render this service if it is expected of him.

2. Do not rely on price as an indication of quality. The food market as it is now provides the buyer with few means of recognizing quality. It is usually safe to assume that the seller is interested in getting as much as he can for his goods whether high or low in quality. In the purchase of canned goods, examples have been found where two brands of equal quality are sold, one brand at two and one-half times as much as the other. A high price is sometimes asked for certain products in order to appeal to certain customers. Learn the reason if the price seems to be too high. The product may be out of season, of an extra fine quality, of a nationally advertised brand, or there may be a scarcity of that product on the market. Or the price might be especially low because the dealer had an extra supply or he had planned to draw trade by selling that one product in large quantities at a low price.

3. Make a trial test by which to choose the quality needed for your purpose. This is one economical way to study before purchasing quantity. Of course, it is not always possible to make a trial purchase and then return to purchase more, but when it can be practiced it is a useful method, especially when buying canned foods.

4. Inspect foods at the market. It pays to see what you are buying. When one goes to the market, there is an opportunity to see special or seasonal reductions which if chosen with care may mean a saving and meet the present need at less cost. The purchaser may select fruits and vegetables more carefully than the clerk. A quality which suits the need may be a saving as well as a satisfaction.

5. Buy by weight when possible. It is indefinite both to yourself and to the merchant to order a quarter's worth of some food regardless of its price per pound. You really want one pound, two pounds,

or five pounds according to weight. To buy by weight helps you to train yourself to read the weights on labeled goods and thus help yourself to make comparisons.

6. Buy in quantity. There is usually a saving by quantity buying, but its advantage must be considered in terms of money available, money invested, percentage saved by paying cash, the home storage facilities and time saved by having a supply on hand. Quantity selling, whether it be a dozen articles rather than one, or a large package rather than a small one is a good business practice for a dealer. Quantity buying is a good business practice for a consumer. It is wise to figure the unit cost in order to compare and know the saving by purchasing the larger amount. The following table shows a comparison of prices and the saving when foods of the same quality are purchased in large rather than small amounts.

QUANTITY BUYING

If you buy	Amt.	Cost	rather than	Amt.	Cost	Cost*	save you
White flour, No. 1 straight	24 lb.	\$0.89	"	5 lb.	\$0.25	\$1.20	\$0.31
White flour, No. 1 straight	48 lb.	1.69	"	24 lb.	.89	1.72	.03
Oatmeal (package)	48 oz.	.18	"	20 oz.	.09	.226	.036
Prunes, Medium 50-60's	3 lb.	.28	"	1 lb.	.10	.30	.02
Spinach	28 oz.	.18	"	16 oz.	.13	.226	.046
Tomatoes, No. 2 ½ standard	Case 24 cans	3.14	"	1 can	.14	3.36	.22
Peanut butter, jar	2 lb.	.27	"	8 oz.	.10	.41	.14
Corn syrup	10 lb.	.49	"	1 ½ lb.	.10	.66	.17
Sugar	100 lb.	5.38	"	9 lb.	.50	5.55	.17
Vinegar	1 gal. + jug	.44	"	1 pint + bottle	.09	.72	.28
Salmon, pink No. 1 tall	Case 48 cans	5.82	"	1 can	.13	6.24	.42
Cocoa, a national brand	1 lb.	.15	"	8 oz.	.10	.20	.05
Coffee	3 lb.	1.02	"	1 lb.	.35	1.05	.03

* Cost of the large amount if purchased at the small unit price.

7. Study the information on labels. All packaged and canned products must be labeled. On the label is shown the name of the product, usually the name of the manufacturer or distributor, and the quantity or net weight in the can, carton, or package. Some labels give recipes. Very seldom does the information on a food container or label state more than is required by law. A few distributors are now indicating the size or count of the product in the can. The information on a label must be truthful. Nevertheless, the statements made may be confusing to the reader. The Bureau of Agricultural Economics of the U. S. Department of Agriculture has established definite quality standards for several kinds of canned foods, particularly corn, peas, tomatoes, snapbeans, lima beans, and is working on

others. The Bureau urges canners and distributors to set up standard quality grades and to indicate these grades on the labels, so the housewife can tell at a glance what grade she is getting.

It would be more simple and more fair to everybody concerned—grower, canner, wholesaler, retailer, and housewife—if some kind of a uniform system of labeling, such as 'Grade A' or 'Fancy', 'Grade B' or 'Choice', 'Grade C' or 'Standard' and 'Substandard' (now required by law) were used to show the quality of the contents of the can. As the law now stands, it is sufficient for the canner or distributor to learn for himself what grades he has to offer and to guarantee these grades by his trade name to his dealers.

Vegetable products which are sent from one state to another and which fall below the established standards set by the U. S. Department of Agriculture under the Food and Drug Act must carry on the label this statement, "Below U. S. Standard, Low Grade but not illegal." Fruit products must carry the statement, "Below U. S. Standard, Good Food—not high grade," or "Below U. S. Standard," followed by a statement explaining wherein they fail to meet the standard, such as "Slack fill," "Peaches packed in water."

Grades of fruits and vegetables if they were all graded and labeled would be as follows:

QUALITY GRADES FOR CANNED FRUITS

Name of grade	Quality	Color	Form	Size	Syrup when packed
A (Fancy)	The very best	Very high	Free from blemishes, mature but not over-ripe	Very uniform and symmetrical	Heavy—about 55%. From 40-70% sugar, depending on acidity of fruit
B (Choice)	Fine	High	Free from blemishes, mature but not over-ripe	Uniform, symmetrical, usually smaller than A	About 40%. Usually 10-15% less sugar than in A
C (Standard)	Good	Reasonably good	Reasonably free from blemishes, reasonably uniform in ripeness	Reasonably uniform and symmetrical	From 14-30%, 10-15% less sugar than in B

Sub-standard—Good food, below standard in one or more respects.

Water pack—May have the characteristics of the higher grades but has no added sugar.

QUALITY GRADES FOR CANNED VEGETABLES

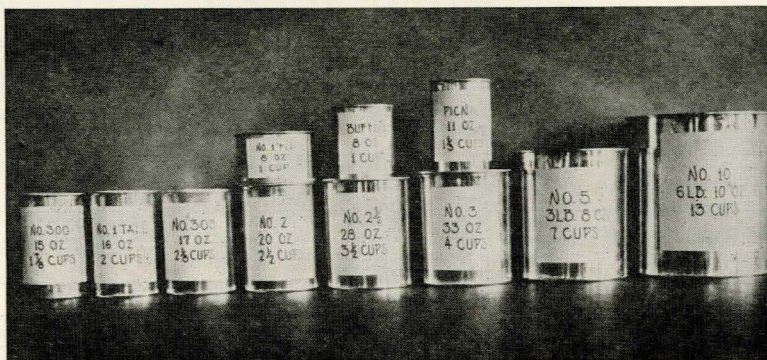
Name of grade	Quality	Color	Form	Size	Liquid when packed
A (Fancy)	Finest, of uniform quality	Uniformly good	Uniform, very tender	Uniform	Clear or only slightly turbid
B (Extra-standard)	Sound, of good stock	Practically free from under-colored parts	Practically uniform, tender	Practically uniform	May be some discoloration
C (Standard)	May be field run of good stock	May be slight discoloration	May be some breaking due to processing	Need not be uniform	May be somewhat turbid

Sub-standard—Good food, below standard in one or more respects.

The homemaker as she buys canned food should have in mind as she chooses between the different qualities the way in which she expects to prepare the food. As example, for buttered peas in a company dinner she may be willing to pay extra for a fancy grade A of peas alike in size, having a tender skin and sweet flavor. If she is

watching her grocery bill very closely, she may choose a less expensive grade B, and plan to serve a creamed dish; but if she planned to make cream of pea soup the grade C of peas would serve just as well because all tough skins would be taken out. It is not necessary to buy grade A for daily use because it has no greater health value than B or C grades and may in some cases have slightly less food value.

8. **Know canned foods by weight and size of can.** When the grocer goes to purchase canned foods, he states by a number the size of the can he wishes. Your grocer knows cans by size number, but your only guide to size is the net weight printed on the label. The net weight is of help in comparing values and prices. There are now many different sizes of cans on the market. Some look very nearly the same and may be distinguished one from another only by a close comparison of height, diameter and net weight. For example, can No. 300 is 4 $\frac{7}{16}$ inches high and 3 inches in diameter, can No. 303 is $\frac{1}{16}$ of an inch shorter, but $\frac{3}{16}$ of an inch greater in diameter, and contains 1 to 2 ounces more than No. 300. Unless care is taken, either of these cans may be mistaken for a No. 2 can which holds from 3 to 5 ounces more than these uncommon cans. More intelligent buying could be done if the number of sizes of cans could be reduced.



Some Common Commercial Can Sizes

Trade name of can	Weight of contents	Cups per can	Approximate number of servings
8 oz. flat.....	8 oz.	1 c.	2 small
8 oz. tall (Buffet).....	8 oz.	1 c.	2 small
Picnic (No. 1 Eastern)	11 oz.	1 $\frac{1}{2}$ c.	2 to 3
No. 300	15 oz.	1 $\frac{1}{2}$ c.	2 to 3
No. 1 tall.....	16 oz.	2 c.	3 to 4
No. 303.....	17 oz.	2 c.	3 to 4
No. 2	1 lb. 4 oz.	2 $\frac{1}{2}$ c.	4 to 5
No. 2 $\frac{1}{2}$	1 lb. 12 oz.	3 $\frac{1}{2}$ c.	5 to 7
No. 3	2 lb. 1 oz.	4 c.	6 to 8
No. 5.....	3 lb. 8 oz.	7 c.	10 to 14
No. 10	6 lb. 10 oz.	13 c.	20 to 26

It is important for the housewife's voice to be heard in this matter for at present distributors of canned goods declare that the housewife does not read the labels. When she convinces them that she does read labels and that she prefers to buy canned goods bearing plainly marked quality grades, then such information will be placed on labels.

Since the buying of food is only one of the many tasks for which a housewife is responsible, to simplify the market would make this task less difficult. Requests from buyers for foods described by some uniform standard will hasten this progress. If people were able to think of goods in exact terms, advertising would be less vague, more informative, and truthful. The recent attack in connection with the revision of the Federal Food and Drug Act indicates the need for continued vigilance and interest on the part of consumers. Food manufacturers and distributors are as much or more interested in putting forward their brands as they are in developing standard labels for the use of the consumers.

INFORMATION CONCERNING CERTAIN FOODS

MILK. If it is your problem to know how to best provide milk for your family when fresh milk is not available or is high in price, you may need to consider the following facts.

Evaporated Milk. This is sometimes cheaper than market milk. When a fourteen and a half ounce (tall) can of evaporated milk costs less than a quart of whole fresh milk, the former is the cheaper. (A tall can is equivalent to one quart less about half a cup.) The food value is indistinguishable from pasteurized milk. When using canned milk add water in the proportion indicated on the label.

Dried Milk or Skim Milk Powder. Reconstituted skimmed milk is made by mixing one-fourth cup dried skim milk powder with enough water to make a cup, or one pound powder to nine pints of water. When skim milk powder is available and a pound costs less than a gallon of fresh, skimmed milk, the powder is cheaper as a source of bone-forming food, but remember that when any type of skimmed milk is used, Vitamin A must be provided elsewhere as in butter.

Cheese as a Substitute for Milk. Cheese is usually more expensive than milk and if eaten in the quantities needed to furnish sufficient lime may be difficult to digest. It is not a desirable food for small children. If a quart of milk costs the same or less than five ounces of cheese, then milk is cheaper. If the quart costs more, the cheese is cheaper and may be substituted in this proportion for a part of the milk; five ounces of cheese for 1 quart of milk.

Cheddar cheese sometimes called "store", "American", or "New York" is usually the least expensive cheese. Yet at the same time it has a high nutritive value since it is made of whole milk. Most retail stores carry two types—the mild and the well-ripened, which is stronger in flavor and is used with such foods as hominy or macaroni. Cottage cheese provides a low-cost protein food.

VEGETABLES. The white or Irish potato plays an important part in the low-cost diet. Choose potatoes with a smooth surface, medium in size, and with shallow eyes which give the least waste when peeled. Potatoes which have been in pits or caves where a low temperature (but not freezing) was maintained for some time, become sweet in taste. This sweetness will disappear and the natural flavor return if kept at ordinary room temperature for a few days. Some potatoes

do not hold their shape and it is advantageous to cook them unpeeled. The Triumph potato on our markets is usually preferable to the Cobbler for this reason. The Burbank and Cobbler are especially good for baking.

Sweet potatoes are chosen as to whether one likes a dry potato such as the Jersey or a more moist potato as the Porto Rico. Sweet potatoes spoil so rapidly that they should not be purchased in large amounts. When locally grown sweet potatoes come on the market they should be kept a few weeks in order for the sweet flavor to develop. They must be kept in a warm, dry place, but not in a cave, as it is usually too moist.

Cabbage is best when the head is solid, heavy, and the outer leaves which are attached to the stem fold over the head. Sometimes an examination will show that the outer leaves are not attached and in such cabbage there are frequently discolored leaves, the flavor is strong, and the texture is coarse.

Onions that are mature are recognized by the solid, well-healed neck, in contrast to the soft, thick neck of those not mature. The large Spanish or Bermuda type of onion is always more mild in flavor than the small American type. Never buy sprouted onions for food, as that indicates growth decay. Mis-shapen onions are sometimes found on the market as "splits" or "doubles". They are good food, but may have some waste in preparation, which will increase their cost. The common white, yellow and red globe type onions keep well and may be purchased in large quantities. A bushel of dry onions (56 pounds) will be an economical purchase for almost any family as they add flavor as well as minerals and vitamin to the diet. Onions should be kept in a cool, dry, dark place.

Turnips that are smooth, firm, and have a few leaf scars around the crown and very few fibrous roots at the base are usually of good quality. Large, coarse, overgrown turnips, especially those that are light in weight for their size, may be tough, woody, pithy, hollow, or strong in flavor.

LEGUMES. Dried beans and peas are good sources of Vitamin B as well as providing protein and some calcium in addition to phosphorus and iron. Dried beans are purchased by weight with usually some advantage in buying a fairly large quality and are usually low in cost in proportion to their food value.

The Great Northern Bean commonly raised now in Nebraska differs from the navy or Michigan pea bean in shape, being more flat and pointed and somewhat larger. The Great Northern bean has been found by experiment at the College of Agriculture laboratory to cook up more readily than other kinds of white beans tested.

CEREALS. Cereals will always play a large part in the low-cost meal because they are our cheapest and most plentiful food. In our highly milled products the germ and bran have been discarded. Therefore, the whole grain product having the mineral matter and the fat is a more complete food than our so-called refined cereals. Wheat or corn from the bin, prepared on the farm, makes a nutritious and low-cost cereal food. It needs to be washed, dried, cracked or ground, and cooked for some time. When wheat sells for \$1.20 a bushel, one pound of breakfast cereal would cost two cents when prepared at home.

A shelf of the grocery store is crowded with attractive packages of breakfast food from different cereals. They are classed as un-

cooked, partly cooked, and ready-to-eat. Cracked wheat which requires cooking may cost as low as \$.001 per serving while three commonly sold ready-to-eat cereals figured in the same way would have cost eight, ten, and fourteen times as much per serving. How often can you afford to buy ready-to-eat cereals and pay for the preparation, the package, the advertising and transportation in order to have variety.

Yellow corn meal has higher nutritive value than white. The combination dishes of corn meal and other foods which furnish the ingredients lacking in the corn meal make its use well adapted to the low-cost diet.

DRIED FRUITS. One pound of dried fruit is equal to four pounds of fresh fruit; therefore, one can afford to pay four times as much per pound for dried fruit as for fresh. In the large markets dried apricots, peaches, pears, apples, prunes, dates, figs, and raisins are available. The smaller stores receive the new pack of peaches, raisins, and figs by the first of October and dates during November. Dried fruits are classified for quality as extra fancy, fancy, extra choice, choice, and standard.

Prunes are known in the wholesale market as 20-30's, 50-60's, 70-80's and on up to 110-120's, according to the number of prunes in a pound. The large prunes, such as 30-40's, have fewer prune pits per pound and a slightly larger percentage of prune meat than small sizes such as 90-100's. Usually the 40-50's to the 70-80's give the most prune meat for the money.

Your choice may depend upon the ways in which you use prunes. Prune pulp for children, for prune whip or puddings, would be most economical from the smaller prunes, No. 60-70's or 80-90's. The large prunes are attractive and often have a more tender skin, a sweeter flavor and are splendid for sauce. A variation is found but usually the most economical prunes to buy are the 40-50's to the 70-80's size. The Oregon prune has a tart flavor while the California prunes are sweeter and require less sugar.

The Black Mission figs (cooking figs) in bulk are an economical buy. The pressed figs in packages are much more expensive and are not practical for the low-cost diet.

The smaller sizes of raisins are less expensive and can be used to equally good advantage for many purposes. Raisins may be seeded or seedless. The most common seeded raisin is the Muscat. They are sweeter and have a more pronounced flavor than the seedless raisin. The seedless raisins are Thompson's and Sultanas. The Sultanas are more tart than the Thompson's. The bulk seedless raisins usually cost less and serve very well for most cooking purposes.

FRESH FRUITS. Apples are commonly sold in Nebraska under grades of extra fancy, fancy, and C grade. The high color in apples is not always an indication of quality. The very large highly colored apple does not keep as well as a medium-sized apple less highly colored. The more color the apples have the higher price people are willing to pay and the higher price will be charged. In a basket of mixed apples, the large, red apples should be used first. Purchase apples by weight when possible. Baskets that are ring face packed will usually contain four or five more apples than a jumble packed basket. Home-grown fruit is often ungraded and is sold at a lower price.

Learn the names of apples and buy according to your preference and the uses to which they are best adapted. Buy apples when they are

in season. Buy apples in quantity if good storage space is available, and if the price advantage is great enough to warrant the risk of some loss. Apples are on the market in Nebraska as follows:

Wealthy—August to early September
 Grimes—September to first part of January
 Jonathan—September to April first
 Winesap—November to May first
 Black Twig—November to May
 York Imperial—November to May
 Gano—November to May

Altho some apples, such as the Jonathan, are fairly good for all purposes—eating, baking and sauce—some are best adapted to certain uses. A firm apple of bright color which holds its shape when baked may not make a smooth sauce. Apples most common on the Nebraska markets classify as follows according to their fitness for different uses and in order of their preference:

For baking	For sauce
Black Twig	Jonathan (holds shape)
Grimes	Wealthy (cooks smooth)
Jonathan	For eating
York Imperial	Jonathan or Delicious
Gano	Grimes
Northwest Greening	Winesap

Considering quality and food value the Grimes is often a good buy, because more highly colored apples of lower quality may be higher in price.

Oranges of two varieties are found on the market.

1. The navel orange has the characteristic navel end, a rough skin, a pronounced yellow-orange color. They are seedless. When peeled the sections are easily separated. Navels come from California for the most part and their season is December to May.
2. Valencias have thinner, smoother skins and are usually a lighter color. They have seeds and it is somewhat difficult to separate their sections. Valencias which come from California are on the market from May to November. Those from Florida are most plentiful from March to June. Other varieties of Florida oranges are on the market during the winter months.

Oranges are graded according to the number in a crate. The large ones are 80's and small sizes may be 324's. For common use and for lunches, the No. 150 to 200's are good sizes. For juice, oranges as small as 200's to 288's give good returns for money spent. While it is true that the juice from the large orange is greater, it usually costs more per cup than does that from the small size oranges. The russet coloring on many oranges does not detract from their flavor and the price is usually lower.

When choosing low cost foods we will remember that tomatoes cost less and can take the place of oranges because they, too, provide Vitamin C.

FISH. When variety is needed and members of the family are fond of fish, it may be wise to spend some money for fish. In selecting fresh fish, the best advice to the inexperienced buyer is, choose a reliable dealer and let him help in fish selection. For many homemakers the most reasonable buy in fish will be canned sardines, mackerel, or salmon.

There are five grades of salmon on the market. They are Chinook, Sockeye, Cahoe, Pink, and Chum. Those to be considered as economical purchases and the ones commonly found on the market are Sockeye and Pink. The Sockeye is the staple of the industry; golden red flesh, firm in texture, yielding rich oil. The Alaska Red Salmon caught in the Northern Alaskan waters is not so rich in oil and flavor. The pink salmon has a fine flavor, but practically no oil. The flesh is somewhat soft and light pink or brownish in color. The price at which the pink salmon is usually sold makes it a splendid value.

Sardines are graded for size according to the number in the can. The price of sardines varies some according to whether they are packed in a mustard sauce, tomato sauce, or an oil but are usually a low cost food.

EGGS. Eggs are important in the diet because they supply iron and other minerals, Vitamins A, B complex and D, as well as protein. If the egg supply is limited, the children should be considered first.

The conditions under which eggs are kept have a much greater effect upon quality than does age. Contrary to the common belief, a newly laid egg may not be as good as one from cold storage. Eggs are stored in quantity during March, April, May, and June when they are generally considered better than at any other time of year. High quality eggs put into storage will be high quality when they are taken from storage during August and continuing during the winter months when the eggs are scarce. An April storage egg is likely to be a good egg when it is stored and hence its deterioration in storage is relatively slow. After six months it is apt to be actually better than the average "fresh" egg of the summer or fall. Again if we could have eggs graded and labeled so the housewife could know what quality she is paying for, some of the prejudice against cold storage eggs would vanish. Since the size of the egg varies one could do better buying if eggs were sold by the pound rather than by the dozen.

FATS. Butter. Retail merchants buy No. 1 or No. 2 butter which differs slightly in cost. An unwrapped butter is on the market at about one-half cent below the No. 2 butter price. Since butter is always sold in pound packages or fractions of the pound, one is able to compare different brands rather knowingly.

Peanut Butter. The difference in quality depends upon the kind and quality of nut used in making the product. Containers vary so much as to amount they hold, that one can not easily make comparison when shopping. The two-pound unit is a good, economical buy, if that amount can be used and not allowed to dry out.

Lard. The market grades of lard are: Open kettle leaf lard, open kettle rendered lard, and prime steam lard with quality and price lowering in the same sequence. The principal difference between the open kettle and prime steam lard is the method by which it was rendered. Several firms have included the word "leaf" in the trade name of their product so that care needs to be taken to avoid confusing leaf lard and the trade name including the word leaf. So far as food value and digestibility are concerned lard compounds or lard substitutes have no advantage over lard and they usually cost more.

Margarine. If because of the difference in cost, a margarine fat must be used, some of the time, one should be sure that a liberal allowance of whole milk is being used, because margarine is deficient in Vitamins A and D.

BEVERAGES. Cocoa is classified according to the fat content. At the present time cocoa is the lowest price it has ever been. The standard brands of packaged cocoa are usually a better quality than the bulk but a decided saving per pound is found in buying the larger quantities of bulk cocoa if the quality is satisfactory.

Coffee is the best when freshly ground. If exposed to the air it loses flavor and aroma. It is usually best to buy in air-tight containers. Bulk coffee would not be as good a buy as that in cans unless the price were decidedly lower and the quality the same. Buying of large cans of coffee may be economy if much coffee is used.

Tea appears on the market in three styles—green, black, and a blend especially used in making iced tea. By far more black tea is sold than of other kinds. Tea should be kept in a closed container. Establish a certain brand which pleases your taste and always choose that kind. There are some very low priced teas which are siftings. They can be used, but a cloudy tea is the result and a larger amount of the siftings must be used to make a pot of tea.

Seasonings. Pure cider vinegar made from apples is usually priced the same as the manufactured products. The price varies with the trade name. The housewife must decide by test whether one kind is preferable to another for her purposes. The cheaper vinegar can well be used in pickling where spices give the flavor. Vinegar is sold by label on the bottle for the kind of vinegar you are buying and the net the bottle and also in bulk when you furnish the container. Read the contents since the shape of the bottles is often deceptive. The name "vinegar" alone on the label must apply to vinegar from apple juice; other names indicate the kind, for example, white distilled. The standard strength of vinegar is 4% acetic acid. Often the label states 45 grain which is the guarantee of its strength.

Spices are aromatic vegetable substances used for seasoning foods. They give variety to very ordinary and often repeated foods. As a rule they should be used sparingly and for that reason a small investment may add variety to many foods. Quality and strength are more important than quantity in the choice of spices and for this reason choose a reliable brand.

Flavoring Extracts. Read the labels on the bottles to see the measure of contents, since the shape of a bottle may be deceptive. Extracts lose strength when exposed to the action of air, hence it is unwise to buy too large a quantity. The extract in the small bottle is most expensive. Vanilla is made from the vanilla bean but vanillin is the synthetic product which is an imitation flavoring made much more cheaply and which usually sells at a price lower than vanilla.

SWEETS. Cane sugar is slightly higher in price than beet sugar but there is no difference in food value or the purposes for which either is used.

Brown sugar is always about one-half to one cent higher than white sugar. Both white and brown sugar make delicious, inexpensive syrup.

Molasses and sorghum are more expensive than corn syrup, but as was shown in our former studies, are far more nutritious.

Corn syrups are of the two kinds, white and yellow, the white being a little lower in cost. The food value of corn syrup is calories only, as it has no vitamins or minerals and for that reason is not as economical buy when one is trying to purchase the most food for the money.

Lack of space in this circular prevents a detailed discussion of the buying problems involved in the purchase of canned and fresh fruits, vegetables, flour, beverages, vinegars, spices, salt, extracts and other foods which are not especially low cost foods but which differ greatly in price and qualities.

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