

1979

EC79-2224 Family Calendar

Janet Wilson

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Family Calendar

Janet Wilson

Extension Specialist - Consumer Education

If one is to outwit inflation, rising costs and ever increasing time pressures, skillful planning is required.

Have you ever wished you had someone to remind you of the "best times to buy or best times to do things?" This publication is in lieu of that person. Adapt it to your own situation—make a "Family Calendar Notebook." Start with the suggestions for each month as shown here and then add your own special reminders month by month.

Example: family members' birthdays, anniversaries, graduations, (and times to make or buy their presents), holidays, medical and dental checkups, school vacations, car tune-ups, car safety check, licenses due, vacation plans, 3 or 4 day weekends, replacement of a major appliance due, pay insurance premiums, other matters that need special scheduling. Organize everything pertinent for the year in one place.

December is the most expensive month of the year to buy gifts, holiday foods—almost everything. Yet, last year, department stores did 14.5% of their year's business in December, 9.4% in November—their next best month—and only 6.4% in January, the big bargain month of the year. That shows the need for year-at-a-time consumer planning. Buy on a year-round, not seasonal, schedule.

Buying what-when is a problem to be studied by consumers who want to make their purchase dollars go as far as possible, and bring maximum satisfaction. Your time is precious—organize it so that it works for you.

Know what goes on sale when. In addition to seasonal sales, there are traditional times for storewide clearances (after Easter, after Christmas, etc.). Winter and summer white sales; holiday sales (Columbus Day, Washington's Birthday, etc.). Perhaps your community has its own customs — is it Irish? Do they hold special St. Patrick Day sales?

Fall harvest sales? During traditional and competitive sales, some stores offer better markdowns than others—for the specific item you may want. So comparison-shop among the sale prices as well as the regular. Constantly comparison-shop so you develop a good sense of values and going prices.

Make special inserts for your notebook or file—personalize it—for such things as family members' clothing sizes, allergies, dislikes or special likes, medical history—all those things you need to know on a moment's notice but may take hours to locate. Make it useful for you and your family.

How many gifts do you expect to give throughout the year? With your year's list organized (birthdays, anniversaries, Mother's Day, Father's Day, Christmas, graduation, etc.), you can shop for presents at the thriftiest times or make them when schedules are more relaxed. Set aside a shelf for the gifts. Along with your year's list of gifts to buy or make, keep a record of each as you acquire it.

Is travel on your list of wants? As of spring, 1979, the airlines have excursion fares at a lesser rate than regular fares. The excursion fares have requirements for advance reservation, advance purchase, length of stay and some other restrictions, including in some instances penalty for cancellation. The savings, if applicable, can be substantial. **Reserve months in advance of your travel date, if possible,** and then reconfirm about a month in advance.

Plan Ahead

Buy for fewer dollars

Obtain better quality merchandise

Be better satisfied with use of time and money

Reserve dollars—time—energy for your priorities



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Watch for storewide—postholiday—inventory—sales.

If you must return a holiday gift, do it promptly. If a store marks the item down from the original price, you could have trouble getting a credit or refund for the amount paid.

Food

Protein: pork and pork products, hams, turkeys (if you have freezer room), chicken (broilers and fryers), eggs, dry beans, lentils, dry peas, nuts.

Fruits: apples, bananas, grapefruit, oranges, pears, raisins, tangerines.

Vegetables: broccoli, cabbage, lettuce, onions, potatoes.

Other: holiday luxury foods, honey.

Good Buys

Clothing: clothing (for men, women, children, infants), furs, lingerie, hosiery, shoes, active and resort sportswear.

Appliances: television sets, radios, phonographs, freezers, refrigerators, stoves, clothes dryers, water heaters, air conditioners, small appliances.

Home: white sales—linens, towels, blankets—furniture, china, glassware, floor coverings, rugs, storm windows.

Auto: cars, tires.

Children's gear: toys, games, bicycles, baby carriages.

Personal use: cosmetics, jewelry (costume to

diamonds), luggage, stationery, handbags, art supplies, books.

Special: Christmas wrappings, decorations, cards; fabrics, notions.

Travel

Lower air fares to Europe (low season).
Europe (except ski resorts).
Bermuda (early in month).
Arizona (early in month).

Timely Tips

Check income tax file—up to date?
Make personal calendar and list of year's needs.
Make year-long gift list (mark calendar when to send).

The month for sales—take advantage!

Notes



Watch for: Final Winter Clearances—Washington's and Lincoln's Birthday Sales—Valentine's Day Specials—Pre-season Sales

Europe
Bermuda
South Carolina, Georgia, Northern Florida

Food

Protein: beef (better grade steaks—buy and freeze for summer barbecues), chicken (broilers-fryers), eggs, nuts.

Fruits: apples, bananas, grapefruit, oranges, raisins, rhubarb.

Vegetables: broccoli, brussels sprouts, cabbage, carrots, celery, lettuce, potatoes.

Other: honey.

Good Buys

All the things you may have missed in January (selections not as good).

Clothing: sportswear, men's shirts, hosiery.

Appliances: air conditioners, clothes dryers and washers, radio, phonograph, stereo equipment, small appliances.

Home: bedding, curtains, draperies, rugs, carpets, furniture, lamps, glassware, silver, china, storm windows.

Auto: used cars, car seat covers.

Children's gear: bicycles, toys, games.

Personal use: cosmetics, notions, stationery, handbags, sports equipment, art supplies.

Travel

Lower air fares to Europe (low season).
Off-season prices:

Timely Tips

Gather data for income tax returns.
Paint interior as needed.

Notes



Watch for: Special-purchase Sales—Pre- or After- Easter Sales

Food

Protein: chicken (broilers and fryers), beef, pork, eggs, cottage cheese, dried beans, peanuts and peanut products.

Fruits: apples, bananas, grapefruit, oranges, prunes, raisins.

Vegetables: artichokes, asparagus, broccoli, carrots, potatoes, salad greens, spinach, turnips and rutabagas.

Other: rice.

Good Buys

Clothing: WAIT TIL AFTER EASTER TO BUY SPRING CLOTHES. Winter coats for whole family, boy's and girl's shoes, hosiery, infant's wear.

Appliances: "early-bird" air conditioner sales, clothes washers and dryers.

Home: china, silver, storm windows.

Lawn and garden: garden supplies.

Personal use: luggage, skates, ski equipment.

Travel

Lower air fares to Europe (low season).
Some ski resorts start dropping prices.
Nebraska — see the Sandhills Cranes.

Timely Tips

Finish gathering tax data.
Make summer vacation plans—order informa-

tional material, make reservations.

Finish indoor painting and cleaning.

Clean and repair summer screens, outdoor furniture, hoses, garden tools.

Notes



Income tax time!
After-Easter Sales
SPRING!

Food

Protein: chicken (broilers and fryers), beef, pork and pork products, fish, eggs, cottage cheese, dry beans, peanuts and peanut products.

Fruits: apples, bananas, grapefruit, oranges, pineapple, prunes, raisins, rhubarb, strawberries.

Vegetables: artichokes, asparagus, broccoli, cabbage, carrots, celery, peas, potatoes, salad greens, spinach.

Other: honey.

Good Buys

Clothing: coats for the whole family, men's and boy's suits, children's clothes, infant's wear, dresses, lingerie.

Appliances: clothes washers and dryers, ranges.

Home: spring cleaning supplies, outdoor paints.

Lawn and garden: garden items.

Personal use: ski equipment.

Travel

Moderate air fares to Europe (shoulder season).
Between season prices in most of Europe.

Rates start to drop after mid-month in most of Arizona and other parts of the Southwest, Florida, the Caribbean.

Spring in Nebraska.

Timely Tips

File income tax report.

Store furs.

Go through winter clothes and shoes—sort for mending and repair, cleaning and storing, discarding.

Have termite inspection.

Inspect and repair roof, chimney, outside walls, drains, gutters, downspouts, driveway, terrace, walks.

Spruce up and ready spring and summer clothes and gear.

List summer things needed (if you didn't buy them at end of last year's "end of summer sales").

Notes



Time for:

Mother's Day Sales
Memorial Day Sales
Putting Winter Away!

'North Africa
South America
Caribbean and Caribbean Cruises
Florida

Food

Protein: beef, chicken (broilers and fryers), fish, eggs, cheese, cottage cheese.

Dairy: milk, ice cream, butter.

Fruits: apricots, bananas, pineapple, rhubarb, strawberries.

Vegetables: artichokes, asparagus, cabbage, cucumbers, onions, peas, salad greens, sweet corn, spinach, tomatoes.

Good Buys

Clothing: lingerie, housecoats.

Appliances: television sets, clothes washers, fans, air conditioners.

Home: blankets, tablecloths, towels, linens, rugs and carpets, paint and wallpaper, cleaning supplies.

Lawn and garden: outdoor furniture, garden supplies.

Auto: auto tires.

Personal use: luggage, jewelry, handbags.

Travel

Until mid-month, moderate air fares to Europe (shoulder season).

Between season prices in:
Southern Europe (including Greece)

Spring in Nebraska

Timely Tips

Store winter items.

Clean, repair, paint and store storm windows.

Put up screens. (Maybe April if spring arrives early).

Paint exterior as needed.

Notes



Father's Day Sales

Food

Best buys of the year in frozen food.

Protein: beef, chicken (broilers and fryers), fish, cheese.

Dairy: ice cream, milk, butter.

Fruits: apricots, blueberries, berries, cantaloupes, cherries, lemons, limes, nectarines, peaches, plums, prunes, strawberries, watermelon.

Vegetables: asparagus, green beans, beets, cabbage, cucumbers, lettuce, onions, peas, potatoes, sweet corn, tomatoes.

Good Buys

Clothing: sportswear, sleepwear, hosiery, men's and boy's wear, lingerie, dresses, women's shoes.

Appliances: television sets, clothes washers.

Home: furniture, floor coverings, bedding, building materials and lumber.

Lawn and garden: outdoor furniture, outdoor toys.

Auto: tires.

Personal use: cut roses, camping clothes and equipment.

Travel

Europe is soaring toward its yearly peak in prices and tourists (a few areas may still be at between-season prices—check with a travel agent).

Best buys now are:

South America
Caribbean Cruises (first half of month)
Canada
Some National Parks
Ski Resorts for summer fun
Florida
Nebraska

Timely Tips

Continue home, lawn and garden care.

Notes



Summer clearances start.

Watch for: After 4th-of-July sales

Pre-Fall Sales

Fur events

Food

Protein: chicken (broilers and fryers), turkey (fryers and roasters), fish, cheese, cottage cheese.

Dairy: ice cream.

Fruits: apples, apricots, berries, blueberries, cantaloupes, cherries, lemons, limes, nectarines, peaches, plums, prunes, raspberries, watermelon.

Vegetables: beans, green beans, lima beans, beets, cabbage, carrots, sweet corn, cucumbers, leafy greens, onions, peas, potatoes, summer squash, tomatoes. All local vegetables.

Other: honey.

Good Buys

Clothing: summer clothes, sportswear, bathing suits, lingerie, housecoats, hosiery, men's and boy's suits and coats, men's shirts and accessories, children's wear, shoes.

Appliances: air conditioners, freezers, refrigerators, television sets, clothes washers and dryers, radios, stereo equipment.

Home: floor coverings, storm windows, pressed logs, firewood, fuel oil.

Lawn and garden: garden supplies and equipment, outdoor furniture.

Auto: new and used autos.

Personal use: sporting goods, games, cosmetics, handbags.

Travel

Best buys:

ski resorts - for summer play

Florida

Caribbean

Mexico

See Nebraska

Timely Tips

Clean furnace.

Clean chimneys as needed.

Notes



Store-wide summer clearances.

Final clearances (often half-price) on summer clothes.

Car clearances begin.

Back-to-school sales.

Food

Protein: chicken, fish, peanuts and peanut products.

Dairy: ice cream.

Fruits: apples, blueberries, cantaloupes, grapes, nectarines, peaches, pears, plums, watermelon.

Vegetables: beets, green beans, cabbage, carrots, fresh corn, cucumbers, eggplants, lettuce, onions, green peppers, potatoes, spinach, summer squash, tomatoes. All local vegetables.

Other: wheat products.

Good Buys

Clothing: coats for the whole family, school clothes, summer sportswear, bathing suits, men's and boy's clothing, furs.

Appliances: air conditioners.

Home: linens, curtains, draperies, floor coverings, bedding, towels, furniture, lamps, fans, paints.

Lawn and garden: gardening equipment outdoor furniture.

Auto: cars of the current year are usually promoted at reduced rates in August when models for the forthcoming year begin to be advertised; tires.

Children's gear: baby carriages, school supplies.

Personal use: camping equipment.

Travel

Most expensive month to travel.

Nearby places are better buys.

Nebraska—good buy, but demand is high in parks.

Timely Tips

Plan for children's back-to-school needs.

Address greeting cards to avoid end-of-year holiday rush.

Notes



Labor Day Sales

Farmer's markets offer low harvest prices

Back-to-school promotions

Season ticket offers for theater, musical performances, dance, etc.

Food

Protein: buy and freeze turkeys for Thanksgiving, parties, year-end holidays; chicken (stewing), lamb, fish, peanuts and peanut products, cottage cheese.

Fruits: apples, grapes, pears, plums, prunes.

Vegetables: green beans, cabbage, carrots, cauliflower, corn, eggplant, lettuce, onions, peas, green peppers, potatoes, sweet potatoes, squash, tomatoes.

Other: rice.

Good Buys

Clothing: children's clothes, hosiery.

Appliances: dishwasher, freezers.

Home: home improvement products, paints, china, glassware, silver, rugs and carpets, furniture, lamps.

Lawn and garden: garden equipment, flower and vegetable seeds.

Auto: cars—current model clearances, car batteries, mufflers, snow tires.

Children's gear: toys.

Personal use: bicycles.

Travel

Mid-month, moderate air fares to Europe (shoulder season).

After Labor Day, prices drop in popular places such as:

- Canada
- Mexico
- Caribbean and cruises
- Ski resort areas
- Cape Cod
- California
- Florida

Timely Tips

Plan tax-deductible expenditures for year-end.
Plan tax-saving expenditures to defer til next year.

Home care: batten up for winter: caulk, weather-strip, insulate, put up storm windows, doors; check total heating system; inspect and repair roof and flashings; clean and repair gutters, downspouts, drains; paint outside (before it's below 40°).

Notes



Columbus Day Sales
Car sales (last of last year's models).

Florida (southern)
California
Mexico
Caribbean Cruises

Food

Protein: buy and freeze chicken and turkeys; pork, lamb, fish, oysters, cheese, dried beans.

Fruits: apples, cranberries, grapes, pears.

Vegetables: broccoli, brussels sprouts, cabbages, cauliflower, celery, onions, potatoes, sweet potatoes, pumpkins, squash, turnips and rutabagas.

Other: honey, rice.

Good Buys

Clothing: school clothes, coats, fall and winter sportswear, men's wear, hosiery, lingerie, house-coats, women's coats and suits, fur-trimmed winter clothing.

Appliances: major appliances.

Home: furniture, lamps, rugs, carpets, electric blankets, silver, china, glassware.

Auto: cars—current model clearances, snow tires.

Children's gear: school supplies.

Personal use: fishing equipment, bicycles, skiing supplies.

Travel

Moderate air fares to Europe (shoulder season).
Between-season prices in Europe, South Carolina, Georgia.

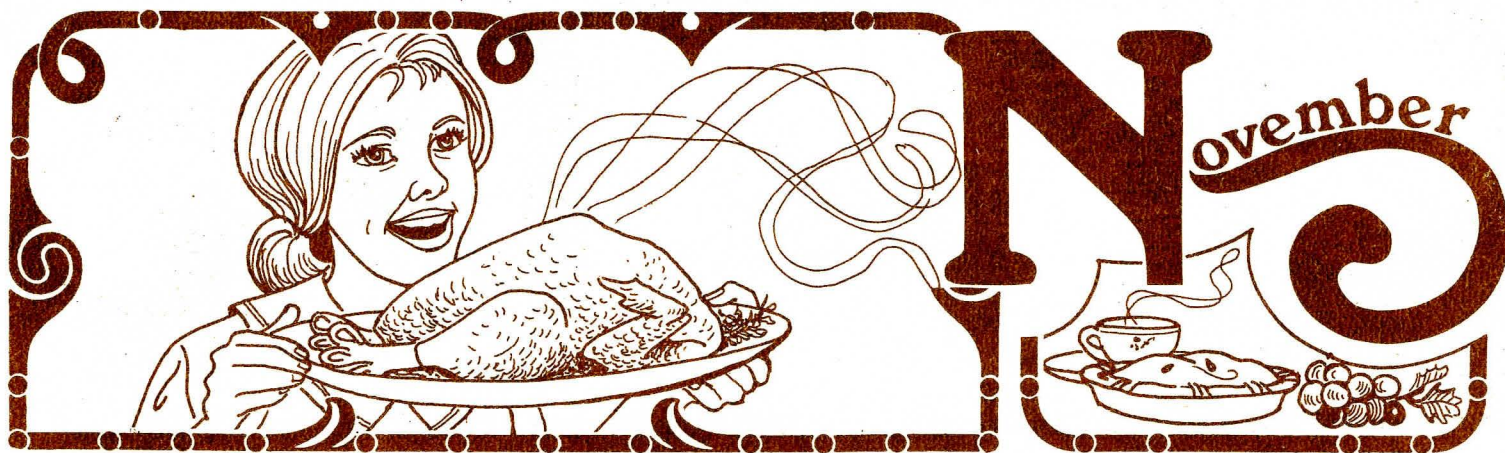
Off-season prices in:

Nebraska - bird migrations south
Arizona

Timely Tips

Finish holiday gift shopping.
Place catalog orders.
Inspect, repair and put away summer things.
Freshen winter clothes, ready for wear.
Furs out of storage.
Refurbish house for winter holidays.

Notes



Watch for sales relating to:

Veteran's Day
Election Day
Post-Thanksgiving Sales
Pre-Christmas Promotions

Food

Protein: turkey, pork and pork products, fish, oysters, tree nuts, dried beans.

Fruits: apples, bananas, cranberries, grapefruit, oranges, raisins, tangerines.

Vegetables: broccoli, brussels sprouts, cabbage, cauliflower, celery, onions, potatoes, sweet potatoes, pumpkin, winter squash, turnips and rutabagas.

Other: honey.

Good Buys

Clothing: men's shirts, suits, coats; women's coats, dresses; children's coats, clothing.

Appliances: water heaters, ranges.

Home: furniture, bed linen, blankets, quilts, table linens, china, glassware, home improvement supplies.

Lawn and garden: nursery plant close-outs.

Auto: used autos—price reductions, car seat covers.

Children's gear: toys.

Personal use: bicycles.

Special: wines and liquors; special purchases for holiday gifts.

Travel

Lower air fares to Europe (low season).

Best buys: Europe—especially:

Spain
Italy
England
Ireland
Southern France

Caribbean
Mexico
Bermuda
Arizona
Southern Florida

Timely Tips

Send holiday gifts overseas and to distant parts of the United States early in month.

Write personal notes on pre-addressed greeting cards.

House: drain and turn off out-side faucets (before freezing weather); inspect electrical wiring; repair inside walls, stairs, floors; paint interior as needed; finish all clean-up for end-of-year festivities.

Notes



The most expensive month of the year for shopping. Post-Christmas clearances on cards, gift-wraps, decorations, toys, games.

Food

Protein: turkey, pork, oysters, nuts.

Fruits: apples, bananas, cranberries, grapefruit, oranges, pomegranates, tangelos, tangerines, citrus fruits and dried fruits.

Vegetables: brussels sprouts, celery, onions, potatoes, sweet potatoes, winter squash, turnips and rutabagas.

Other: honey.

Good Buys

Gift certificates—for better buying values later.

If your gift shelf is well stocked with year-long purchases, you can escape the high gift prices that are common this month. Same for your pantry - turkeys and luxury foods for example, are at a premium now.

NOT CHRISTMAS PRESENTS !!! Unless you choose:

Clothing: active and resort sports wear, women's and children's coats, men's and boy's suits, men's and women's shoes.

Home: furniture, blankets, quilts.

Auto: used cars.

Special: party items.

Travel

Lower air fares to Europe (low season).

Best prices of year in:

Spain, Portugal

England

Italy

Mexico (1st half of month)

Bermuda

Cruises (1st half of month)

Ski Resorts (1st half of month)

Arizona

Georgia

Northern Florida (1st half of month)

South Carolina

Timely Tips

Write thank-you notes for holiday gifts.

Make long distance calls during "economy hours."

Post holiday diet?

Notes