to enter into the cooking program gradually is the quickest way to the mashing of the potatoes demand one's full attention. In short,

that we have included them only to illustrate our suggestions for planning and serving typical meals (see Chapter XXIV). For the rest, the daily newspaper, the magazines, and the radio are in a position to offer more timely and locally appropriate menus than are possible in a general discussion of the subject. When basic principles of menu-planning and Professor Roberts's chart fail to Help from model menus. A section on meal-planning which does casions borders on cookbook heresy. While it is true that menus are helpful to many beginners, they are available from so many sources yield the desired inspiration, the home-maker should turn by all not conclude with a series of menus for different seasons and ocmeans to these never-failing sources of help.

GOOD COOKING MADE EASY / Maijor representation in short, Cttoughten Mithin: Boston 1933, 1936

CHAPTER II

SPENDING MONEY FOR FOOD

THE essentials of an adequate diet can be purchased at low cost if a limited variety of wholesome foods. The minimum cost of an and body-regulating materials may cost six or eight times that minimum food allowance if luxuries are purchased or if many meals the buying is done with intelligence and the family is content with adequate diet for a family in a large city has varied with the pricelevel from about forty cents per adult per day to less than twentyare eaten in restaurants. Once the minimum figure is passed, the decision as to the amount to be spent for food depends chiefly upon five cents. The same amount of energy-yielding, body-building, the family's income and its sense of values.

the average family on the same income level is spending for this based upon data collected by Professor Paul H. Nystrom from the item of the budget. Students of the economics of consumption centages of the total income of that mythical economic unit, 'the Each family is likely to have more confidence in judging what constitutes a reasonable expenditure for food if it knows how much have collected data from cost-of-living studies conducted by the Federal Government, private corporations, and individual investigators. Expenditures for food are commonly expressed as percensus family,' composed of 4.3 persons. The following table is sources already described.1

EXPENDITURES FOR FOOD AT DIFFERENT INCOME LEVELS

Annual Income						Per Cent	Amount Spent for Food
						Spent for Food	per Person per Day
\$1800-2100	•	•	•	٠	•	20-40	\$0.45-0.55
2100-2400		•	•	•	•	. 40-36	0.55-0.60
2600-3000		•	•		٠	. 35-32	0.60-0.65
3700-4200			•			. 3225	0.65-0.75
6500-7500			•	٠	٠	25-20	0.80-1.20
10,000 and up		•	•	•	•	less than 20	1.20 and up

¹ The information may be found in slightly different form in Nystrom, P. H., Economic Principles of Consumption, Baltimore, Maryland, The Ronald Press

of \$.60 to \$.80 per person per day is suggested as adequate for the The reader has a right to be curious as to the level of expenditure which served as a basis for selecting the material for this book. It is impossible to give actual figures which will hold good winter and summer, north and south, in towns and in cities, in prosperity and in depression, in small families and in large families. In the belief, however, that a rough estimate is better than no estimate, the range wholesome, varied, but simple fare covered by the recipes. That allowance will even provide for the occasional luxuries which every family serves and for which we have included directions.

FACTORS AFFECTING EXPENDITURES FOR FOOD

expensive to feed, but those which require special laboratory milks exceeds that of their elders for a few years. Healthy babies are not Before these estimates are taken too seriously, let us hasten to consider a few of the many factors which might raise or lower the amount expended. First of all, food requirements vary. Men in Young children eat less than adults until they reach the 'hollowlegged' period of rapid growth when their food consumption usually general need more food and eat more food than women eat, although it is not difficult to think of exceptions to this statement. may disturb the budget profoundly.

Food costs vary from year to year with the general price-level of commodities and in response to special influences. In times of rapid fluctuations in business conditions, that change may be for one pound of butter and one dozen eggs in September, 1930, the consumer could buy in January, 1931, not only the pound of butter marked. A large grocery chain is responsible for the following striking illustration of change in food prices: For the amount paid and one dozen eggs, but also one pound of coffee, one loaf of bread, and one quart of milk.

which three young couples in the same city purchased their month's they must have, affects the food bill. Let us compare the ways in supply of cream and milk. Couple one were willing to save elsewhere in order to have thick cream for their coffee. The milkman Not only what individuals actually require, but what they think

SPENDING MONEY FOR FOOD

left one quart of milk on the even days of the month and one pint of was \$7.65. Couple two found evaporated milk acceptable for their coffee and for some cooking purposes. They ordered one pint of other day. Their bill was \$4.30. Couple three used the cream on milk plus one-half pint of cream on the odd days. The monthly bill milk each day and bought one tall can of evaporated milk every and the remainder for cooking. They ordered one quart of milk per the top of the bottle for coffee, the next layer of rich milk for cereal, day and paid a monthly bill of \$4.80.

prices are to be found in communities nearest to the source of Food prices vary in different parts of the United States. In general this difference is based upon the cost of producing these foods and of bringing them to the local markets. The lowest abundant supply.

Home production of food affects food costs. Even a modest back-yard garden in capable hands may cut down expenditures for fresh and canned vegetables to a surprising degree. Although the city dweller has only an academic interest in vegetable gardens, he is concerned with the comparative costs of ready-prepared and kitchen-cooked foods and of restaurant dinners versus home-cooked meals. An unqualified statement on these points is manifestly impossible because so much depends upon the cost of raw materials, the skill of the cook, the amount of waste in the home, the number of persons served, and the prices of cooked foods or restaurant meals which are considered acceptable substitutes for the home product. The figures in the next paragraphs must be modified to meet conditions in individual homes.

COMPARATIVE COSTS OF HOME-COOKED AND COMMERCIALLY COOKED FOOD

pared foods with the cost of an equal quantity of the same foods esting study of the earnings of the home cook in preparing specific prepared in the home kitchen and calculated the wage which the home cook earned for her labors. Home-canned string beans cost A home economist at the University of Missouri made an interfoods in the home. She compared the cost of commercially pre-

An angel cake with white icing made at home cost from \$.156 to \$.238 per pound; a purchased cake of the same size cost \$1.00 per In contrast, almonds shelled at home cost \$.933 per pound, whereas hand, cost from \$.051 to \$.098 per pound for the home product as compared with \$.075 for the commercial product. Even at the pound, leaving the cook a margin of \$.762 to \$.844 for her work. pound as the housewife's wage. Canned tomatoes, on the other lower price, the housewife earned only \$.024 per pound for the work in canning without considering costs of fuel and breakage of jars. from \$.057 to \$.069 per pound in comparison with \$.126 per pound for the commercial product, leaving a margin of \$.057 to \$.069 per shelled almonds could be purchased for \$.90 per pound.

This study shows that the housewife may pay for the privilege of and a comparatively liberal wage for a few. Of course it is possible to challenge the statement that the commercial product and the home-prepared food were of comparable quality in every respect. preparing certain foods, that she earns a moderate wage for others, Nevertheless the results are worth thinking about.

charges are at a minimum. The smallest proportion goes for the food itself in hotels and restaurants where service and luxurious surroundings reach their highest expression. Perhaps a simpler way of making the comparison would be to say that it is difficult to an argument for serving all meals in the home, but merely as a basis Since commercial eating places keep careful records of costs of From almost \$.50 to less than \$.30 of each dollar spent for food in a materials. The proportion of the cost of the food to the price of the secure the amount and variety of food represented by the allowance operated for profit. This comparison should not be interpreted as for deciding how much the labor of the home cook contributes to food materials, it is possible to obtain illuminating information on the comparative costs of restaurant and home-cooked meals. restaurant operated for profit goes to cover the cost of raw food meal is highest in cafeterias where the cost of service and fixed of \$.60 to \$.80 per person per day for less than \$1.75 in a restaurant the family pocketbook and how much to its sense of well-being.

SPENDING MONEY FOR FOOD THE FOOD BUDGET

which the family decides upon in apportioning its income to cover The food budget is the general pattern or plan of expenditures all its needs. Let us suppose that a family of two decides that an allowance of \$.70 per person per day is in keeping with its income. If the income is received monthly, the food budget will be calculated in terms of the amount to be spent for food for two people for one month. The actual arithmetic would be worked out as follows:

The monthly allowance for the family Number of days on month ೧ Allowance per person per day

This family allowance of \$42 per month (or \$9.80 per week) is based upon the assumption that both members eat three meals a day at home, a most unlikely occurrence these days. If the man of the family eats his luncheon downtown on weekdays, the homemaker will probably utilize left-overs for her noon meal. The cost of food bought for home consumption might thereby be reduced to \$36 per month. There would be little chance for cutting the cost still further if both members lunch away from home because of the decreased opportunity of using all food purchased.

If economy is not a prime consideration, every food budget should include provision for special occasions. It will prove convenient to set aside the full monthly allowance indicated and to have a separate fund for lunches. The surplus will take care of food expenditures at this level usurp a disproportionate share of the extra expenditures for guests, for holiday celebrations, and for an occasional festive dinner at a restaurant. On the other hand, should income, adherence to the lower range of the allowance will involve no hardship, but merely good planning and skillful preparation.

Keeping food expenditures within the budget. Deciding how much should be spent for food is one thing, but deciding how the money should be spent is something quite different. Let us suppose countant must seek out the leaks in expenditures for food. Are too many expensive cuts of meat responsible for the deficit or has a that the monthly food bills run over the budget allotment and means of economizing must be found. First of all the family ac-

good but high-priced cooked-food shop been visited too often? The place to look for the answer is in an itemized record of foods purchased over a representative period — preferably a month.

To keep track of the money spent for food is no small task and we advocate the practice only until the family discovers which buying habits are responsible for the excessive bills. Once the family weakness has been brought to light, it can be guarded against. The simplest method of keeping the record includes: (1) filing all sales slips after they have been looked over and the dealer's hieroglyphics translated into something which will have meaning at the end of the month; (2) jotting down the price against items on the marketing list for which no sales slips are made out and filing the marketing lists with the sales slips; (3) filing weekly or monthly bills on which there are items not noted in other places.

At the end of the month a large sheet of paper can be ruled off into five columns and the amounts on the records set down under the group to which they belong. The following classification is frequently used:

1. Meats (including fish, poultry, and eggs).

2. Milk (including cream, ice cream, and cheese).

3. Cereals (including bread, flour, crackers, breakfast foods, other cereal products, and pastries).

4. Fruits and vegetables (fresh, canned, and dried).

5. Fats, sugars, and sundries (including beverages, spices, extracts, etc.).

The following classification of monthly expenditures for food is based upon the actual record of a professional man and his wife, residents of a suburb of Boston. This family aims to keep its food expenditures close to the level of \$.70 per person per day. The month during which this record was kept has 31 days and therefore, the food allowance for the family was \$43.40 (\$.70 times 31 times 2).

This family exceeds its food allowance for October by \$4.24, or approximately 10 per cent. There are several methods by which the food buyer of the family may decide how to bring expenditures for November within the budget figures. First of all, she will probably examine the classified expenditures critically and reach some decision as to which purchases were extravagant for the family

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HOW A BOSTON FAMILY SPENT ITS OCTOBER FOOD ALLOWANCE

	.64	Total for the month: \$47.64	Total for		
\$11.20	\$10.07	\$8.52	\$5.02	\$12.83	Totals
		(3 lbs.)			
		(4 IDS.) Rarley 12			
		Oatmeal75		•	
relishes94 Marmalade 75		(1 lb.)	•		
		_			
vinegar. 35		Flour 20			<u>}</u>
Olives 50	-	Macaroons .70		1.02	Eggs
		Pies90		2.95	Veal
ps.)		(1 doz.)		CT-7 · ·	(roast)
Sugar53	34	/ , \	Cheese37	_	(pot roast)
Coffee 1.16	8;	ರ್ಷ		00.1	Xeak Beef
Olive oil58	2.05 105	Kolls 90	(17 pts.) 1.71	01.2	(roast)
	2.00	атев	~=	2.T 9.16	Lam
Butter. \$3.19	\$2.45	lin.	•	. \$1.25	Steak
Fals, Sugars, Sundries	Fruits and Vegetables	Cereals	Milk	Meats	Z.

income. Then she is likely to be curious as to how other families on the same income level manage their food expenditures. Some data on the subject are available as a result of a study made by Miss Woodruff and Miss Luck in Berkeley, California, in 1927. The average total food expenditure of the families of professional workers comprising the group studied was approximately \$.70 per person per day or \$21 per person per month. The table on page 16 shows how an average family of two in this group would have distributed its food allowance.

In comparing her monthly food expenditures with those of the Berkeley families, the Boston food buyer should keep in mind that the California figures are not ideal but nevertheless they show the practices in a group of families which were well nourished at the level of expenditure which she has set for her own family.

GOOD COOKING MADE EASY

AVERAGE MONTHLY EXPENDITURES FOR FOOD BY BERKELEY FAMILIES

7	Average Month	Average Monthly Expenditure
F 0003	Per Capita	Per Family of Two
Meats	\$5.52	\$11.04
C	3.49	6.98
Cereaus	1.27	2.54
vegetables and iruits	5.74	11.48
Faus, sugars, sundnes	4.88	9.76
Totals	\$20.90	\$41.80

COMPARISON OF EXPENDITURES FOR FOOD BY TWO FAMILIES

Boods	Average Beri	Average Berkeley Family	Boston	Boston Family
8000 X	Amount	Per Cent	Amount	Per Cent
Meats Milk Cereals Vegetables, fruits Fats, sugars, sundries Totals	\$11.04 6.98 2.54 11.48 9.76 \$41.80	25.6 17.0 6.3 27.9 23.2 100.0	\$12.83 5.02 8.52 10.07 11.20	26.9 10.5 17.9 21.2 23.5 100.0

Because the level of food prices is not the same in the two cities, and also because prices the country over underwent marked readjustment in the four years which intervened between the keeping of these two food records, the comparative percentages spent for the five food groups are much more significant than the actual amounts expended. The most striking variations are in the percentages spent for milk, for cereals, and for fresh fruit and vegetables. Perhaps the itemized food record of the Boston family will suggest some of the causes for this disparity.

The analytical food-buyer may also find it worth while to compare the spending of her food money with the distribution which is recommended as giving the best value for the money expended. For this information she turns to those workers who have given

SPENDING MONEY FOR FOOD

special thought to making low-cost dietaries adequate. Professor Henry C. Sherman makes the following recommendations for expenditures at any income level:

"(1) At least as much should be spent for milk (including cream and cheese if used) as for meats, poultry, and fish; and (2) at least as much should be spent for fruits and vegetables as for meats, poultry, and fish."

If the Boston family wishes to cut its food expenditures below its present liberal level, it should spend a smaller proportion of the allowance for meat, bakery products, and sundries, and a larger proportion for milk.

BUYING FOOD FOR THE FAMILY

As food is one of the principal items in the family budget, good judgment in buying food helps to make the family income go a long way. Shopping for food is fun for those who know not only the points in selecting food materials, but also something of the American food industry as a whole. The intelligent buyer, for example, wishes to base her opinion of the place of the chain store in the community on information supplied by disinterested students of the subject rather than on the statements of rival merchants. There should be space on the kitchen bookshelf for a readable book on sider only the most important points on where, when, how, what, and how much to buy.

Preparations for marketing. The home-maker who takes her food shopping seriously keeps in general touch with good market values through the daily paper and the advertising material supplied by her dealer. When she starts out on a food-shopping expedition, she knows what she wishes to buy and how much she can afford to spend. From menus made out for at least two days and from a survey of the refrigerator and cupboard she makes out her shopping list in terms of definite quantities of both perishables and shopping list in terms of definite quantities of both perishables and market (for the reasons discussed on page 20), she finds it invaluable to have a statement of her needs in black and white. She may not buy romaine, for example, if endive is better and cheaper,