

Food Habits of Consumer Groups in Small  
Towns of Alabama That Affect  
Farmers' Markets

By

J. HOMER BLACKSTONE and BUIS T. INMAN

AGRICULTURAL EXPERIMENT STATION  
OF THE  
ALABAMA POLYTECHNIC INSTITUTE

M. J. FUNCHESS, *Director*  
AUBURN, ALA.



**Food Habits of Consumer Groups in Small  
Towns of Alabama That Affect  
Farmers' Markets**

By

J. HOMER BLACKSTONE, *Assistant Agricultural Economist*

and

BUIS T. INMAN, *Associate Agricultural Economist*

## Contents

	Page
INTRODUCTION .....	3
METHOD .....	4
FACTORS THAT INFLUENCE THE DEMAND FOR FOOD .....	6
Income .....	6
Race .....	7
Geographical Location .....	8
Home Production of Food .....	8
Prices of Food .....	8
Seasons of Production .....	9
Availability of Food .....	10
FOOD OBTAINED FOR CONSUMPTION .....	10
Vegetables .....	11
Snap beans .....	11
Sweet potatoes .....	14
Cabbage .....	14
Tomatoes .....	17
Canned and dried vegetables .....	17
Vegetable summary .....	17
Fruits and Nuts .....	18
Peaches .....	19
Strawberries .....	19
Canned and dried fruits .....	19
Fruits and nuts summary .....	21
Livestock Products and Sea Food .....	21
Eggs .....	21
Meats .....	24
Fish .....	24
Livestock products and sea food summary .....	24
Miscellaneous Products .....	24
Total Food Consumed .....	25
ADEQUACY OF LOCAL SUPPLY OF FOOD .....	27
ADEQUACY OF DIET .....	34
SUMMARY AND CONCLUSIONS .....	38
APPENDIX .....	41

## Food Habits of Consumer Groups in Small Towns of Alabama That Affect Farmers' Markets\*

**F**ARMERS of Alabama have a problem of adjusting their farm organization and operation to meet rapidly changing economic conditions of the present time. This is not a new problem, but it has been intensified in recent years by agricultural adjustment programs which have released part of the farmers' production facilities, formerly devoted to cotton. These must be used for other enterprises if the most efficient utilization of their resources is to be obtained. What income, particularly cash, may take the place in part or in whole of the reduced income from cotton production is the important question before them. Since large quantities of food are imported into the State, a part of the answer, at least, may be found in food production for home or local use.

Apparently many local farmers can adjust their production to local market demands and can compete effectively in quality and price with distant producers because of lower transportation costs, refrigeration charges, and risks which are in favor of producers located nearer the market. Improvements in storage facilities such as cold storage lockers for small-scale use in caring for meats and other products may make it possible also for the urban consumer in small cities to buy more products direct from producers. The production of food can frequently be combined with the restricted acreage of cotton to increase farm efficiency, particularly through fuller use of available land, labor, and other productive resources.

Before farmers are in position to supply a greater portion of these food products to consumers, they need answers to many questions which they individually cannot provide. The first question that must be answered is "What products and how much of each do townspeople actually consume?" This can be answered largely by determining what they buy and what they produce for themselves. The maximum amount that local farmers can sell is more nearly indicated by consumer purchases. The amount of food purchased depends largely upon consumer purchasing power, price relationships, and the supply and types of food available. Townspeople may be expected to continue to produce some of the food which they need as long as they have space and opportunity and as long as they consider their

---

\*The authors wish to express their sincere appreciation to all who have aided in this study. To R. E. Martin and B. G. Hall, County Agricultural Agents in Covington and Morgan Counties, respectively, and to T. B. Posey, formerly Vocational Agricultural Teacher at Notasulga, we are grateful for the cooperation and courtesy which made this study possible. To the 450 housewives and the merchants visited in the three towns, we express our thanks for the services rendered and the time devoted to supplying the data upon which this study is based.

incomes inadequate to purchase this food. Farmers also need to know what price the various customers will pay.

In attempting to answer the above questions other related questions must be considered. Customers of various income groups pay different prices and demand different qualities of the same product. These customers will buy different amounts and pay different prices for the same type of product during various seasons of the year. The questions of who buys at various prices and when they buy are important.

It is also important to consider why larger quantities of specific farm products are not purchased. The answer may be in the income, likes and dislikes of customers, in price, in quality of the products obtainable, in the time at which products are obtainable or in other factors. Some of these are largely under farmers' control and some are beyond their control, but to act intelligently they need to consider all of them. These questions are related to the marketing of farmers' products and are discussed in this study of food procurement and consumption habits of the people of three small cities of Alabama; namely, Andalusia, Hartselle, and Notasulga.

#### METHOD

Andalusia, with a population of about 6,900\*, is a thriving trading and manufacturing town in Covington County in southern Alabama (Figure 1). Notasulga is a little country town of Macon County in east central Alabama. It has a population of about 860\*, most of whom have farming interests or business interests with farmers. Hartselle, with a population of about 2,600\*, is a trading and service town for many farmers of Morgan County in the Tennessee Valley of northern Alabama. These towns were chosen because they represent variations found among Alabama towns (small cities) in size and composition of population, living conditions, amounts and sources of income, geographical location, and other factors that influence the status of prospective consumer markets for local farmers' products.

Information was obtained from housewives and storekeepers in four visits made at three-month intervals during the year. An effort was made to obtain representative data from all income groups of each town and to make the interviews at times most likely to represent the seasons. Because the production and marketing of some products were very light when the data were obtained, a few products were missed or inadequately sampled.

At the time of each visit information was obtained on the purchase of food during the previous week and the production and gifts of food for the previous three months. Purchases were multiplied by 13 in order to expand them to quarterly totals comparable with data on production and gifts for the same periods.

\*Department of Commerce, Bureau of Census; Sixteenth Census Reports, Population, Alabama.

Income groups in each town were determined from estimates of family net income and by living conditions observed by enumerators while obtaining information. Native residents also

assisted in selecting streets in Andalusia and Hartselle on which families of the various income groups lived. High income families lived in the most exclusive sections, maintained essentially unlimited food budgets and employed servants. This group included doctors, lawyers, merchants, plant and mill owners, plant superintendents, city officials, and others with comparable incomes. The medium income group consisted of families of salaried and professional workers and well-paid artisans. These families found it possible to maintain adequate food budgets. The low income groups consisted of families living in the poorest sections. Their incomes were spent mostly for necessities which included limited food budgets. Many of these families were on relief. All colored families were grouped together since practically all had very low incomes.

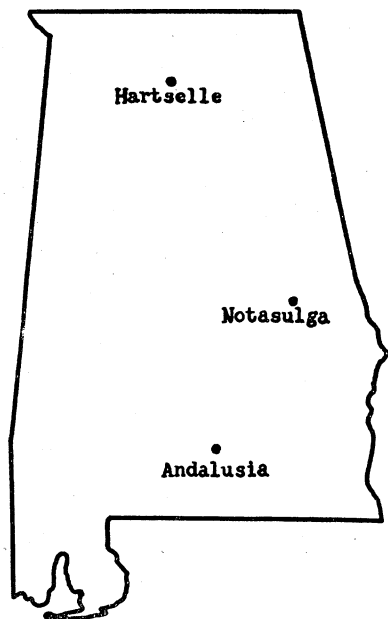


FIGURE 1. — Location of the Three Cities Used in this Food Study.

At the time of visiting each housewife detailed information was obtained on purchases, production, and consumption of products; in addition the following four questions were asked in regard to the supply of fruits and vegetables and the sources from which these supplies were obtained: 1. Were you able to get fresh vegetables as desired during the quarter? 2. What per cent of fresh vegetables do you purchase from stores, farmers, commercial peddlers? 3. Were you able to get good home-grown fruits during the quarter? 4. What per cent of your fruit do you purchase from stores, farmers, commercial peddlers?

Stores were visited in each town, also, and a record was made of the number and kind of specified products which were on hand and what percentage, if any, was bought from farmers within a radius of 20 to 25 miles of each town. The stores visited ranged from cash chain stores to home-owned credit stores.

In order to determine the adequacy of diets by income groups the food consumed has been compared with a "standard minimum-adequate diet".

### FACTORS THAT INFLUENCE THE DEMAND FOR FOOD

Several factors influence the effective demand for farmers' products in small towns and should be considered in planning to meet this demand. These include income, race, geographical location, home production of food, prices of food, seasons of production, and availability of food. Considerable difference in the amounts of products that any two cities are likely to consume exists as a result of the variations in these factors.

#### Income

The amount of food consumed per person varied in direct relation to income (Figure 2). The high income group spent \$33 more per person for food than the medium, while the me-

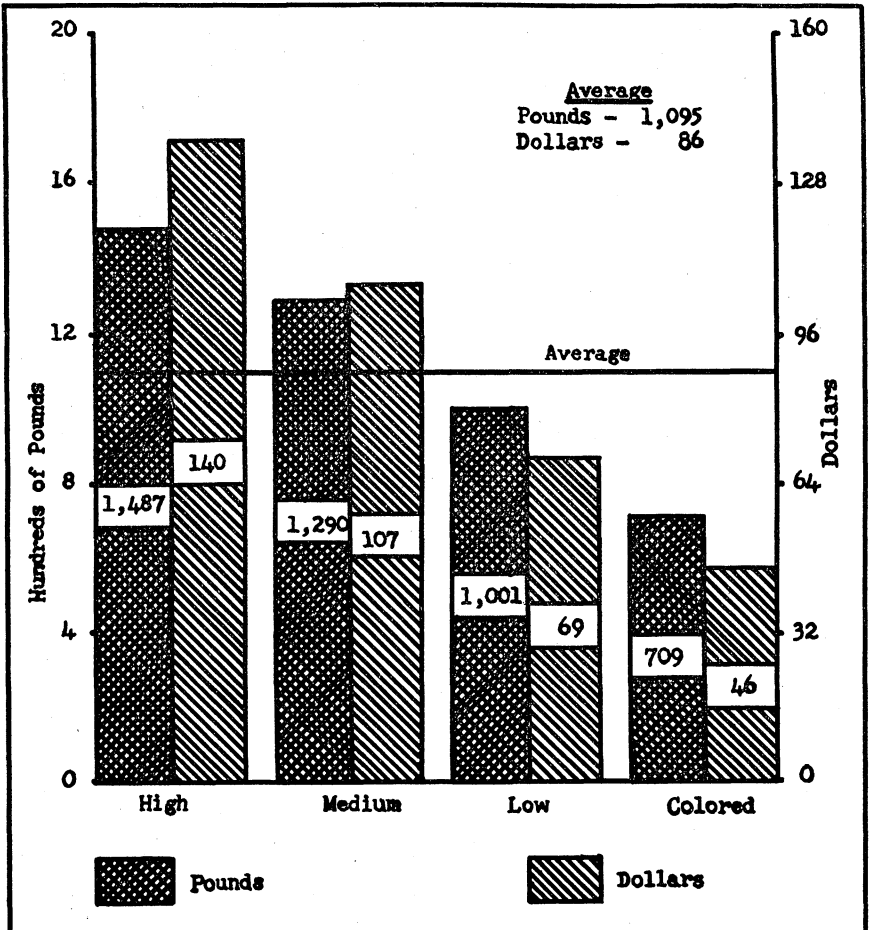


FIGURE 2.—Amount and Value of Food Purchased by Income Groups and Average of all in Andalusia for One Year, April 1938 - March 1939.



dium spent \$38 more than the low. Colored families represented the lowest income group and spent only \$46 per person which was \$23 less than white low income persons.

The pounds of food purchased per person by income groups in Andalusia varied from almost 1500 pounds for the high to 700 pounds for the colored. The high income group purchased about 500 pounds more per person than the low. A comparison of pounds of food bought and money spent for food shows that the high income group received the smallest poundage for their money, while the low and the colored received the largest. This indicates differences in prices of the various kinds, grades, and qualities of products bought. In Hartselle the medium income group spent \$35 more per person for food than the low income group. Low income families in each town were buying relatively more of the cheap high-energy type of food than people in the higher income brackets. For example, they were buying less desirable cuts of meat.

Families in the high income brackets bought more of the farmer's marketable products on a per person basis. Their residence was more permanent and they were more likely than other income groups to buy products the year round. The families with low incomes were not "choicy" as a rule, in regard to the grade and quality of products purchased. Low grade products could often be sold at some price in low income sections of a town. Usually families within low income groups needed credit for one or two weeks at a time and often farmers were not in a position to extend credit. Certain products sold better in one income group than another. Cabbage and corn meal could have been sold in larger amounts on a per person basis in low income areas than in other income areas. Eggs could have been sold more readily in high income areas than in low.

### Race

The only racial distinction made in this study was between white and colored families. Colored families, as a group, had the lowest incomes; however, there are certain differences between these and white low income families which affect the demand for food. The low income persons in Andalusia spent \$23 more for food than the colored. In Hartselle low income persons spent \$12 more than the colored. On the basis of total pounds of food per person the high and medium income groups in Andalusia obtained over twice as much food as the colored.

Colored families in all three towns bought only small amounts of fruits and nuts. This was true of both fresh fruits and nuts and canned and dried fruits. Both price and preference account for this, but in most cases the relative prices of these products as compared to prices of staple products were the major factor that prevented these families from buying these products. Large amounts of flour, corn meal, white meat, sirup, green vegetables

such as collards, turnips and mustard when available, and other cheap types of food were bought by colored families.

### **Geographical Location**

Climate may have some effect upon both the pounds of food consumed and the kinds of food eaten even within Alabama. Hartselle, located in the northern part of the State, had an average per capita consumption of 1,460 pounds of food; Notasulga, in east central Alabama, was second with 1,447 pounds and Andalusia, in the southern part of the State, was last with 1,286 pounds per capita. The people of Hartselle consumed the largest amounts of both fresh vegetables and fruits.

A per capita comparison of the total food consumption for colored people of each town revealed that those of Hartselle consumed the most food, those of Notasulga consumed 17 per cent less, and those of Andalusia 26 per cent less than those of Hartselle. The colored group of Hartselle consumed the largest amount of fresh vegetables, fruits, and livestock products and fish.

### **Home Production of Food**

The amount of food produced by families was largely determined by available space, local laws, and customs. On the basis of all home-produced food, Notasulga was first, Hartselle, second, and Andalusia third. The amount of home production varied inversely to the size of cities. This may be an important factor to farmers.

### **Prices of Food**

Families with high incomes tended to buy the grade and quality of products they most desired, while those with low incomes bought products which provided the largest amount of food value for their money. Families with low incomes bought a small amount of beef and most of this was of the less desirable cuts while high income families bought choice cuts. The purchase of the cheaper cuts enabled low income families to obtain about the same nutritive value for less cost.

Lowering the price of a product usually resulted in increased sales to families who were already purchasing the product and allowed families to buy that had not bought previously because of price, or conversely, an increase in price caused some families who were buying to decrease their purchases and prevented some families who had been buying from making further purchases. Egg consumption well illustrates this point. At a price of 14.4 cents per dozen for eggs, an average person in Hartselle obtained 8.8 dozen for consumption in the fourth quarter, while at 33 cents per dozen this person obtained only 6 dozen. An increase of 56 per cent in price decreased egg consumption 2.8 dozen or 32 per cent (Figure 3). At the lowest price 64 per cent of the families in Hartselle bought eggs while at the high-

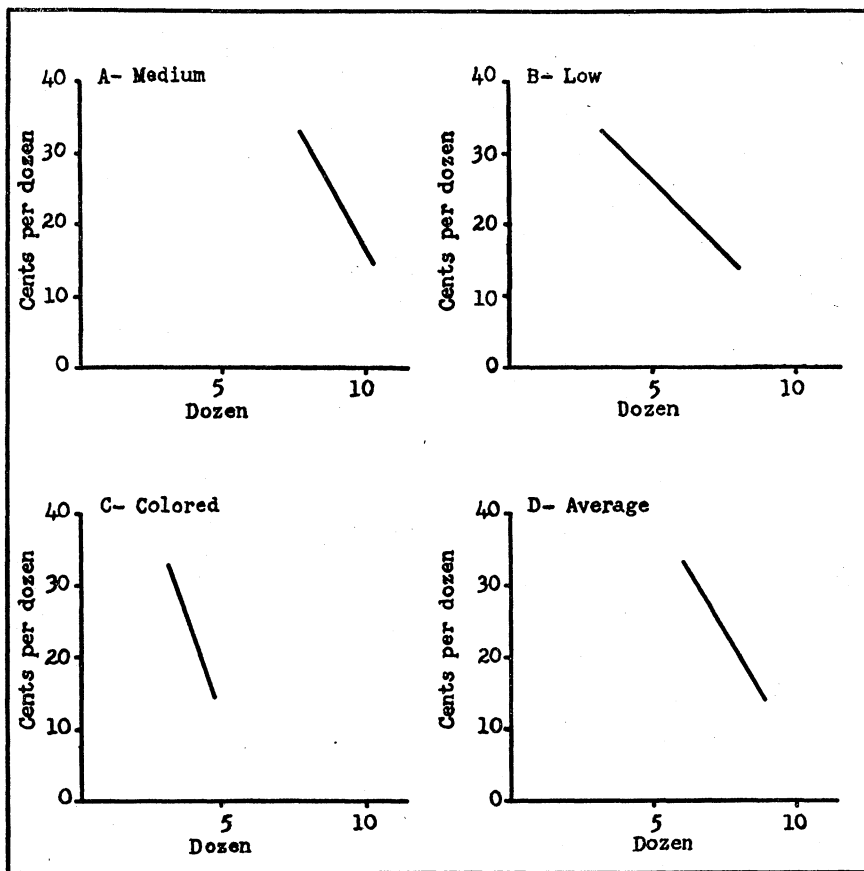


FIGURE 3.—Price of Eggs and Consumption per Person by Income Groups in Hartselle.

est price only 56 per cent bought eggs. An increase of 56 per cent in price decreased the per person egg consumption 2.6 dozen or 25 per cent in the medium income group, 5.2 dozen or 65 per cent in the low and 1.6 dozen or 35 per cent in the colored group. At the lowest price 68 per cent of the families in the medium income group purchased eggs and only 62 per cent made purchases at the highest price. For the low group these figures were 54 and 40 per cent respectively, and for the colored group they were 57 and 48 per cent.

#### Seasons of Production

There was very little difference in the total pounds of food consumed by quarters or seasons in any of the towns studied. Seasonality of products appears to affect consumption largely through price. When snap beans, or any other product, became

scarce and the price rose, certain groups of people changed to some other food or to the same food in a cheaper form, such as canned or dried.

### Availability of Food

The average person in all three towns in this study purchased about 200 food items in different forms. In this count distinct forms of one product are indicated separately, i.e., fresh, canned, and dried beans were counted as three food items.

The stores visited in Andalusia had 20 vegetables on hand March 20; 21 on June 5; 14 on August 22; and 14 on December 13. Farmers had few vegetables for sale other than in the main summer months. Housewives had to depend upon stores to supply their demand for a large part of the year because of the small amount and variety of local production.

Stores in larger towns carried a more complete line of vegetables than those in the smaller towns. This was true also of other types of food. The stores of Andalusia had a total of 27 different fresh vegetables available at some time during the year, while those of Hartselle had 23, and those of Notasulga 19. The people of Andalusia averaged spending \$10 per person for fresh vegetables, while those of Hartselle spent \$7, and those of Notasulga \$4. Home production was larger in Notasulga and Hartselle than in Andalusia. The larger number of vegetables available in Andalusia was a factor partly responsible for the larger per person expenditure for vegetables.

### FOOD OBTAINED FOR CONSUMPTION\*

There were two methods of procuring food in the three towns included in this study, namely, by purchase and by home production and gifts. Eighty-five per cent of the food in Andalusia was purchased and 15 per cent home-produced or received as gifts; 74 per cent was purchased in Hartselle and 60 per cent in Notasulga. Gifts in each town made up only a small part of the total food obtained.

The pounds of food purchased varied more than the total per capita consumption of food by towns. Hartselle in northern Alabama consumed the most food, Notasulga in east central Alabama about 1 per cent less, and Andalusia in southern Alabama about 12 per cent less.

The types of food consumed can be classified into 6 groups; namely, fresh vegetables, canned and dried vegetables, fresh fruits and nuts, canned and dried fruits, livestock products and fish, and miscellaneous products. Canned and dried vegetables and fruits accounted for 4 per cent of the poundage and 7 per cent of the value of food consumed.

\*Space will not permit the presentation of detailed data and discussion of all products. Detailed data on a few products will help the reader interpret the less detailed data shown for other products in appendix tables.

In order of quantity and value, livestock products, including meats and fish, ranked first and represented more than one-third of the food consumed. Almost four-fifths of the poundage and half of the value of livestock products were dairy products and eggs. Miscellaneous products, of which half the weight was flour and meal, came next. Fresh vegetables, covering a wide variety of products, including Irish and sweet potatoes, were third, and fresh fruits and nuts fourth.

Small-scale production of fresh vegetables for sale requires relatively little space, investment, or equipment and from these standpoints is adapted to the small farms and especially to the tenant. Vegetable production tends, therefore, to be of interest to a large number of farmers and information on consumer preferences and actions in regard to vegetables is shown first.

### Vegetables

About 82 per cent of the vegetables purchased were fresh and were bought at an average retail price of 4 cents per pound. About 18 per cent were canned or dried and were bought at a price of approximately 10 cents per pound. Farmers usually supply consumers with more fresh vegetables than with canned or dried. Some of the factors to be considered in meeting market demands are indicated in Tables 1 to 9.\*

Butter beans, cabbage, green corn, garden and field peas (green), Irish potatoes, lettuce, snap beans, sweet potatoes, tomatoes, and turnips and mustard (roots and greens) account for most of the fresh vegetables consumed. The amounts of several of these products as obtained by seasons and income groups, percentage purchased and retail price paid for the purchased portions are indicated by towns in the detailed tables that follow.

**Snap beans.**—Fresh snap beans were consumed by some of the people in all three towns in each of the four quarters of the year. However, the amount consumed by the low and colored income groups was very small except during periods of high local production and low prices. Dried or canned beans were usually substituted for fresh beans by these groups when the prices for fresh beans rose to 8 or more cents per pound. Practically all of the snap beans used in the three towns during the first and fourth quarters of the year were purchased. The only exception was Notasulga in the fourth quarter. In the second quarter the people of Andalusia bought 70 per cent of the beans consumed, those of Hartselle 65 per cent and those of Notasulga 37 per cent (Table 1). Per capita consumption was less during the third quarter than during the second quarter in all towns, and a larger part was from home production or gifts.

In Andalusia 55 per cent of the families in the high income group, 22 per cent in the medium, none in the low, and 3 per

\*Further information on vegetables is shown in Appendix Tables 1, 2, 7, 10, 11, 16, 19, 20, and 25.

**TABLE 1.—SNAP BEANS: Consumption per Person, Per Cent Bought, and Retail Prices by Income Groups and Seasons<sup>1</sup>, April 1938 - March 1939, in Three Small Towns.**

Town and income group	Amount consumed (Pounds per person)				Per cent of product purchased				Retail price paid (Cents per pound)			
	1	2	3	4	1	2	3	4	1	2	3	4
<b>Andalusia:</b>												
High	3.97	6.07	2.20	2.79	100	100	82	100	12.4	7.1	6.3	9.8
Medium	1.63	6.87	4.89	3.04	100	65	32	100	12.2	6.4	5.3	9.6
Low	—	3.21	0.51	1.17	—	49	30	100	—	6.6	5.0	8.8
Colored	0.19	3.77	0.24	0.21	100	85	66	100	7.5	5.6	5.0	10.0
Average	1.11	4.92	2.14	1.81	100	70	40	100	12.1	6.5	5.5	9.5
<b>Hartselle:</b>												
Medium	1.29	9.88	8.62	0.41	100	67	51	100	11.2	5.3	5.7	4.2
Low	0.78	6.07	7.61	0.21	100	60	25	100	10.7	6.9	4.5	10.0
Colored	0.68	4.64	4.11	0.58	100	62	26	100	7.7	5.0	6.0	10.0
Average	1.10	8.30	7.62	0.41	100	65	44	100	10.7	5.5	5.6	6.2
<b>Notasulga:</b>												
Medium	0.14	9.20	7.33	0.57	100	33	0	76	7.5	7.1	6.0	10.0
Colored	—	3.33	2.03	—	—	60	0	—	—	5.8	6.0	—
Average	0.09	7.25	5.56	0.38	100	37	0	76	7.5	6.8	6.0	10.0

<sup>1</sup>Numbers at the top of each column refer to seasons of the year: 1, the first quarter, or January-March 1939; 2, April-June 1938; 3, July-September 1938; and 4, October-December 1938.

**TABLE 2.—SWEET POTATOES: Consumption per Person Per Cent Bought, and Retail Prices by Income Groups and Seasons,<sup>1</sup> April 1938 - March 1939, in Three Small Towns**

Town and income group	Amount consumed (Pounds per person)				Per cent of product purchased				Retail price paid (Cents per pound)			
	1	2	3	4	1	2	3	4	1	2	3	4
<b>Andalusia:</b>												
High	10.67	0.87	6.69	21.45	100	100	100	87	1.5	3.3	2.3	1.6
Medium	14.43	0.57	11.51	24.27	100	100	95	95	1.8	3.4	2.3	1.4
Low	4.11	—	5.76	12.05	100	—	100	82	2.2	—	2.3	1.5
Colored	3.85	0.71	15.97	18.26	100	100	100	100	2.1	3.1	2.1	1.7
Average	8.37	0.45	9.84	18.62	100	100	98	92	1.8	3.3	2.2	1.5
<b>Hartselle:</b>												
Medium	3.48	0.48	8.36	40.40	100	100	95	38	2.2	2.9	2.1	1.7
Low	5.85	—	3.67	24.48	100	—	90	82	1.1	—	2.2	1.2
Colored	6.89	—	4.65	35.32	100	—	80	67	2.0	—	2.1	1.4
Average	4.49	0.32	6.78	36.96	100	100	92	48	1.9	2.9	2.1	1.5
<b>Notasulga:</b>												
Medium	3.27	0.85	5.78	96.62	100	100	74	11	2.4	3.6	2.7	1.7
Colored	1.41	0.50	2.70	42.72	100	100	55	2	1.7	7.5	3.6	3.0
Average	2.65	0.73	4.27	78.65	100	100	70	10	2.3	4.5	2.8	1.7

<sup>1</sup>See footnote 1, Table 1.

cent in the colored bought beans in the first quarter. A larger percentage of all families made purchases in the second quarter than in any other quarter of the year.

It is estimated that farmers could have sold about 24,000\* pounds of snap beans in Andalusia in the second quarter, but only about one-third of this amount in the first, third, and fourth quarters. Lower prices would have induced people to buy more beans in the first and fourth quarters. Alabama farmers who are able to produce beans for sale in these periods should receive higher prices than those paid during the peak seasons.

**Sweet potatoes.**—Sweet potatoes were purchased in all quarters of the year, particularly in larger towns. Few families grew sweet potatoes, but utilized their limited garden space for producing more expensive garden crops. In Notasulga, however, space was available for producing most of the sweet potatoes used in the fourth quarter (Table 2). Almost 4,500 bushels were purchased in Andalusia in addition to home production and gifts. About half of these were purchased in the fourth quarter. Less than 2 per cent were purchased in the second quarter. The remainder was almost equally divided between the first and third quarters. Many of those purchased in the third quarter were from the new crop.

Retail prices varied by quarters. The highest prices were paid in the second quarter and were more than double those paid in the fourth. The amount purchased in the second quarter was very small, however. Farmers have two alternatives in getting higher prices for the crop: one is to meet the early market in the third quarter; the other is to store until the first or second quarter before selling. Unless farmers are able to give ideal protection, the loss from decay while in storage may more than offset any gain in price\*\*. Farmers not in position to adequately store sweet potatoes should sell any surplus as soon after harvest as possible.

**Cabbage.**—Of the total amount of cabbage available for consumption in Andalusia, the percentage purchased varied from 62 in the second to 100 in the fourth quarter (Table 3). One of every 5 families in the town purchased cabbage in the third quarter, and 1 of every 2 families during the first. Low income persons consumed 19 pounds of cabbage per year, practically all of which was purchased. It is estimated that the people of Andalusia bought over 36,000 pounds of cabbage for the period January through March. Farmers producing cabbage for this market or similar markets should plan their production to have the bulk for sale in the first, second, and, if possible, fourth quarters. Farmers, who are unable to produce cabbage during the fourth quarter, might be able to produce and sell collards

\*This poundage is derived from the data shown in Table 1 — 4.92 pounds consumed in the second quarter x 70 per cent bought x 6,900 people = 24,000 pounds.

\*\*Unpublished annual report of the Department of Horticulture and Forestry, Alabama Agricultural Experiment Station.



**TABLE 3.—CABBAGE: Consumption per Person, Per Cent Bought and Retail Prices by Income Groups and Seasons,<sup>1</sup> April 1938 - March 1939, in Three Small Towns.**

Town and income group	Amount consumed (Pounds per person)				Per cent of product purchased				Retail price paid (Cents per pound)			
	1	2	3	4	1	2	3	4	1	2	3	4
<b>Andalusia:</b>												
High	3.15	2.31	2.29	3.32	100	100	100	100	3.3	3.1	2.9	5.7
Medium	5.81	5.94	1.53	5.00	96	32	82	100	3.4	3.2	3.8	3.1
Low	6.16	4.71	3.21	4.64	100	78	94	100	3.5	3.2	3.2	3.1
Colored	4.33	5.26	1.60	2.79	100	82	100	100	3.4	3.3	3.8	3.3
Average	5.27	4.91	2.21	4.21	99	62	93	100	3.4	3.2	3.4	3.4
<b>Hartselle:</b>												
Medium	4.25	6.84	7.96	4.40	100	53	29	99	3.5	2.3	2.7	2.8
Low	5.07	20.70	8.68	3.28	100	80	12	100	4.7	1.7	2.3	2.7
Colored	4.66	4.84	5.76	6.31	100	63	39	100	3.3	2.4	3.5	3.0
Average	4.45	8.63	7.66	4.58	100	64	27	99	3.7	2.0	2.8	2.8
<b>Notasulga:</b>												
Medium	4.73	6.18	2.76	1.45	100	9	63	98	3.5	4.0	3.9	3.3
Colored	3.20	6.48	2.32	1.59	100	58	65	100	4.1	3.7	3.8	3.8
Average	4.22	6.28	2.61	1.50	100	26	64	99	3.6	3.8	3.9	3.5

<sup>1</sup>See footnote 1, Table 1.

TABLE 4.—TOMATOES: Consumption per Person, Per Cent Bought, and Retail Prices by Income Groups and Seasons,<sup>1</sup>  
April 1938 - March 1939, in Three Small Towns.

Town and income group	Amount consumed (Pounds per person)				Per cent of product purchased				Retail price paid (Cents per pound)			
	1	2	3	4	1	2	3	4	1	2	3	4
<b>Andalusia:</b>												
High	5.68	10.26	16.89	2.52	100	100	70	100	11.0	9.7	5.8	10.0
Medium	4.65	10.22	28.07	3.62	100	84	34	38	9.4	8.7	4.8	9.3
Low	1.40	4.15	11.61	0.11	100	87	23	100	11.3	8.9	5.3	10.0
Colored	0.58	1.25	4.41	0.54	100	100	49	100	10.0	6.8	5.2	10.0
Average	2.40	6.41	16.36	1.69	100	88	37	56	10.2	8.9	5.2	9.7
<b>Hartselle:</b>												
Medium	3.25	8.61	35.45	1.44	100	100	33	96	8.4	7.4	3.4	7.4
Low	1.38	2.74	45.75	0.19	100	98	5	0	10.5	7.8	2.7	7.4
Colored	—	0.63	15.73	—	—	100	10	—	—	6.7	5.5	—
Average	2.33	6.18	33.35	0.97	100	100	25	94	8.6	7.4	3.4	7.4
<b>Notasulga:</b>												
Medium	2.32	4.81	18.75	2.35	100	88	25	22	9.8	9.5	5.4	8.6
Colored	—	0.88	8.82	—	—	100	5	—	—	8.6	6.2	—
Average	1.55	3.50	15.44	1.56	100	89	22	22	9.8	9.4	5.5	8.6

<sup>1</sup>See footnote 1, Table 1.

or turnip greens with success instead. Producers of cabbage should be able to save much time in marketing this product if they sell to stores that have a high percentage of customers with medium and low incomes. Farmers that do house-to-house peddling should find it profitable to contact these income groups first.

**Tomatoes.**—Tomatoes were one of the most important products produced in home gardens. Production began in the second quarter in Andalusia and Notasulga; and over two-thirds of all consumed in the third and a high percentage in the fourth came from home gardens. Even with the small percentage from purchases in the third quarter more pounds were purchased per person in this period than in any other (Table 4).

Longer periods of local production, better storage, and the substitution of home-canned for commercially-canned tomatoes would greatly increase the amount that farmers could sell on local markets. The Alabama Agricultural Experiment Station\* has found that through a systematic plan of production and storage, tomatoes from gardens could be available from early June to the middle of February in east central Alabama. Thus farmers could have tomatoes for market when consumers are paying high prices instead of the low prices paid with present practices. Tomatoes can be substituted for citrus fruits and many families, particularly those with low incomes, might consume much larger amounts if the price and supply were suitable.

**Canned and dried vegetables.**—The per person consumption of canned and dried vegetables varied from 25 pounds in Notasulga to 50 in Andalusia. Canned tomatoes, English peas, corn, tomato juice and dried beans and peas were purchased in largest quantities. When fresh vegetables could not be secured or prices were high, canned and dried vegetables of the same types were purchased. Dried beans, peas and some canned vegetables could be furnished by local production. The opportunity is illustrated by the fact that Alabama had a net commodity import by rail and water of 7,943 short tons of dried beans and peas in 1937, valued at \$465,698.\*\*

**Vegetable summary.**—Data for the three cities shows that 58 per cent of all fresh vegetables consumed were purchased, 39 per cent produced in home gardens, and 3 per cent received as gifts. In Andalusia 82 per cent of the fresh vegetables were purchased and 18 per cent produced and received as gifts. The expenditure for fresh vegetables in Andalusia amounted to \$9.66 per capita or \$67,000 for all people. Larger towns offer relatively greater market possibilities to farmers than small towns because there is relatively less home production, and obviously,

\*Unpublished report of the Department of Horticulture and Forestry of the Alabama Agricultural Experiment Station.

\*\*Net Commodity Movements Into and Out of Alabama. Alabama Industrial Development Board. Birmingham and Montgomery. January 1939. Page 20.

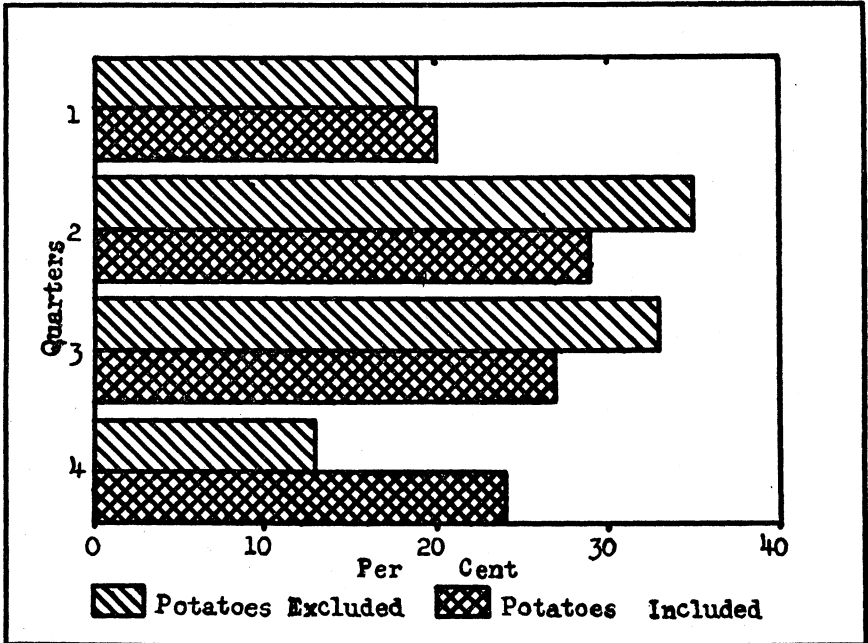


FIGURE 4.—Percentage of Fresh Vegetables Purchased by All Income Groups in Hartselle by Seasons for One Year, April 1938 - March 1939.

there are more people to be fed. This does not mean, however, that smaller markets should be overlooked by local farmers. The total expenditure for fresh vegetables in Hartselle amounted to \$19,000 and in Notasulga to \$4,000.

In Hartselle purchases of fresh vegetables, including Irish and sweet potatoes, were fairly evenly divided throughout the year, particularly in comparison with fresh vegetables excluding potatoes (Figure 4). Excluding Irish and sweet potatoes, almost 70 per cent were bought from April through September.

Purchases of canned and dried vegetables per person varied from \$2 in Notasulga to \$5 in Andalusia. A part of this expenditure might be for fresh vegetables if housewives had an opportunity to buy them. Farmers producing vegetables for sale when local production is high will usually be able to sell their products only for low prices, while those who produce when local production is low will usually receive higher prices. Year-round gardens should add to the home food supply and provide a source of cash income.

#### Fruits and Nuts

Per capita consumption of fresh fruits and nuts amounted to 121 pounds in Andalusia, 170 in Hartselle, and 114 in Notasulga (Appendix Tables 3, 8, 12, 17, 21, and 26). In Andalusia

the high income group spent about \$10 for fresh fruits and nuts, the medium \$8, the low \$4, and the colored \$2. The expenditures were slightly higher in Hartselle and lower in Notasulga.

About 85 per cent of the fresh fruits and nuts consumed were purchased. More than 50 per cent of the kinds of fresh fruits and nuts are either unadapted or poorly adapted to production in Alabama. Part of this food might be replaced, however, by substitute fruits and nuts or by other products that can be grown in the State. To obtain this result farmers must grow products of a desirable grade and quality and sell them at prices low enough to entice consumers to make substitutions. Citrus fruits comprised the largest group of purchased fruits, while peaches and pears ranked first and second in importance of the home-produced group. Apples were bought by all income groups. An individual in the high income group of Andalusia bought four times as many pounds of apples as one in the colored.

**Peaches.**—The high income group of Andalusia purchased 9 pounds of peaches per capita and the colored a little over 2 pounds in the second quarter (Table 5). In Hartselle 96 per cent of the peaches used in this period were purchased, and in Notasulga 85 per cent. All peaches used in Notasulga in the third quarter were home-grown. The people of Andalusia are estimated to have purchased almost 1,400 bushels of peaches at an average cost of \$1.75 per bushel. Of this amount about 1,000 bushels were purchased in bushel lots at an average cost of \$1.27; the remaining 400 bushels were purchased in small retail lots at a cost equivalent to \$2.93 per bushel. Per capita purchases in Hartselle were twice those in Andalusia. About 1,100 bushels were purchased in the former city. Home production supplied most of the peaches in Notasulga.

**Strawberries.**—Apparently very few strawberries were purchased by any income group in any of the towns. The low and colored income groups bought almost none. The per capita consumption in all three towns was less than one quart of strawberries per year. Several factors were responsible for this small consumption, but frequently only a small supply was available and this only for a short period. The relatively high price demanded for strawberries placed them in a luxury class. Price rather than dislikes prevented many low income families from buying as much of this crop as they would have liked to purchase.

**Canned and dried fruits.**—Pineapple was the canned fruit purchased in largest quantities; peaches ranked second (Appendix Tables 4, 13, 22). Of the dried fruits, peaches were first in amount purchased, apples second, and prunes third. Most of the low and colored income groups spent less than \$2 per capita per year for canned and dried fruits. This small expendi-

**TABLE 5.—PEACHES: Consumption per Person, Per Cent Bought, and Retail Prices by Income Groups and Seasons,<sup>1</sup>  
April 1938 - March 1939 in Three Small Towns.**

Town and income group	Amount consumed (Pounds per person)				Per cent of product purchased				Retail price paid (Cents per pound)			
	1	2	3	4	1	2	3	4	1	2	3	4
<b>Andalusia:</b>												
High	—	9.02	5.08	—	—	100	74	—	—	8.1	8.3	—
Medium	—	8.59	7.68	—	—	100	9	—	—	3.8	5.7	—
Low	—	2.73	11.32	—	—	100	95	—	—	3.0	2.2	—
Colored	—	2.20	2.52	—	—	100	47	—	—	2.0	2.1	—
Average	—	5.42	7.51	—	—	100	61	—	—	3.9	3.4	—
<b>Hartselle:</b>												
Medium	—	25.64	4.43	—	—	96	21	—	—	2.1	4.5	—
Low	—	14.03	5.25	—	—	97	0	—	—	2.1	—	—
Colored	—	6.16	8.93	—	—	100	89	—	—	2.3	2.0	—
Average	—	20.10	5.33	—	—	96	39	—	—	2.1	2.7	—
<b>Notasulga:</b>												
Medium	—	5.15	18.65	—	—	83	0	—	—	2.8	—	—
Colored	—	0.31	2.00	—	—	100	0	—	—	6.0	—	—
Average	—	3.54	13.25	—	—	85	0	—	—	2.9	—	—

<sup>1</sup>See footnote 1, Table 1.

ture does not indicate dislike so much as inability to pay the prices of products conveyed long distances. Can farmers sell canned peaches, dried peaches, and dried apples? Perhaps some do, but the bulk is supplied from distant sources.

**Fruits and nuts summary.**—The average farm production either for home use or sale is very small. An increase would add to both the farm living and income. Unfavorable soil, climate, and lack of necessary equipment to satisfactorily control diseases and insect pests may prevent many farmers from producing fruits and nuts. Well located farmers, however, should give fruit and nut production serious consideration.

The system of distribution seems to be partly responsible for the small consumption of many fruits. Freight carloads are not ordinarily absorbed by towns the size of Andalusia or smaller; and in the case of certain fruits and berries even truck loads are not readily absorbed in the short time they may be kept without deterioration. Trucking facilities might provide fruits and berries in smaller and more convenient lots and at regular intervals and thus increase consumption. This type of handling could come from established producing centers. Local producers could supply the in-season demand or with "locker plant" facilities a longer-period demand for quick-growing fruit crops such as berries. More advertising, or some means of making the housewives aware of their availability should increase sales.

### **Livestock Products and Sea Food**

The total per capita consumption of livestock products and fish was higher than that of any other group of food products on both a poundage and a dollar basis (Appendix Tables 5, 9, 14, 18, 23, and 27). The amount consumed per capita was 419 pounds valued at \$45 in Andalusia, 511 pounds valued at \$46 in Hartselle, and 599 pounds valued at \$44 in Notasulga. The purchases in the three towns amounted to \$38, \$32, and \$25 respectively. The smaller the town the larger was the home production of livestock products. The pounds of home-produced food in this group, most of which was dairy products, exceeded the purchased portion for both Hartselle and Notasulga.

Many families kept cows in these towns. This, of course, does not infer that total consumption of dairy products has been all that it should be from the standpoint of an adequate diet.

**Eggs.**—An estimate based on Table 6 indicates that almost 6,200 cases of eggs were purchased by all of the people in the three towns over the one-year period. At a production rate of 100 eggs per bird per year it would take over 22,000 hens to supply the eggs purchased in the three towns. At the above production rate, Andalusia was purchasing the total production from 15,500 hens. Hartselle from about 5,400 and Notasulga from a little over 1,300 hens. In Andalusia approximately 20 per cent

TABLE 6.—EGGS: Consumption per Person, Per Cent Bought, and Retail Prices by Income Groups and Seasons,<sup>1</sup> April 1938 - March 1939, in Three Small Towns.

Town and income group	Amount consumed (Pounds per person)				Per cent of product purchased				Retail price paid (Cents per pound)			
	1	2	3	4	1	2	3	4	1	2	3	4
<b>Andalusia:</b>												
High	16.29	16.45	15.07	14.15	87	91	83	94	12.0	13.6	18.8	21.6
Medium	12.26	7.47	12.03	12.55	69	99	59	74	11.9	13.3	17.7	20.8
Low	10.31	7.52	4.44	4.35	91	84	70	97	11.5	13.6	18.5	20.8
Colored	6.20	5.66	5.56	1.20	78	57	47	98	11.0	13.7	18.9	20.3
Average	10.92	8.32	8.61	7.76	81	86	65	84	11.7	13.5	18.3	21.0
<b>Hartselle:</b>												
Medium	15.25	13.40	11.67	11.37	62	56	62	66	9.5	12.1	16.9	22.0
Low	11.84	7.04	8.02	4.10	57	59	49	50	9.8	12.4	17.2	21.1
Colored	6.96	6.23	4.41	4.52	55	55	67	68	10.0	10.7	17.5	22.4
Average	13.16	11.06	9.74	8.95	61	56	61	65	9.6	12.0	17.0	22.0
<b>Notasulga:</b>												
Medium	14.13	15.08	13.95	11.01	48	42	48	54	10.5	13.2	14.7	18.3
Colored	4.08	4.63	3.77	2.99	51	49	42	42	10.6	13.3	14.8	20.8
Average	10.78	11.60	10.56	8.34	48	43	47	53	10.5	13.2	14.7	18.5

<sup>1</sup>See footnote 1, Table 1.



**TABLE 7.—Average Retail Price of Eggs and Per Cent of Families Purchasing by Seasons and Income Groups in Three Towns.**

Town and quarter <sup>1</sup>	Price per pound Cents	Income groups				Average
		High	Medium	Low	Colored	
		Per cent	Per cent	Per cent	Per cent	
<b>Andalusia:</b>						
1st quarter	11.7	90	60	82	73	74
2nd quarter	13.5	89	59	78	57	67
3rd quarter	18.3	86	70	56	40	60
4th quarter	21.0	90	69	60	30	61
<b>Hartselle:</b>						
1st quarter	9.6	—	68	54	57	64
2nd quarter	12.0	—	61	42	45	55
3rd quarter	17.0	—	65	62	55	63
4th quarter	22.0	—	62	40	48	56
<b>Notasulga:</b>						
1st quarter	10.5	—	52	—	41	50
2nd quarter	13.2	—	49	—	38	47
3rd quarter	14.7	—	52	—	30	47
4th quarter	18.5	—	50	—	25	46

<sup>1</sup>1st quarter, January-March 1939; 2nd quarter, April-June 1938; 3rd quarter, July-September 1938; 4th quarter, October-December 1938.

of all the eggs consumed were home produced or received as gifts, in Hartselle about 40 per cent, and in Notasulga about 50 per cent. A comparison of the per cent of the families purchasing eggs by income groups is shown in Table 7. In Andalusia 87 per cent of all eggs consumed by the high income group was purchased at an average price of 12 cents per pound or 18 cents per dozen (Tables 6 and 7). Ninety per cent of the families in this group purchased eggs in the first quarter.

As prices for eggs increased the percentage of families with low incomes making purchases decreased while those with high incomes remain fairly constant (Table 7). Since families with high incomes are little affected by egg prices and those with low incomes are affected greatly, two prices for eggs seem to be desirable. By grading the eggs farmers have a possibility of selling selected eggs to high income families at a premium, while the lower grades could be sold to low income families at lower prices. This would tend to increase egg consumption within a given town and at the same time bring a higher average price for eggs.

Farmers who do house-to-house peddling, or wish to establish routes, will do well to recognize income groups. Because of the greater demand for good quality eggs, consideration should be given to establishing a route first in the high income, second in the medium, third in the low, and last in the colored income group. The high income group consumed the most eggs per person and purchased the highest percentage; a larger percentage of families made purchases in this group than in any other group.

**Meats.**—While a large part of the total poundage of livestock products consumed was from home production, most of the meats, including fish, were purchased. A high percentage of the beef purchased was steak. It was purchased at an average price of 27 cents per pound and was, in part, from native animals. The merchants interviewed in this study estimated that approximately 50 per cent of the beef was produced locally, while some of the remainder, which was from packing houses, was, no doubt, native beef.

**Fish.**—Fish and other sea food were used by low income groups in place of the more expensive farm-produced meats. Colored people consumed the largest amount. There was little difference in the total amount consumed per person in any of the towns studied. Fresh fish made up the bulk of this food, with canned salmon second.

Farmers who produce fish in their own ponds have a potential marketable product to supply this demand if and when state and local laws permit the sale of fresh water fish from these ponds.

**Livestock products and sea food summary.**—Farmers should consider income groups when selling their food products, particularly livestock products. The high income groups not only consumed more livestock products but also recognized and were willing to pay for quality. Low grade products could usually be sold at low prices to low and colored income groups. Families in the upper income bracket appeared to use sufficient meats to warrant the use of cold storage lockers, and farmers should attempt to sell high quality livestock direct to people who have lockers. This procedure would apply largely to farmers who raise only a few head of livestock for sale.

The quality of livestock products offered each income group should be adapted to their effective demand (Table 8). The purchases of bacon, butter, and cheese were less as incomes decreased while the purchases of white meat increased as income decreased. Probably an individual farmer would be in position to sell only some of these products. Almost five times as much butter was sold to the high, three times as much to the medium, and two times as much to the low as to the colored income group. Products with a high price per unit were sold in the upper income brackets, while those with a low price were sold in the low income brackets.

### Miscellaneous Products

Miscellaneous products, the second largest group, consisted largely of flour, sugar, corn meal, bread and rolls, vegetable shortening, cooking oils and sirups (Appendix Tables 6, 15, and 24). The average consumption of flour and bread was about two and a half times that of corn meal; however, corn meal consumption averaged 1.44 bushels per capita. One half million

**TABLE 8.—Per Person Purchases of Specified Livestock Products and Fish by Income Groups for Andalusia April 1938 - March 1939.**

Kind	Income groups							
	High		Medium		Low		Colored	
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
<b>Beef:</b>								
Steak	23.64	7.32	17.59	4.81	7.74	2.01	6.13	1.51
Roast	11.22	2.61	10.96	2.47	2.09	0.45	1.77	0.38
Miscellaneous	3.68	0.84	5.89	1.08	2.04	0.32	4.37	0.67
<b>Pork:</b>								
Ham	7.70	2.44	6.53	2.26	1.21	0.36	0.89	0.20
Bacon	16.19	5.54	14.52	4.35	9.12	2.45	2.79	0.72
Sausage	6.74	1.43	8.40	1.80	6.96	1.51	5.71	1.18
White meat	5.79	0.92	5.28	0.83	20.73	2.97	16.26	2.30
Chops	3.16	0.80	2.50	0.62	1.44	0.34	2.16	0.47
Miscellaneous	3.84	0.78	5.65	1.16	3.99	0.69	2.91	0.57
Mutton and lambs	0.43	0.17	0.99	0.25	—	—	—	—
Poultry	47.87	10.22	17.84	3.83	3.73	0.78	8.93	1.47
Eggs	54.92	8.96	32.14	5.17	23.03	3.39	11.82	1.45
Butter	20.66	7.13	12.80	3.94	10.00	2.85	4.87	1.35
Whole milk	258.28	14.48	105.76	5.57	41.59	2.07	21.84	1.09
Cheese	6.38	1.63	6.18	1.46	4.95	1.06	2.37	0.50
Fish	17.50	3.68	14.75	2.61	16.28	2.04	19.91	2.60

people, the number living in small towns of Alabama, using meal at this rate would consume approximately three-fourths million bushels of corn. By income groups corn meal consumption per capita varied from slightly over one bushel in the high income group of Andalusia to two and a half bushels in the low income group of Hartselle. In all towns the low and colored income groups consumed largest quantities of corn meal. This was true of most low-cost food, the lower the income the greater were the amounts purchased. This reflects differences in quality and grade of products. For instance, a 24-pound bag of flour could be purchased for from \$0.60 to \$1.25. Seldom did a person in the higher income group pay less than a dollar for a bag of flour, and seldom did a person with a low income pay that much.

Many miscellaneous products are processed field crops, but farmers have limited possibilities for selling these products directly to the consumer. They are in position, however, to supply more raw materials to manufacturers. Such products as corn meal and sirup are to some extent being sold by the farmers directly to consumers.

### Total Food Obtained for Consumption

Total food consumption per capita was valued at \$95 in Andalusia, \$94 in Hartselle, and \$86 in Notasulga (Table 9). Of these amounts per capita purchases in Andalusia amounted to \$86, in Hartselle \$77, and in Notasulga \$62.

The quantities of food purchased per capita were 1,095 pounds in Andalusia, 1,085 in Hartselle, and 864 in Notasulga.

**TABLE 9.—Food Consumption per Person in Three Towns of Alabama,  
April 1938 - March 1939.**

Kind	Andalusia		Hartselle		Notasulga	
	Amount Pounds	Value Dollars	Amount Pounds	Value Dollars	Amount Pounds	Value Dollars
<b>Food purchased:</b>						
Fresh vegetables	234.54	9.66	198.44	7.18	90.17	4.19
Canned and dried vegetables	49.58	5.03	39.86	4.05	23.89	2.38
Fresh fruits and nuts	109.99	5.68	146.59	6.55	87.78	4.37
Canned and dried fruits	23.98	3.09	20.51	2.70	14.94	1.95
Livestock products and fish	291.21	37.77	280.83	31.75	216.90	24.84
Miscellaneous products	385.65	25.26	399.26	24.80	430.26	24.72
Total	1,094.95	86.49	1,085.49	77.03	863.94	62.45
<b>Food produced and received as gifts:</b>						
Vegetables	51.96	1.16	121.03	2.32	174.17	3.35
Fruits and nuts	11.46	0.23	23.38	0.45	26.47	0.52
Livestock products	127.69	6.87	230.46	13.84	382.21	19.18
Total	191.11	8.26	374.87	16.61	582.85	23.05
Total for con- sumption	1,286.06	94.75	1,460.36	93.64	1,446.79	85.50

Miscellaneous products, such as flour, bread and rolls, meal, sugar, and vegetable shortening constituted the largest volume of food products purchased in each town. Livestock products and fish ranked second in pounds but first in value.

Farmers who produce food ready for the consumer may either sell at wholesale or directly to consumers. Selling directly to consumers requires a considerable amount of time, skilled salesmanship, and a considerable knowledge of grade and quality of products.

Farmers, as a rule, concentrate upon production and "do just the best they can when it comes to marketing their products". On the average farmers who produced and sold foodstuffs got 40 cents of each dollar\* finally spent by the consumer for the food derived from the foodstuffs. If Alabama farmers obtain 40 cents of each food dollar spent by Alabama residents, the income from this source is great. Considering the large amount of net imports of food into the State each year, it is doubtful if they obtain nearly the maximum through sale of foodstuffs. Farmers who commercialize in food production should study the marketing side. Those with good selling ability and willingness to put forth effort to produce, grade and pack quality products might establish routes where people pay for quality, i.e., in the section where high income people live. Concentration markets have a place in certain areas and would provide a means of disposal.

\*Agricultural Situation, February 1941, Bureau of Agricultural Economics, U.S.D.A.

Curb markets have a place in towns of around 4,000 population or more. House-to-house peddling has few good points. Orderly marketing cannot be established in local markets as long as farmers continue this "hit-or-miss" type of selling.

Some farmers, who would like to grow food for sale, find themselves without adequate means of transportation. This suggests that regular truck routes might be established to pick up vegetables, fruits, and field crops as is done for cream and eggs. Possibly those same trucks could haul some of these products. A half-loaded cream truck costs nearly twice as much per unit hauled a given distance as a full-loaded truck. The establishment of truck routes might require that one or more established places of business in each town buy all of the products and serve as a wholesale and/or retail center for other stores and consumers of the town. Products purchased could be paid for weekly. To make a success, such a venture would require that farmers have products for sale at regular intervals for at least a large part of the year. Year-round gardens, home storage of certain products, production of field crops for sale, more emphasis on fruit, and a general effort put forth to produce foods for home use and sale would go a long way in making such an enterprise work.

#### ADEQUACY OF LOCAL SUPPLY OF FOOD

The total supply of food was sufficient to meet the effective demand of the towns included in this study and their adjacent trade areas. This does not mean that consumers could always get the particular product they wanted, but there was always some product that could be purchased in its place. For example, if a store did not have fresh beans it had canned or dried beans. A large part of the food on the shelves came from distant places; locally produced goods were the exception rather than the rule. Most food products in grocery stores were canned. This leads one to ask two questions — Why doesn't Alabama can more food products? Is it necessary that so much food be sold in this form?

Approximately 85 per cent of the housewives of the three towns indicated that they were able to get fresh vegetables as desired throughout the year (Table 10). The demand for variety

**TABLE 10.—Percentage of Families that Reported Obtaining Fresh Vegetables as Desired During Each Quarter in Three Alabama Towns, April 1938 - March 1939.**

Quarter <sup>1</sup>	Percentage of families of		
	Andalusia	Hartselle	Notasulga
1	91	91	63
2	73	88	60
3	87	96	86
4	86	86	91

<sup>1</sup>Quarters refer to season: 1, January-March 1939; 2, April-June 1938; 3, July-September 1938; 4, October-December 1938.

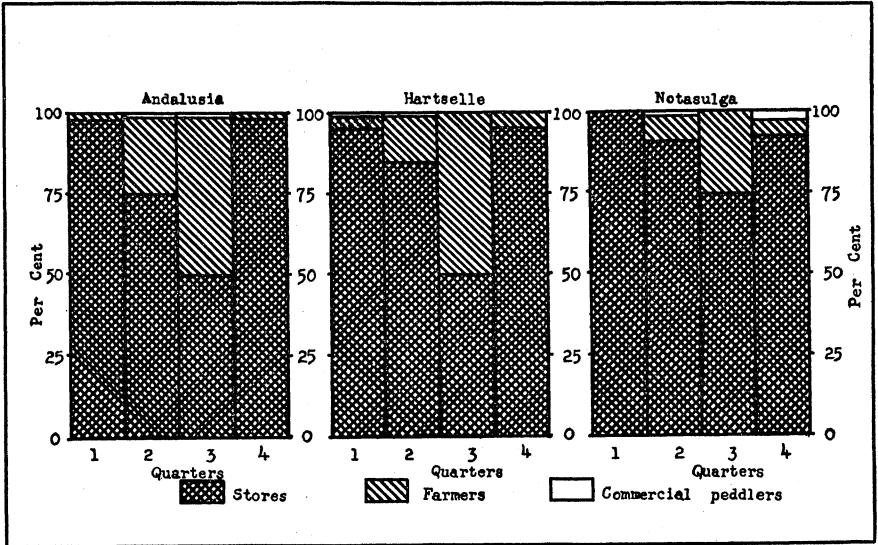


FIGURE 5.—Percentage Distribution of All Fresh Vegetables Purchased by Quarters in Three Alabama Towns, April 1938 - March 1939.

of vegetables was related to the total number normally available at a given time. Apparently many customers are not accustomed to having vegetables over a long period of the year because of likes, custom, prices and seasonality of production. Probably markets can be created by making products available at the appropriate time.

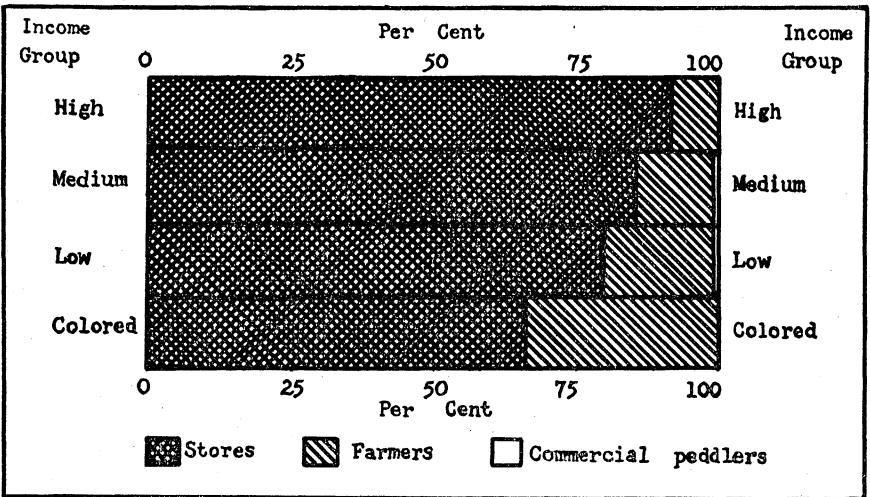


FIGURE 6.—Percentage Distribution of All Fresh Vegetable Purchases by Income Groups in Andalusia for One Year, April 1938 - March 1939.

Stores in Andalusia supplied housewives with 80 per cent of the fresh vegetables purchased over the one-year period (Figure 5). The remainder was purchased largely from farmers; purchases from commercial peddlers were insignificant. In the first and fourth quarters, housewives made nearly all of their fresh vegetable purchases from stores; in the second quarter 25 per cent were purchased from farmers, and in the third almost 50 per cent. On the average, local farmers supplied about the same portion of vegetables direct to consumers in Hartselle as in Andalusia, but a smaller portion in Notasulga.

The higher the income the higher was the percentage of vegetables purchased from stores; the lower the income the higher was the percentage purchased from farmers (Figure 6). The high income group of Andalusia purchased only 8 per cent of their fresh vegetables from farmers while the low purchased 21, and the colored 34. Low income groups spent the smallest total amount of money for fresh vegetables, however, and probably farmers should have concentrated their sales efforts on other groups. More dependable service and often better quality products may be responsible for the tendency of the high income group to purchase from stores.

In Hartselle and in Notasulga farmers sold a significant percentage of fresh vegetables to housewives in the third quarter only. Of the fresh vegetables purchased in one year farmers supplied families in Hartselle with 16 per cent and in Notasulga with 10 per cent. The larger the town the higher was the percentage of vegetables purchased from farmers.

The percentage of families making purchases from different sources varied as much as the percentage purchased. Families in Andalusia purchased between 85 and 90 per cent of all their fresh vegetables from stores in the first and fourth quarters. In the second quarter 22 per cent and in the third quarter 13 per cent were dependent on this source. (Table 11). In the second and third quarters nearly 70 per cent divided their purchases between stores and farmers, with stores actually getting the bulk of the business in the second quarter. In the third quarter 14 per cent purchased from farmers only. This contact provides farmers an opportunity to increase their business by having a larger variety of products and contacting these families over a longer period of the year. Commercial peddlers dealt with only a small per cent of the families in Andalusia. Most of the families in the other two towns depended upon stores for fresh vegetables in the first, second, and fourth quarters.

Home gardens furnished some of the vegetables used, but few families had all the varieties needed in these gardens. About 84 per cent of the families in Notasulga, 77 per cent in Hartselle, and 53 per cent in Andalusia had home gardens. Farmers who produce the more common vegetables for sale in the third quarter will usually meet competition from home gardens and from other farmers who have surpluses for sale.

**TABLE 11.—Percentage Distribution of Families Purchasing Fresh Vegetables from Various Sources by Quarters in Three Towns of Alabama, April 1938 - March 1939.**

Towns and quarters <sup>1</sup>	Percentage of families making purchases by source						Total
	Stores	Farmers	Stores and farmers	Stores and peddlers	Stores, farmers and peddlers	No purchases reported	
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	
<b>Andalusia</b>							
1	89	1	1			9	100
2	22	1	70	1	2	4	100
3	13	14	66		1	6	100
4	85	1	3			11	100
<b>Hartselle</b>							
1	85		11	1		3	100
2	43		50			7	100
3	13	7	74			6	100
4	91		5			4	100
<b>Notasulga</b>							
1	73					27	100
2	65		28	1		6	100
3	42	3	46			9	100
4	80	1	6	5		8	100

<sup>1</sup>Quarters refer to seasons: 1, January-March 1939; 2, April-June 1938; 3, July-September 1938; 4, October-December 1938.

Most of the housewives considered the available home-grown fruits very good. These were available for only a short period each year, and supplies were so limited that many were unable to make purchases when desired (Table 12).

The housewives in Hartselle were able to get better supplies of home-grown fruits than those of either of the other towns studied. Only in the third quarter were more than half of the housewives able to get good home-grown fruits in Andalusia and Notasulga. Many expressed a desire to can fruits in the summer but were unable to make purchases. The situation seems to have been true for several years.

Farmers supplied a smaller percentage of the fruit than of the vegetables purchased (Figure 7). Farmers supplied 22 per

**TABLE 12.—Percentage of Families that Reported Obtaining Fresh Fruit as Desired During Each Quarter in Three Alabama Towns, April 1938 - March 1939.**

Quarter <sup>1</sup>	Percentage of families of		
	Andalusia	Hartselle	Notasulga
1	0	0	0
2	32	84	50
3	57	65	54
4	3	4	25

<sup>1</sup>Quarters refer to seasons: 1, January-March 1939; 2, April-June 1938; 3, July-September 1938; 4, October-December 1938.



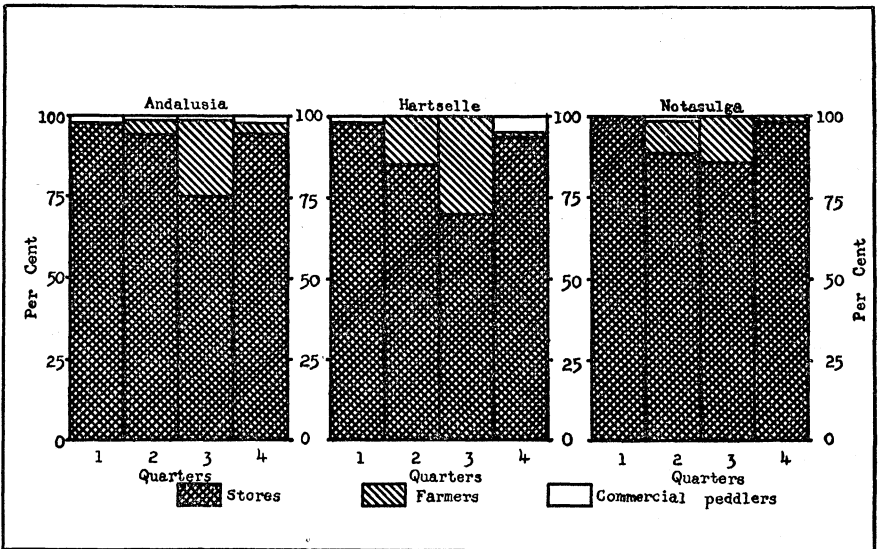


FIGURE 7.—Percentage Distribution of All Fruits Purchased by Quarters in Three Alabama Towns, April 1938 - March 1939.

cent of the fruit purchased in Andalusia, 33 per cent in Hartselle, and 13 per cent in Notasulga in the third quarter. Residents of Hartselle purchased a higher percentage from farmers than residents of either of the other two towns. The main fruits supplied by farmers were berries, cooking apples, peaches, and pears. Commercial peddlers sold a larger percentage of fruits than vegetables; citrus fruits were the main products sold by them. Roadside markets were not available. Their absence does not mean, however, that there is not a place for them.

Stores provided the entire supply of fruits for many consumer families. In Andalusia, 86 per cent of the housewives traded only with stores in the first quarter, 65 per cent in the second, 37 per cent in the third, and 83 per cent in the fourth (Table 13). No fruits were purchased from farmers in the first and fourth quarters. In the second quarter, 20 per cent, and in the third, 49 per cent of the purchases were divided between stores and farmers with the bulk of the business going to stores. In the third quarter, 4 per cent depended wholly upon farmers.

In Hartselle, in the third quarter 75 per cent of the families bought from both stores and farmers and in the fourth quarter, 27 per cent bought from both stores and commercial peddlers. In both cases, however, stores had the bulk of the business.

On March 20, stores visited in Andalusia had 20 fresh vegetables, 2 of which were supplied, in part, from local production; on June 5 they had 21, of which 11 were supplied wholly, or in part, by farmers; and on August 22 they had 14, of which 11 were supplied wholly, or in part, by farmers; and on De-

**TABLE 13.—Percentage Distribution of Families Purchasing Fruits from Various Sources by Quarters in Three Towns of Alabama, April 1938 - March 1939.**

Towns and quarters <sup>1</sup>	Percentage of families making purchases by source						
	Stores	Farmers	Stores and farmers	Stores and peddlers	Stores, farmers and peddlers	No purchases reported	Total
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
<b>Andalusia</b>							
1	86			5		9	100
2	65		20	1	1	13	100
3	37	4	49		2	8	100
4	83			4	1	12	100
<b>Hartselle</b>							
1	94			3		3	100
2	47	1	45			7	100
3	20	1	75			4	100
4	67		2	27	1	3	100
<b>Notasulga</b>							
1	70					30	100
2	49		35	4	5	7	100
3	52	2	42			4	100
4	92	1		1		6	100

<sup>1</sup>Quarters refer to seasons: 1, January-March 1939; 2, April-June 1938; 3, July-September 1938; 4, October-December 1938.

At the time of the March and December visits were very small. At the time of the June visit, only 7 fresh vegetables were furnished in sufficient amounts for merchants' needs. At the time of the August visit only 6 were supplied entirely by farmers. Planned production, systematic marketing, and storage should make it possible for local farmers to supply a greater quantity and a larger variety of fresh vegetables.

Stores in the larger towns carried a more complete stock of all food products than those in the smaller towns. Stores of Andalusia had a total of 27 different fresh vegetables available at sometime during the year those of Hartselle had 23 and of Notasulga 18. The largest number available at any one time was 21 in Andalusia, 18 in Hartselle and 16 in Notasulga. Occasionally, consumers were able to buy fresh vegetables from farmers, neighbors, or peddlers, which were not available at stores.

Merchants were able to buy products other than vegetables from local farmers. During the periods of local production farmers supplied small amounts of berries, peaches, pecans, pears, and cooking apples. Merchants in Andalusia bought about 50 per cent of their beef, 70 per cent of their pork, 75 per cent of their eggs, nearly all of their poultry, and about 35 per cent of

TABLE 14.—Kinds of Fresh Vegetables in Stores and Percentage of Each Supplied by Local Farmers by Seasons, Three Towns, Alabama 1938-39.<sup>1</sup>

Kind	Andalusia				Hartselle				Notasulga			
	Mar. 20	Jun. 5	Aug. 22	Dec. 13	Mar. 27	Jun. 13	Aug. 31	Dec. 19	Mar. 16	May 30	Sep. 6	Dec. 7
Asparagus	—	—	—	—	—	—	—	—	—	—	—	—
Beets	0	0	—	—	—	0	—	—	—	0	—	—
Butter beans	—	100	33	—	—	0	33	—	—	0	0	—
Brussels sprouts	—	—	—	—	—	—	—	—	—	0	—	—
Cabbage	0	85	33	0	0	67	33	0	0	0	0	0
Carrots	0	0	—	0	—	0	33	0	0	0	—	0
Cauliflower	0	—	—	—	—	—	—	—	—	0	—	—
Celery	0	0	0	0	0	0	0	0	0	0	0	0
Corn	—	100	—	—	—	0	100	—	—	0	—	—
Collards	—	—	—	67	—	—	—	0	0	—	—	—
Cucumbers	0	62	—	—	—	0	—	—	—	—	—	—
Eggplant	0	—	33	—	—	—	—	—	—	—	50	—
English peas	0	—	—	—	—	0	33	—	—	—	—	—
Field peas	—	100	100	0	—	0	100	—	—	0	0	—
Irish potatoes	0	100	33	0	0	45	100	0	0	0	0	0
Lettuce	0	0	0	0	0	0	0	0	—	0	0	0
Mustard greens	—	0	100	—	—	—	33	—	—	0	—	—
Onions, dry	0	25	0	0	—	0	0	0	—	0	0	0
Onions, green	10	0	—	—	—	—	—	—	—	—	—	—
Okra	—	100	100	0	—	0	33	—	—	—	—	—
Parsnips	—	—	—	—	—	—	—	—	—	—	—	—
Peppers	0	0	100	0	0	0	33	—	—	—	—	—
Radishes	0	—	—	—	—	—	—	—	—	—	—	—
Rhubarb	—	—	—	—	—	—	—	—	—	—	—	—
Rutabaga	0	—	—	0	0	—	0	0	0	—	0	0
Spinach	—	0	—	—	0	—	—	0	—	—	—	—
Squash	0	50	—	—	—	10	—	—	—	0	—	—
String beans	0	100	—	0	—	55	100	0	—	0	—	0
Sweet potatoes	0	0	100	100	0	—	100	0	0	0	100	100
Tomatoes	0	100	33	—	—	0	100	—	0	0	50	—
Turnip greens	25	0	100	67	0	—	33	0	0	0	50	0

<sup>1</sup>A figure indicates the percentage of a given vegetable supplied by local production; a dash indicates that this vegetable was not on hand at the time of the visit. A zero, of course, means that the vegetable was on hand but none of it was supplied by local farmers.

their butter from local sources. In Hartselle, the merchants bought about 50 per cent of their beef, 90 per cent of their pork, practically all of their poultry, and most of their eggs and butter from local sources. Hartselle merchants, in most cases, bought meats from a packing house at Decatur. Merchants in Notasulga bought most of their poultry, eggs, and butter from local farmers and most of their meat from packing houses in Montgomery.

In addition to purchases from stores, farmers, and commercial peddlers, some housewives also purchased a few food products from their neighbors (Table 15). Livestock products, principally sweet milk, butter, and buttermilk were the most important foods being purchased. Purchases of fruits and vegetables from home gardens were insignificant in all three towns.

The amount of food products grown for home use and for sale within a town had a direct effect upon the amount of products farmers were able to sell in that town. In periods of business

TABLE 15.—Amount and Value of Town-Produced Foods Sold per Person in Three Alabama Towns for One Year, April 1938 - March 1939.

Kind	Andalusia		Hartselle		Notasulga	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Vegetables	0.64	0.01	13.83	0.27	19.36	0.22
Fruits and nuts	0.17	0.02	6.25	0.46	1.39	0.08
Livestock products	22.32	1.17	63.42	2.47	105.97	5.70
Total	23.13	1.20	83.50	3.20	126.72	6.00

prosperity, it is to be expected that "city production" will decline thereby giving farmers a somewhat larger market, while in periods of depression the reverse is likely to be true. This is particularly true of vegetables, but would likely be less true of livestock and poultry products.

Merchants preferred to buy as much as possible from local producers. They were of the opinion that this aided farmers as well as their own business. In spite of this attitude, they had several criticisms to make of farmers. These were: (1) farmers usually sold only surpluses from home gardens which did not provide a dependable supply; (2) quality was frequently very poor; and (3) farmers sold produce to consumers at the same or lower prices than to stores, or did house-to-house peddling and then dumped "left-overs" on stores at low prices. Either of these practices made it hard for stores to sell produce at margins necessary to cover such costs as wastes, delivery, and credit. Consumers were almost unanimous in their preference for locally-grown vegetables; however, they were not always available. Food consumption in low and colored income groups can be increased by increasing the income or lowering the cost of food. But, in the main, markets cannot be widened unless locally produced products can be substituted for those shipped in. Substitution may take place between similar products or other competing products. To compete with distant producers, however, farmers must grow products that will compete in price, grade and quality and extend their production over a longer period of time than has been customary.

#### ADEQUACY OF DIET

Consumers are faced with the problem of securing food needed by the family to meet the requirements for a minimum-adequate diet. Much is heard about the inadequacy of diets for people of the South though it is not generally known what amounts of various foods are needed. In order to approximate the shortage in present food consumption and to see the possible demand, if conditions should permit maintenance of an adequate diet, a comparison is made between quantities of food consumed

by income groups in Andalusia and quantities considered necessary to provide a minimum-adequate diet.

A comparison of food consumption with food requirements for a minimum-adequate diet indicates an over-consumption of some foods but an under-consumption of important protective foods. There is considerable variation in the amount and variety of foods consumed by income groups.

The average person in the high income group spent 12.8 cents for food per meal, in the medium 9.8 cents, and in the low 6.3 cents. The value of food consumed in the high income group was 13 cents, in the medium 11.1 cents, in the low 6.8 cents, and in the colored 4.5 cents per meal.

The estimated consumption per capita was below that needed to supply the standard "adequate diet" in all income groups (Table 16). The food consumption of the medium income group was greater than that of the high largely because of greater home production and greater activity of the people who required more food. An average colored person consumed more flour, bread, cereals, and fats and oils than was needed for a minimum-adequate diet but less than was needed of other types of food. His greatest deficiencies were in milk, vegetables, and all kinds of fruit.

Practically the same situation existed in the other two towns as in Andalusia. The colored group of Hartselle consumed more food than the colored groups of the other two towns. This additional consumption was made up of milk, lean meats, tomatoes and citrus fruits, Irish and sweet potatoes, and flour. However, the amount of food consumed by colored people in each town was low. Although an attempt was made to include food received as gifts or as part payment for their work, it is questionable whether or not this adjustment accounted for all the food these people received.

The poor health of many people found in the low and colored income groups is frequently the result of inadequate diets. This inadequacy of diets is shown and emphasized in Table 16, so that persons interested in trying to provide means of improving this situation will know better the particular types of food that these people should eat, and, as a result, farmers will know the types of food these people might buy should they receive an increased income and be interested in improving their conditions.

These data indicate that if people in small cities consume the amounts of food needed for a minimum-adequate diet it will increase the demand for certain products. In Andalusia the people need approximately 5 million additional pounds of food to provide an adequate diet. Of this amount 3.5 million pounds, or approximately 400,000 gallons, is milk. About 1,000 additional cows producing 400 gallons per year would be needed to make up the deficit.

**TABLE 16.—Quantities of Food Products per Capita which are Needed for a Minimum-Adequate Diet as Contrasted with per Capita Consumption by Income Groups in Andalusia for One Year.**

Foods	Standard minimum-adequate diet <sup>1</sup>	Income groups							
		High		Medium		Low		Colored	
		Amount consumed	Difference	Amount consumed	Difference	Amount consumed	Difference	Amount consumed	Difference
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Milk and buttermilk -----	785	339	-446	348	-437	207	-578	60	- 725
Milk and buttermilk (quarts) -	(365)	(158)	(-207)	(162)	(-203)	(96)	(-269)	(28)	(- 337)
Eggs -----	30	62	+ 32	44	+ 14	27	- 3	19	- 11
Eggs (dozen) -----	(20)	(41)	(+ 21)	(29)	(+ 9)	(18)	(- 2)	(13)	(- 7)
Lean meat, poultry, fish, cheese	100	142	+ 42	134	+ 34	66	- 34	61	- 39
Tomatoes and citrus fruits ----	100	154	+ 54	133	+ 33	61	- 39	25	- 75
Leafy, green, yellow vegetables	100	134	+ 34	148	+ 48	64	- 36	60	- 40
Irish and sweet potatoes -----	220	115	-105	125	- 95	80	-140	68	- 152
Dried peas, beans, and nuts ---	25	6	- 19	8	- 17	17	- 8	9	- 16
Other vegetables and fruits ----	300	248	- 52	261	- 39	158	-142	84	- 216
Flour, bread, cereals -----	180	182	+ 2	216	+ 36	281	+101	226	+ 46
Sugar -----	70	65	- 5	90	+ 20	73	+ 3	53	- 17
Lard, fats, oils -----	40	45	+ 5	51	+ 11	66	+ 26	53	+ 13
Butter and margarine -----	20	24	+ 4	20	0	12	- 8	5	- 15
Total -----	1,970	1,516	-454	1,578	-392	1,112	-858	723	-1,247
Other <sup>2</sup> -----	—	20	—	21	—	18	—	14	—
Grand total -----	1,970	1,536 <sup>3</sup>	—	1,599	—	1,130	—	737	—

<sup>1</sup>Standard minimum-adequate dietary requirements, as reported by W. D. Salmon, Alabama Agricultural Experiment Station in Proceedings of First Alabama Nutrition Conference, March 15, 1941.

<sup>2</sup>"Other" consists of foods without a measurable nutritional value, i.e., coffee, tea, soda, etc.

<sup>3</sup>The total pounds consumed for each income group in this table does not check with the pounds consumed in other tables due to placing certain items on an equivalent basis, i.e., — 1½ pounds bread = 1 pound flour, 11.25 pounds sirup = 5 pounds sugar, 1 pound evaporated milk = 2.2 pounds whole milk, etc.

Additional consumption is not likely to occur unless low income groups receive increased incomes, or unless prices are reduced so that present food expenditures will buy larger quantities. With an increase in demand for labor it is reasonable to believe that these low income families will receive larger incomes and increase their food consumption.

The low and colored income groups consumed only a small part of the tomatoes and citrus fruits needed. More fresh and canned tomatoes could be used to relieve this shortage. Fresh tomatoes can be home-stored for a month or more at almost no cost and with very little trouble, however, they do not keep well in cold storage lockers. An increased production of turnips, mustard, collards, and carrots would improve the availability of leafy, green, and yellow vegetables throughout the year. People with low incomes did not consume sufficient amounts of these products. By making fresh vegetables, fruits, berries, and nuts available to consumers over a longer period of time, farmers have an opportunity of inducing people to substitute these products for canned and dried products.

The weighted average per capita consumption of butter was 16.0 pounds; including oleo and cream the amount was 16.8 pounds. This was 3.2 pounds less than the amount needed. The United States average per capita consumption was 16.8 pounds in 1938 and averaged 16.7 pounds during the period 1869 through 1938. This leads to the belief that butter consumption per capita in this State will increase little if any. Of the 16 pounds of butter already being consumed 5 were produced at home and 11 purchased.

In 1937\* Alabama had a net commodity movement into the State of approximately \$10,000,000 worth of fresh meat and edible packing house products, exclusive of canned meat. For this same year 44 per cent of the value of all net movements of commodities into Alabama was in food products. In value this amounted to approximately \$48,000,000. Almost 50 per cent of the net commodity movements from 1932 through 1937 were food products. These figures do not include possible net receipts that move by trucks. Of the millions of dollars spent for food from places outside of Alabama much is spent for products that could be grown in the State. The net imports into Alabama of such a large quantity of food from outside areas need serious consideration, especially in view of the fact that the economy of the State is still primarily agricultural, and that a considerable part of the expenditure is for products which might be produced economically in Alabama. Any consideration given to the production of foods should come in the form of enterprises designed to supplement cotton income and not designed to entirely replace it.

---

\*All information on net commodity movements is from Alabama's Balance of Rail and Water Traffic, Bureau of Business Research, University of Alabama, 1939, by Langston T. Hawley, pages 65, 66, and 67.

## SUMMARY AND CONCLUSIONS

The per capita consumption of food did not vary greatly from town to town; it amounted to 1460 pounds in Hartselle, to 1447 in Notasulga, and to 1281 in Andalusia.

Food purchases varied with population; in Andalusia 85 per cent was purchased, in Hartselle 74, and in Notasulga 60. Home production accounted for most of the remainder.

Food purchases varied with the income of consumer groups; for instance, in Andalusia per capita purchases amounted to 1500 pounds in the highest and to about 700 pounds in the lowest income group. Variations in consumption by income groups were somewhat comparable to those of purchases. Expenditures for food varied more than either quantity of food purchased or total consumption; more pounds were obtained per dollar by consumers of the low income groups.

The number of kinds of food and of forms in which the food was purchased averaged 200 per person in a year's time.

More than four-fifths of the purchased vegetables, and nearly all of the home-produced, were obtained in the fresh form. Data on snap beans, sweet potatoes, cabbage, and tomatoes, which were chosen to illustrate the general situation regarding fresh vegetables, showed that consumer purchases, prices, and home production varied by seasons.

More vegetables were home-produced in the small towns than in Andalusia. Most local produce went on the market when home production was large and prices low.

The quantity of canned and dried vegetables purchased was about one-fourth that of the fresh. Little of it came from local production.

On the average, 85 per cent of the fruits and nuts was purchased. Approximately 50 per cent of the kinds of fruits were unadapted to production in Alabama. Local farmers must overcome several production handicaps and induce consumers to substitute fruits and nuts better adapted to the area if they expect to supply a larger percentage of these products to the available market.

Variations in purchases of fruit by income groups suggest that fruit to some extent tends to be luxury food; per capita expenditure for fruit varied from \$11 in the high to \$2 in the colored income group.

Per capita consumption of livestock products and fish was greater than that of any other group of food products on both a poundage and a value basis. Home production accounted for nearly half of the total in Notasulga, but for progressively less in the larger towns. Local farmers met much of the demand for products in this group either through stores or direct to consumers. Fish and quantities of beef and pork were usually bought from relatively distant sources.



Miscellaneous products, of which flour was the largest item, were bought largely from distant sources. Some products, particularly corn meal and sirup, were largely supplied by local farmers, however. Alertness in meeting the demand for these products would enable local farmers to capture a larger share of this market.

Diets of all groups of consumers failed on the average to meet minimum adequate standards. The deficit was much greater in the lower than in the higher income groups. There was usually a surplus of some of the high energy foods, but protective foods, particularly milk, fruits and vegetables, were inadequate.

If incomes increase in relation to prices, consumption, particularly of the deficit foods, should expand with attendant advantages in health of consumers and in expanded market for local farmers' products.

The local farm production situation is, in general, as follows:

1. Local farmers as a group are supplying some of each of the various groups of food to stores and town consumers.
2. Their supplies are often subject to criticism of quantity, regularity, quality, pack, and seasonality.
3. Local farmers have an advantage in local markets because of the tendency to buy and consume locally grown products.
4. They, as a group, use certain trading practices that appear detrimental to their goodwill with stores.

In view of present production and marketing practices, farmers may profit by some of the following:

1. Carefully consider the productive resources of their farms in relation to consumer demand in towns and produce for sale those products that offer most opportunity for profit.
2. Plan the production of these crops and livestock products to interfere least with major cash crops.
3. Produce varieties favored by consumers where practical.
4. Plan production schedules that may be altered promptly to meet:
  - a. Unusual growing conditions caused by weather, insects, etc.
  - b. Sharp changes in demand.
5. Adjust production and storage schedules as far as practical to have:
  - a. A large amount of produce for sale when local supply is low and prices high.
  - b. Produce for sale even in the heavy-production-low-price season to maintain market contacts and customers.
6. Adjust packaging, grading and pricing of products.
  - a. Offer produce for sale in the kind and size of packages preferred in the local market.

- b. Adapt grading and standards to the local demand.
  - c. Vary prices with grades and offer high grades where the quality appeal is greatest and lower grades where the price appeal is greatest.
7. Deal frankly and considerately with stores.
- a. Avoid overstocking a town, especially with perishables.
  - b. Avoid the practice of selling quantities of a product to stores and "dumping" surpluses at lower prices to customers of the same stores.
8. Establish additional marketing facilities such as roadside stands and curb markets where their establishment indicates marked economies in sales efforts or in enlarged sales.

APPENDIX TABLE 1.—Amount and Value of Fresh Vegetables Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Beets -----	5.54	0.15	3.34	0.07	0.10	0.01	1.16	0.03	2.07	0.05
Butter beans -----	17.69	1.08	23.06	1.40	9.17	0.48	3.81	0.21	11.93	0.71
Cabbage -----	11.07	0.35	13.75	0.46	17.47	0.57	13.05	0.44	14.91	0.49
Carrots -----	11.50	0.62	11.78	0.50	0.23	0.01	1.06	0.04	5.59	0.24
Cauliflower -----	1.28	0.20	0.48	0.05	—	—	—	—	0.18	0.04
Celery -----	7.93	0.67	3.76	0.31	0.06	0.01	0.59	0.05	2.42	0.20
Collards -----	0.80	0.08	0.78	0.07	1.81	0.14	4.28	0.26	1.82	0.13
Corn -----	20.53	0.60	23.56	0.60	9.36	0.23	15.65	0.37	16.84	0.43
Cucumbers -----	1.59	0.10	2.80	0.12	0.35	0.02	0.53	0.03	1.37	0.07
Eggplant -----	1.17	0.07	0.55	0.04	0.20	0.01	—	—	0.41	0.02
Garden and field peas -----	17.89	0.83	28.91	1.38	37.50	1.56	13.05	0.57	27.12	1.20
Irish potatoes -----	63.70	1.77	60.06	1.59	54.02	1.45	24.94	0.69	48.15	1.39
Lettuce -----	14.94	1.22	10.75	0.84	1.94	0.15	1.96	0.16	6.62	0.52
Onions, dry -----	3.35	0.19	5.75	0.29	5.59	0.27	5.69	0.27	5.38	0.27
Onions, green -----	—	—	0.64	0.03	0.15	0.01	0.89	0.04	0.44	0.02
Okra -----	4.99	0.46	5.67	0.40	5.50	0.32	5.82	0.36	5.55	0.38
Peppers -----	0.48	0.05	0.34	0.03	0.20	0.01	0.08	0.01	0.26	0.02
Rutabagas -----	2.02	0.09	5.82	0.21	4.92	0.19	2.39	0.09	4.32	0.16
Snap beans -----	14.64	1.31	10.71	0.86	2.90	0.21	3.77	0.22	7.24	0.58
Spinach -----	0.53	0.07	0.36	0.03	—	—	0.11	0.01	0.21	0.02
Squash -----	6.10	0.35	2.77	0.14	2.16	0.10	2.45	0.10	2.94	0.15
Sweet potatoes -----	36.94	0.67	49.13	0.85	19.72	0.37	38.80	0.74	35.64	0.64
Tomatoes -----	30.31	2.55	24.16	1.78	7.75	0.63	4.53	0.31	15.59	1.21
Turnips and mustard (roots and greens) -----	25.59	1.25	22.41	0.91	10.80	0.41	15.10	0.53	17.47	0.71
Other <sup>2</sup> -----	0.21	0.01	0.09	0.00	0.15	0.01	—	—	0.07	0.01
Total -----	300.79	14.74	311.43	12.96	192.05	7.17	159.71	5.53	234.54	9.66

<sup>1</sup>This list includes all vegetables purchased except watermelons, pumpkins, and muskmelons, which were omitted because of inadequate data.

<sup>2</sup>"Other" consists of rhubarb and radishes.

APPENDIX TABLE 2.—Amount and Value of Canned and Dried Vegetables Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Canned:										
Asparagus -----	4.87	1.19	0.92	0.25	0.17	0.03	—	—	1.01	0.25
Baked beans -----	0.43	0.07	0.60	0.07	0.41	0.03	0.48	0.04	0.49	0.05
Beets -----	—	—	0.26	0.04	—	—	0.11	0.02	0.11	0.02
Butter beans -----	1.30	0.18	3.46	0.39	0.93	0.09	0.62	0.05	1.76	0.19
Corn -----	3.14	0.33	4.65	0.48	4.59	0.42	1.36	0.16	3.77	0.37
English peas -----	8.38	1.21	10.09	1.38	4.31	0.44	2.03	0.22	6.32	0.81
Field peas -----	1.06	0.11	0.62	0.06	0.31	0.02	0.13	0.01	0.48	0.05
Greens -----	0.63	0.05	0.14	0.01	—	—	—	—	0.13	0.01
Hominy -----	0.40	0.03	1.14	0.08	0.24	0.02	0.19	0.01	0.55	0.04
Catchup -----	1.31	0.28	1.87	0.37	0.39	0.09	0.45	0.09	1.02	0.21
Kraut -----	0.48	0.04	0.27	0.02	0.14	0.01	0.21	0.01	0.20	0.02
Mixed vegetables -----	0.16	0.02	0.25	0.02	0.16	0.01	0.10	0.01	0.18	0.01
Okra -----	—	—	0.37	0.04	0.12	0.01	—	—	0.16	0.02
Pickles -----	2.48	0.26	6.17	0.77	1.94	0.22	0.95	0.11	3.22	0.39
Pimientos -----	0.24	0.08	0.72	0.16	0.03	0.01	0.12	0.03	0.31	0.07
Pork and beans -----	0.13	0.01	0.33	0.03	0.67	0.06	0.13	0.01	0.38	0.04
Sauce -----	—	—	0.16	0.03	0.03	0.01	0.09	0.02	0.08	0.02
Snap beans -----	1.29	0.16	3.87	0.42	2.73	0.25	0.23	0.02	2.42	0.25
Spinach -----	1.75	0.18	0.22	0.02	—	—	0.64	0.06	0.43	0.04
Tomatoes -----	7.32	0.58	9.91	0.73	14.51	1.08	4.69	0.35	10.05	0.75
Tomato juice -----	9.67	0.93	6.12	0.57	1.99	0.15	0.71	0.05	4.14	0.37
Vegetable soup -----	5.13	0.57	2.34	0.27	3.33	0.32	1.53	0.14	2.88	0.30
Other <sup>1</sup> -----	0.33	0.03	—	—	—	—	—	—	0.04	0.00
Dried:										
Beans -----	0.80	0.07	3.13	0.26	9.30	0.70	2.85	0.25	5.13	0.40
Peas -----	1.34	0.11	3.60	0.27	6.50	0.47	5.30	0.45	4.29	0.33
Potato chips -----	0.12	0.10	0.02	0.01	—	—	0.02	0.01	0.03	0.02
Total -----	52.76	6.59	61.23	6.75	52.80	4.44	22.94	2.12	49.58	5.03

<sup>1</sup>"Other" consists of canned carrots, Irish potatoes, mushrooms, and sweet potatoes.

APPENDIX TABLE 3.—Amount and Value of Fresh Fruit and Nuts Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Apples -----	32.37	1.80	26.94	1.58	17.62	0.92	8.18	0.43	20.81	1.16
Bananas -----	18.93	1.14	23.75	1.42	15.35	0.92	4.14	0.25	16.39	0.98
Berries -----	41.82	1.17	16.72	0.50	2.81	0.08	2.14	0.06	12.52	0.36
Cocoanuts -----	0.20	0.13	1.44	0.07	0.33	0.05	—	—	0.70	0.06
Grapes -----	3.76	0.14	3.30	0.21	1.46	0.09	0.83	0.08	2.25	0.14
Grapefruit -----	23.80	0.97	13.92	0.54	3.32	0.13	1.16	0.06	9.15	0.36
Lemons -----	8.91	1.08	6.82	0.85	1.28	0.15	0.72	0.10	5.08	0.59
Oranges -----	47.37	2.87	34.38	1.85	20.18	1.09	10.06	0.60	27.36	1.41
Peaches -----	12.61	0.73	9.28	0.36	13.47	0.31	4.12	0.08	10.08	0.35
Pears -----	—	—	0.36	0.03	5.35	0.05	8.02	0.08	3.51	0.04
Pecans -----	—	—	1.50	0.18	0.34	0.04	—	—	0.62	0.08
Peanuts -----	—	—	—	—	—	—	0.27	0.03	0.05	0.01
Satsumas -----	0.24	0.01	0.10	0.01	0.60	0.01	—	—	0.27	0.01
Strawberries -----	0.31	0.06	1.85	0.17	0.53	0.04	—	—	0.83	0.08
Tangerines -----	0.43	0.01	0.20	0.01	—	—	—	—	0.12	0.00
Walnuts -----	1.46	0.29	0.06	0.01	0.06	0.01	—	—	0.23	0.05
Other <sup>1</sup> -----	—	—	0.06	0.01	—	—	—	—	0.02	0.00
Total -----	192.21	10.40	140.68	7.80	82.70	3.89	39.64	1.77	109.99	5.68

<sup>1</sup>"Other" consists of apricots, almonds, brazil nuts, cherries, figs, kumquats, and plums.

APPENDIX TABLE 4.—Amount and Value of Canned and Dried Fruits Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Canned:										
Apples -----	0.80	0.06	1.00	0.12	0.12	0.01	0.13	0.02	0.63	0.07
Apricots -----	2.12	0.32	0.07	0.01	0.04	0.01	—	—	0.32	0.05
Cherries (bottle and can) -----	0.02	0.11	0.63	0.08	—	—	—	—	0.12	0.04
Cranberries -----	—	—	0.12	0.02	—	—	—	—	0.04	0.01
Figs -----	—	—	0.11	0.01	—	—	0.19	0.02	0.07	0.01
Fruit cocktail -----	2.42	0.44	0.77	0.15	—	—	—	—	0.58	0.11
Jelly -----	1.37	0.15	0.34	0.04	0.11	0.02	—	—	0.24	0.03
Juices:										
Apple -----	—	—	1.81	0.16	—	—	—	—	0.48	0.04
Grape -----	0.76	0.11	1.54	0.20	—	—	—	—	0.62	0.08
Grapefruit -----	7.16	0.61	3.36	0.31	0.07	0.01	0.69	0.08	2.24	0.20
Orange -----	0.55	0.05	1.94	0.22	0.11	0.02	0.09	0.01	0.78	0.09
Pineapple -----	5.55	0.49	3.74	0.49	0.06	0.01	0.06	0.01	2.02	0.23
Miscellaneous <sup>1</sup> -----	—	—	0.08	0.01	—	—	—	—	0.03	0.00
Olives (bottle and can) -----	0.67	0.30	—	—	—	—	—	—	0.09	0.04
Preserves and butters -----	0.55	0.07	4.08	0.02	—	—	—	—	0.21	0.02
Peaches -----	4.51	0.59	5.74	0.72	1.82	0.25	1.96	0.26	3.52	0.46
Pears -----	2.66	0.38	0.50	0.07	0.10	0.02	0.26	0.04	0.61	0.09
Pineapple -----	7.50	1.16	5.78	0.89	1.89	0.37	0.41	0.08	3.64	0.59
Prunes -----	1.89	0.23	—	—	0.09	0.01	0.44	0.04	0.37	0.04
Raspberries -----	—	—	0.08	0.02	—	—	—	—	0.03	0.01

APPENDIX TABLE 4.—Amount and Value of Canned and Dried Fruits Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939. (Continued)

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Dried:										
Apples -----	1.38	0.18	3.40	0.40	5.33	0.62	0.77	0.09	3.25	0.38
Apricots -----	0.46	0.06	—	—	—	—	0.11	0.01	0.08	0.01
Citrons -----	0.53	0.07	—	—	—	—	—	—	0.07	0.01
Dates -----	0.20	0.10	0.08	0.04	0.03	0.01	—	—	0.06	0.03
Peaches -----	1.38	0.17	2.00	0.23	1.34	0.17	0.32	0.04	1.24	0.15
Pears -----	—	—	0.36	0.04	—	—	—	—	0.12	0.01
Prunes -----	2.20	0.25	2.66	0.34	0.83	0.09	0.31	0.04	1.52	0.18
Raisins -----	1.68	0.19	1.31	0.15	0.81	0.09	—	—	0.93	0.10
Other <sup>2</sup> -----	0.42	0.09	—	—	0.04	0.01	—	—	0.07	0.01
Total -----	46.78	6.18	41.50	4.74	12.79	1.72	5.74	0.74	23.98	3.09

<sup>1</sup>Miscellaneous juices consist of lemon, prune and other infrequently purchased juices.

<sup>2</sup>"Other" consists of currants and figs.

APPENDIX TABLE 5.—Amount and Value of Fresh, Cured, and Canned Livestock Products, Fish and Other Sea Foods Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Beef:										
Steak -----	23.64	7.32	17.59	4.81	7.74	2.01	6.13	1.51	12.82	3.59
Roast -----	11.22	2.61	10.96	2.47	2.09	0.45	1.77	0.38	6.18	1.39
Miscellaneous -----	3.68	0.84	5.89	1.08	2.04	0.32	4.37	0.67	3.97	0.69
Pork:										
Ham -----	7.70	2.44	6.53	2.26	1.21	0.36	0.89	0.20	3.78	1.24
Bacon -----	16.19	5.54	14.52	4.35	9.12	2.45	2.79	0.72	10.60	3.15
Sausage -----	6.74	1.43	8.40	1.80	6.96	1.51	5.71	1.18	7.16	1.53
White meat -----	5.79	0.92	5.28	0.83	20.73	2.97	16.26	2.30	12.69	1.85
Chops -----	3.16	0.80	2.50	0.62	1.44	0.34	2.16	0.47	2.17	0.51
Miscellaneous -----	3.84	0.78	5.65	1.16	3.99	0.69	2.91	0.57	4.31	0.83
Mutton and lamb -----	0.43	0.17	0.99	0.25	—	—	—	—	0.23	0.09
Cooked meats -----	1.39	0.35	1.20	0.25	1.16	0.20	0.64	0.09	1.10	0.22
Canned meats -----	3.34	0.79	1.32	0.36	1.48	0.40	0.67	0.16	1.74	0.39
Poultry -----	47.87	10.22	17.84	3.83	3.73	0.78	8.93	1.47	14.89	3.10
Eggs -----	54.92	8.96	32.14	5.17	23.03	3.39	11.82	1.45	28.08	4.34
Butter -----	20.66	7.13	12.80	3.94	10.00	2.85	4.87	1.35	11.33	3.49
Sweet milk -----	258.28	14.48	105.76	5.57	41.59	2.07	21.84	1.09	88.00	4.70
Buttermilk -----	69.01	2.22	52.35	1.33	55.43	1.34	19.48	0.46	48.10	1.30
Condensed milk -----	0.32	0.07	1.24	0.22	0.30	0.04	0.16	0.03	0.58	0.10
Evaporated milk -----	5.15	0.55	16.36	1.75	8.47	0.96	2.91	0.38	9.36	1.05
Cream -----	5.16	1.60	0.70	0.19	—	—	—	—	0.76	0.28
Cheese -----	6.38	1.63	6.18	1.46	4.95	1.06	2.37	0.50	5.02	1.15
Honey -----	—	—	3.46	0.38	1.27	0.14	0.17	0.03	1.61	0.18
Total livestock production -----	554.87	70.85	329.66	44.18	206.73	24.33	116.85	15.01	274.48	35.17
Fish and other sea foods -----	17.50	3.68	14.75	2.61	16.28	2.04	19.91	2.60	16.73	2.60
Total livestock and sea foods --	572.37	74.53	344.41	46.79	223.01	26.37	136.76	17.61	291.21	37.77



APPENDIX TABLE 6.—Amount and Value of Miscellaneous Products Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Baby food -----	1.85	0.62	0.37	0.11	—	—	0.07	0.02	0.38	0.12
Baking powder -----	1.32	0.32	2.05	0.49	0.94	0.19	1.27	0.21	1.43	0.31
Bread (plain and rolls) -----	43.39	4.59	33.86	3.43	13.76	1.38	10.13	0.99	23.69	2.42
Cocoa -----	0.67	0.14	0.40	0.07	0.27	0.05	—	—	0.31	0.06
Coffee -----	8.17	2.32	7.87	1.76	6.89	1.30	5.15	0.95	7.04	1.52
Cooking oil -----	5.30	0.67	16.80	1.92	30.60	4.65	23.99	2.83	24.89	2.85
Crackers -----	2.52	0.38	1.80	0.25	0.73	0.12	0.13	0.02	1.20	0.18
Cream of wheat -----	0.86	0.18	0.04	0.01	0.04	0.01	—	—	0.16	0.03
Flavoring -----	0.37	0.20	0.11	0.06	0.19	0.10	0.10	0.05	0.17	0.09
Flour -----	69.16	3.23	104.59	4.34	170.11	6.39	115.07	4.61	123.79	4.93
Grits -----	4.77	0.45	7.80	0.68	4.45	0.40	4.38	0.40	5.59	0.50
Jello and gelatin -----	1.58	0.58	0.66	0.19	0.10	0.02	0.11	0.03	0.47	0.15
Macaroni (box and canned) -----	0.56	0.07	0.66	0.09	0.40	0.06	0.45	0.06	0.52	0.07
Meal -----	53.28	1.08	51.65	1.17	81.07	1.82	83.85	1.84	68.11	1.51
Mustard -----	—	—	0.08	0.02	—	—	—	—	0.03	0.01
Oat meal -----	3.64	0.35	2.77	0.26	2.75	0.25	1.38	0.14	2.60	0.24
Oleo -----	0.85	0.11	1.36	0.19	0.63	0.08	—	—	0.78	0.10
Pasteries -----	3.49	0.84	5.36	1.15	0.78	0.14	0.37	0.08	2.46	0.55
Peanut butter -----	1.28	0.22	3.92	0.61	4.08	0.56	0.54	0.06	2.95	0.43
Ready-to-eat cereals -----	2.02	0.46	4.83	0.90	0.83	0.15	0.05	0.01	1.93	0.41

APPENDIX TABLE 6.—Amount and Value of Miscellaneous Products Purchased per Person in Andalusia by Income Groups for One Year, April 1938-March 1939. (Continued)

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Rice -----	10.86	0.99	11.41	0.85	9.28	0.63	13.07	0.90	10.97	0.81
Salad spreads or dressings -----	6.00	1.72	6.80	1.51	3.60	0.83	2.02	0.38	4.67	1.09
Salt -----	5.24	0.22	7.34	0.27	8.11	0.25	5.00	0.18	6.85	0.24
Sirup: Cane -----	4.66	0.25	15.80	0.85	30.28	1.52	18.57	0.88	17.50	0.90
Corn -----	0.80	0.02	0.43	0.04	3.37	0.18	3.88	0.20	3.11	0.22
Sorghum -----	—	—	—	—	0.33	0.02	—	—	0.11	0.01
Soda -----	0.64	0.04	1.59	0.11	1.22	0.08	1.96	0.13	1.41	0.10
Spaghetti (box and canned) -----	0.30	0.04	0.53	0.07	0.68	0.08	0.19	0.02	0.47	0.06
Spices -----	0.07	0.06	0.01	0.01	0.03	0.02	0.02	0.02	0.02	0.02
Sugar -----	61.76	3.32	80.60	4.10	56.01	2.89	42.33	2.15	57.77	3.20
Tea -----	0.42	0.28	0.73	0.30	0.48	0.24	0.16	0.06	0.46	0.24
Vegetable shortening -----	22.81	3.51	16.33	2.12	5.76	0.67	9.61	1.18	12.33	1.63
Wesson oil -----	1.61	0.45	0.41	0.14	—	—	—	—	0.35	0.11
Other <sup>1</sup> -----	1.49	0.25	1.64	0.15	0.37	0.06	0.22	0.03	1.13	0.15
Total -----	321.74	27.96	390.60	28.22	438.14	25.14	344.07	18.43	385.65	25.26

<sup>1</sup>"Other" consists of vinegar, marshmallows, kool aid, date bread, canned biscuits and other infrequently purchased items.

APPENDIX TABLE 7.—Amount and Value of Fresh Vegetables Home-Produced or Received as Gifts per Person in Andalusia by Income Groups for one Year, April 1938-March 1939.<sup>1</sup>

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Asparagus -----	—	—	0.06	0.00	—	—	—	—	0.02	0.00
Butter beans -----	0.80	0.03	0.24	0.01	0.88	0.04	0.16	0.01	0.51	0.02
Beets -----	0.25	0.00	0.50	0.01	—	—	—	—	0.20	0.00
Cabbage -----	—	—	4.52	0.08	1.24	0.02	0.94	0.02	1.69	0.04
Carrots -----	0.39	0.01	7.52	0.13	—	—	—	—	1.75	0.02
Collards -----	0.01	0.00	0.25	0.01	0.02	0.00	0.98	0.06	0.36	0.02
Corn -----	13.19	0.33	9.89	0.25	3.09	0.08	1.70	0.04	6.89	0.16
Cucumbers -----	—	—	0.48	0.01	—	—	—	—	0.22	0.00
Eggplant -----	0.21	0.01	0.32	0.01	0.16	0.01	—	—	0.18	0.01
English peas -----	—	—	1.99	0.10	0.26	0.01	0.19	0.01	0.78	0.04
Field peas -----	6.90	0.18	12.60	0.35	3.65	0.10	3.00	0.08	6.94	0.19
Greens -----	1.95	0.02	5.16	0.07	1.65	0.03	1.00	0.01	2.73	0.03
Irish potatoes -----	11.40	0.22	13.80	0.23	4.20	0.07	4.20	0.07	7.46	0.12
Lettuce -----	0.19	0.00	1.43	0.04	0.10	0.01	—	—	0.55	0.01
Okra -----	0.55	0.01	1.85	0.04	1.70	0.04	0.20	0.00	0.79	0.03
Onions -----	1.48	0.04	5.64	0.10	2.98	0.05	0.57	0.01	3.15	0.06
Peppers -----	0.12	0.00	0.10	0.00	0.09	0.00	—	—	0.09	0.00
Radishes -----	0.09	0.00	1.55	0.04	0.14	0.00	—	—	0.57	0.02
Snap beans -----	0.38	0.01	5.70	0.19	1.99	0.07	0.64	0.02	2.75	0.10
Squash -----	2.82	0.05	1.88	0.03	1.22	0.02	0.07	0.01	1.42	0.03
Sweet potatoes -----	2.75	0.03	1.65	0.01	2.20	0.03	—	—	1.64	0.02
Tomatoes -----	5.04	0.10	22.40	0.47	9.52	0.20	2.24	0.04	11.27	0.24
Total -----	48.52	1.04	99.53	2.18	35.08	0.78	15.89	0.38	51.96	1.16

<sup>1</sup>Gifts of fresh vegetables amounted to 11.37 pounds valued at \$0.23 for high white, 11.52 pounds valued at \$0.24 for medium white, 0.78 pound valued at \$0.01 for low white and 0.74 pound valued at \$0.01 for colored.

APPENDIX TABLE 8.—Amount and Value of Fruits and Nuts Home-Produced or Received as Gifts per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Apples -----	1.00	0.01	—	—	—	—	—	—	0.18	0.00
Berries -----	—	—	0.27	0.02	0.24	0.01	0.36	0.01	0.24	0.01
Figs -----	—	—	4.50	0.07	4.00	0.06	—	—	2.78	0.04
Grapes -----	0.12	0.00	0.78	0.02	—	—	—	—	0.25	0.00
Peaches -----	1.50	0.02	7.00	0.11	0.50	0.01	0.50	0.01	2.86	0.04
Pears -----	12.50	0.15	6.00	0.08	—	—	—	—	3.92	0.04
Pecans -----	2.67	0.21	1.57	0.13	0.53	0.04	0.33	0.03	1.12	0.09
Strawberries -----	0.20	0.01	0.26	0.01	—	—	—	—	0.11	0.01
Total -----	17.99	0.40	20.38	0.44	5.27	0.12	1.19	0.05	11.46	0.23

<sup>1</sup>Gifts of fruits and nuts amounted to 11.00 pounds valued at \$0.13 for high white, 5.50 pounds valued at \$0.08 for medium white and none for low white and colored.

APPENDIX TABLE 9.—Amount and Value of Livestock Home-Produced or Received as Gifts per Person in Andalusia by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>

Kind	Income groups									
	High		Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Butter -----	—	—	5.00	1.21	1.79	0.43	0.01	0.00	2.27	0.54
Cream -----	—	—	0.32	0.06	—	—	—	—	0.11	0.02
Eggs -----	7.05	0.85	12.12	1.45	3.58	0.43	6.79	0.80	7.53	0.90
Fryers -----	3.39	0.61	6.30	1.11	1.25	0.22	1.72	0.31	3.31	1.32
Hens -----	0.52	0.07	3.43	0.45	0.15	0.02	0.40	0.06	1.34	0.17
Milk:										
Buttermilk -----	—	—	80.32	1.60	35.22	0.61	0.64	0.01	42.38	0.74
Sweet milk -----	—	—	70.99	3.78	55.04	2.38	11.56	0.64	62.45	2.18
Pork -----	—	—	18.65	2.24	4.40	0.52	3.09	0.37	8.30	1.00
Total -----	10.96	1.53	197.13	11.90	101.43	4.61	24.21	2.19	127.69	6.87

<sup>1</sup>Gifts of livestock products amounted to none for high white, 12.85 pounds valued at \$0.39 for medium white, 4.43 pounds valued at \$0.15 for low white and 1.54 pounds valued at \$0.07 for colored.

**APPENDIX TABLE 10.—Amount and Value of Fresh Vegetables Purchased per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Butter beans --	4.68	0.29	0.91	0.05	2.54	0.13	3.69	0.22
Beets -----	3.28	0.07	—	—	—	—	2.15	0.04
Cabbage -----	14.54	0.42	25.85	0.62	16.25	0.50	16.63	0.46
Carrots -----	6.92	0.25	1.62	0.05	0.78	0.02	4.94	0.18
Cauliflower ---	0.06	0.01	—	—	—	—	0.04	0.00
Celery -----	3.75	0.30	0.28	0.03	0.24	0.02	2.55	0.20
Collards -----	0.41	0.02	0.31	0.02	0.39	0.03	0.39	0.03
Corn -----	24.45	0.75	11.74	0.28	10.21	0.26	19.80	0.58
Cucumbers ---	0.57	0.04	—	—	—	—	0.37	0.02
Eggplant -----	0.12	0.01	—	—	—	—	0.08	0.01
Garden and field peas -----	7.99	0.35	5.09	0.17	4.97	0.19	6.86	0.28
Irish potatoes --	52.56	1.40	90.05	1.84	43.15	1.02	56.66	1.40
Lettuce -----	10.43	0.77	3.50	0.27	0.63	0.05	7.52	0.56
Onions, dry ---	3.49	0.17	3.06	0.15	1.97	0.10	3.14	0.16
Onions, green -	0.03	0.00	0.14	0.07	—	—	0.02	0.00
Okra -----	2.21	0.13	1.24	0.07	0.53	0.08	1.74	0.11
Peppers -----	0.54	0.04	—	—	0.42	0.04	0.43	0.04
Rutabagas ----	1.40	0.06	0.70	0.04	1.26	0.05	1.08	0.05
Snap beans ----	12.63	0.76	6.56	0.44	5.17	0.32	10.28	0.63
Spinach -----	1.98	0.10	0.20	0.02	0.19	0.01	1.33	0.07
Squash -----	2.92	0.14	0.79	0.03	0.41	0.02	2.12	0.10
Sweet potatoes -	26.87	0.51	29.22	0.39	34.25	0.54	28.64	0.50
Tomatoes -----	24.79	1.41	6.30	0.40	2.22	0.13	17.67	1.01
Turnips and mustard (roots and greens) -	10.93	0.57	6.28	0.32	10.41	0.53	10.01	0.51
Other <sup>1</sup> -----	0.51	0.02	0.39	0.02	—	—	0.30	0.02
<b>Total</b> ----	<b>218.06</b>	<b>8.59</b>	<b>194.23</b>	<b>5.28</b>	<b>135.99</b>	<b>4.04</b>	<b>198.44</b>	<b>7.18</b>

<sup>1</sup>"Other" consists of rape, kale, and radishes.

APPENDIX TABLE 11.—Amount and Value of Canned and Dried Vegetables Purchased per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Canned:								
Asparagus ---	1.72	0.36	—	—	—	—	1.13	0.24
Baked beans—	0.80	0.07	0.10	0.01	0.13	0.01	0.56	0.05
Beets -----	0.11	0.01	—	—	—	—	0.07	0.01
Butter beans—	1.20	0.12	0.46	0.03	—	—	0.86	0.08
Corn -----	4.85	0.42	3.66	0.33	1.99	0.17	4.13	0.36
English peas -	6.02	0.70	1.50	0.18	2.71	0.24	4.70	0.53
Field peas ---	0.29	0.03	—	—	0.13	0.01	0.21	0.02
Greens -----	0.62	0.06	—	—	—	—	0.44	0.04
Hominy -----	1.98	0.12	1.91	0.12	—	—	1.60	0.10
Catchup ----	0.65	0.13	0.31	0.06	0.22	0.04	0.52	0.10
Kraut -----	1.16	0.08	1.82	0.13	0.24	0.02	1.06	0.08
Mixed vege-								
tables ----	0.36	0.04	0.31	0.03	—	—	0.29	0.03
Pickles ----	1.91	0.21	0.88	0.10	—	—	1.39	0.16
Pimentos ----	0.19	0.06	—	—	—	—	0.12	0.04
Pork and beans	0.41	0.03	0.56	0.04	0.51	0.04	0.45	0.03
Sauce -----	0.09	0.03	—	—	—	—	0.06	0.02
Snap beans -	1.81	0.19	1.47	0.12	0.12	0.01	1.44	0.14
Spinach ----	1.33	0.14	0.39	0.04	0.70	0.06	1.06	0.11
Tomatoes ---	4.66	0.37	9.04	0.68	2.32	0.19	4.91	0.48
Tomato juice—	4.71	0.44	0.15	0.02	0.69	0.07	3.24	0.30
Vegetable soup	1.95	0.18	1.01	0.11	0.60	0.05	1.55	0.14
Other <sup>1</sup> -----	0.16	0.03	—	—	—	—	0.07	0.01
Dried:								
Beans -----	4.57	0.36	17.05	1.32	3.70	0.30	6.36	0.50
Peas -----	3.46	0.25	4.00	0.28	3.78	0.28	3.61	0.46
Potato chips -	0.04	0.03	—	—	—	—	0.03	0.02
Total -----	45.05	4.46	44.62	3.60	17.84	1.49	39.86	4.05

<sup>1</sup>"Other" consists of canned carrots, Irish potatoes, mushrooms, relish, and sweet potatoes.

**APPENDIX TABLE 12.—Amount and Value of Fresh Fruit and Nuts Purchased per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Apples -----	47.31	1.91	17.34	0.66	11.90	0.44	35.99	1.44
Bananas -----	18.75	1.12	14.25	0.85	5.14	0.31	15.50	0.93
Berries -----	7.12	0.28	0.39	0.03	0.63	0.02	4.77	0.19
Cocoanuts -----	1.62	0.10	0.92	0.06	0.61	0.03	1.32	0.08
Grapes -----	2.12	0.17	—	—	0.74	0.04	1.53	0.12
Grapefruit -----	12.51	0.51	0.57	0.02	1.94	0.08	8.66	0.35
Lemons -----	8.63	0.98	3.12	0.20	2.72	0.34	6.48	0.74
Oranges -----	50.04	2.35	11.14	0.86	16.93	0.80	38.73	1.83
Peaches -----	25.47	0.55	13.28	0.28	14.09	0.30	21.43	0.46
Pears -----	8.12	0.09	5.00	0.08	7.93	0.12	7.60	0.09
Pecans -----	1.87	0.15	0.31	0.06	0.10	0.02	0.73	0.11
Peanuts -----	0.39	0.02	—	—	0.39	0.02	0.33	0.02
Satsumas -----	1.11	0.03	—	—	0.34	0.01	0.79	0.02
Strawberries ---	0.39	0.03	—	—	0.16	0.01	0.28	0.02
Tangerines ----	0.56	0.03	0.84	0.05	0.63	0.04	0.62	0.03
Walnuts -----	0.34	0.06	0.21	0.05	0.19	0.05	0.31	0.06
Other <sup>1</sup> -----	0.06	0.04	—	—	—	—	0.61	0.06
<b>Total -----</b>	<b>186.41</b>	<b>8.42</b>	<b>67.37</b>	<b>3.20</b>	<b>64.44</b>	<b>2.63</b>	<b>145.68</b>	<b>6.55</b>

<sup>1</sup>"Other" consists of apricots, almonds, brazil nuts, cherries, figs, kumquats, and plums.



**APPENDIX TABLE 13.—Amount and Value of Canned and Dried Fruits Purchased Per Person in Hartselle by Color Groups for One Year, April 1938-March 1939.**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
<b>Canned:</b>								
Apples -----	0.11	0.01	—	—	0.25	0.03	0.12	0.01
Apricots ----	0.38	0.05	—	—	—	—	0.25	0.03
Cherries -----	0.60	0.15	—	—	0.04	0.02	0.42	0.11
Cranberries --	0.36	0.05	—	—	—	—	0.24	0.03
Figs -----	0.02	0.00	—	—	—	—	0.01	0.00
Fruit cocktail	1.22	0.19	—	—	—	—	0.80	0.12
Jelly -----	0.29	0.05	—	—	0.19	0.05	0.26	0.05
<b>Juices:</b>								
Apple ----	0.26	0.03	—	—	—	—	0.17	0.01
Grape ----	0.42	0.09	0.45	0.06	—	—	0.35	0.07
Grapefruit	2.39	0.22	—	—	0.24	0.02	1.61	0.15
Orange ---	0.24	0.02	—	—	—	—	0.16	0.01
Pineapple -	1.19	0.13	—	—	0.16	0.02	0.77	0.09
Miscellaneous juices <sup>1</sup>	0.06	0.01	—	—	—	—	0.04	0.00
Olives (bottle and can) --	0.10	0.06	—	—	—	—	0.07	0.04
Preserves and butters ----	0.37	0.04	0.21	0.03	—	—	0.28	0.03
Peaches -----	3.70	0.45	1.27	0.16	0.87	0.10	2.79	0.34
Pears -----	2.22	0.26	—	—	—	—	1.46	0.17
Pineapple ---	5.76	0.87	0.77	0.13	0.43	0.08	3.98	0.60
Prunes -----	0.22	0.02	—	—	—	—	0.15	0.02
Raspberries --	—	—	—	—	—	—	—	—
<b>Dried:</b>								
Apples -----	0.92	0.11	2.33	0.29	1.08	0.13	1.17	0.14
Apricots ----	0.35	0.05	—	—	—	—	0.23	0.03
Dates -----	0.05	0.03	0.03	0.01	—	—	0.04	0.02
Mincemeats...	0.28	0.04	0.10	0.03	—	—	0.21	0.04
Peaches ----	2.42	0.29	2.98	0.32	2.45	0.30	2.51	0.29
Prunes -----	1.99	0.22	0.10	0.01	0.10	0.01	1.34	0.15
Raisins -----	1.34	0.15	0.20	0.02	0.50	0.04	1.00	0.11
Other <sup>2</sup> -----	0.13	0.02	0.10	0.01	0.00	0.00	0.09	0.02
<b>Total</b> -----	<b>27.39</b>	<b>3.61</b>	<b>8.54</b>	<b>1.07</b>	<b>6.31</b>	<b>0.80</b>	<b>20.52</b>	<b>2.68</b>

<sup>1</sup>Miscellaneous juices consist of lemon, prune and other infrequently purchased juices.

<sup>2</sup>"Other" consists of currants, figs, and citrons.

**APPENDIX TABLE 14.—Amount and Value of Fresh, Cured and Canned Livestock Products, Fish and Other Sea Foods Purchased per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
<b>Beef:</b>								
Steak -----	14.28	3.90	5.80	1.51	8.08	1.92	11.79	3.16
Roast -----	6.94	1.62	1.83	0.33	1.27	0.28	4.91	1.14
Miscellaneous	3.98	0.67	1.90	0.29	3.20	0.46	3.75	0.62
<b>Pork:</b>								
Ham -----	10.35	2.63	1.84	0.48	0.26	0.10	6.92	1.82
Bacon -----	10.60	3.24	9.46	2.64	3.45	0.87	9.09	2.68
Sausage ----	5.77	1.24	3.12	0.66	2.42	0.49	4.72	1.01
White meat--	6.87	1.00	16.44	2.23	16.49	2.34	10.17	1.45
Chops -----	1.69	0.43	0.83	0.21	0.67	0.17	1.37	0.35
Miscellaneous	7.11	1.16	3.96	0.60	2.82	0.57	5.95	0.97
Mutton and lamb	0.22	0.07	—	—	—	—	0.14	0.05
Cooked meats --	2.72	0.53	2.15	0.34	0.21	0.04	2.54	0.39
Canned meats --	1.17	0.34	0.60	0.24	0.04	0.01	0.87	0.26
Poultry -----	16.33	3.01	4.86	0.71	6.29	1.02	12.67	2.28
Eggs -----	31.72	4.68	16.84	2.28	13.29	1.95	25.94	3.79
Butter -----	13.59	3.60	9.87	2.26	8.31	1.79	11.80	3.05
Sweet milk ----	98.97	4.67	23.36	1.00	3.51	0.17	69.27	3.25
Buttermilk ----	76.41	1.78	100.81	2.01	39.60	0.89	73.32	1.65
Condensed milk	0.57	0.13	—	—	0.66	0.16	0.48	0.11
Milk powder ---	0.02	0.03	—	—	—	—	0.01	0.00
Evaporated milk	10.39	1.16	6.37	0.73	6.18	0.61	8.68	0.99
Cream -----	4.59	1.30	—	—	—	—	3.01	0.85
Cheese -----	6.35	1.45	3.27	0.74	1.49	0.23	4.96	1.11
Honey -----	0.90	0.12	1.06	0.18	—	—	0.75	0.10
Total livestock products	331.54	38.76	214.37	19.44	118.24	14.07	273.11	31.08
Fish and other sea foods	7.52	1.19	8.68	0.97	17.89	1.93	9.60	1.30
Total livestock and sea foods	339.06	39.95	223.05	20.41	136.13	16.00	282.71	32.38

**APPENDIX TABLE 15.—Amount and Value of Miscellaneous Products Purchased per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Baby food -----	2.15	0.69	—	—	—	—	1.41	0.46
Baking powder -	1.78	0.35	1.06	0.19	2.14	0.39	1.73	0.33
Bread (plain and rolls) ---	35.87	4.35	13.12	1.33	8.30	0.81	27.15	2.71
Cocoa -----	0.44	0.10	0.57	0.08	0.22	0.04	0.42	0.08
Coffee -----	8.24	1.77	8.65	1.69	4.34	0.80	7.57	1.58
Crackers -----	2.56	0.38	3.05	0.39	0.11	0.01	2.17	0.31
Cream of wheat	0.55	0.10	—	—	0.54	0.09	0.46	0.08
Flavoring -----	0.14	0.15	0.12	0.10	0.57	0.31	0.32	0.17
Flour -----	112.58	4.27	166.51	5.90	160.75	5.61	130.03	4.77
Grits -----	0.98	0.09	—	—	0.15	0.01	0.67	0.06
Jello and gelatin	1.19	0.35	0.04	0.01	0.12	0.03	0.81	0.24
Macaroni (box and canned) -	0.88	0.09	0.31	0.32	0.22	0.03	0.61	0.07
Mustard -----	0.06	0.02	0.04	0.01	0.04	0.02	0.05	0.02
Meal -----	55.72	1.15	115.69	2.23	105.05	2.03	74.33	1.48
Oat meal -----	3.90	0.37	4.13	0.38	1.66	0.15	3.52	0.33
Oleo -----	0.58	0.08	0.47	0.06	0.20	0.04	0.49	0.07
Pastries -----	2.80	0.70	0.91	0.19	0.37	0.09	2.09	0.49
Peanut butter --	2.73	0.34	5.37	0.72	0.30	0.03	2.69	0.34
Postum -----	0.12	0.06	0.10	0.03	—	—	0.10	0.04
Ready-to-eat cereals -----	3.92	0.80	0.97	0.19	0.31	0.05	2.72	0.56
Rice -----	2.07	0.15	2.83	0.24	8.43	0.60	3.38	0.25
Salad spreads or dressings ---	5.33	1.12	1.42	0.34	2.03	0.44	4.10	0.87
Salt -----	6.79	0.21	10.55	0.41	3.71	0.13	6.80	0.23
Sirup: Cane ---	2.65	0.13	6.34	0.33	—	—	2.73	0.14
Corn ---	1.70	0.13	3.12	0.23	2.06	0.14	1.99	0.15
Maple --	0.04	0.02	—	—	—	—	0.03	0.01
Sorghum	5.65	0.28	1.19	0.05	11.40	0.60	6.03	0.30
Soda -----	1.77	0.11	2.38	0.16	2.17	0.14	1.94	0.12
Spaghetti (box and canned) -	0.69	0.07	0.59	0.07	0.07	0.00	0.56	0.06
Spices -----	0.05	0.04	0.08	0.07	0.02	0.01	0.05	0.04
Sugar -----	91.65	4.62	48.65	2.50	66.58	3.36	80.24	4.05
Tea -----	0.68	0.43	0.20	0.11	0.54	0.21	0.59	0.40
Vegetable shortening ---	27.38	3.52	43.63	4.99	28.87	3.40	30.20	3.73
Wesson oil ----	0.57	0.16	—	—	—	—	0.38	0.10
Other <sup>1</sup> -----	1.12	0.18	0.78	0.08	0.11	0.01	0.88	0.16
<b>Total</b> -----	<b>385.33</b>	<b>27.38</b>	<b>442.87</b>	<b>23.36</b>	<b>411.38</b>	<b>19.58</b>	<b>399.24</b>	<b>24.80</b>

<sup>1</sup>"Other" consists of vinegar, marshmallows, kool aid, date bread, canned biscuits, and other infrequently purchased items.

APPENDIX TABLE 16.—Amount and Value of Fresh Vegetables Home-Produced or Received as Gifts per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Asparagus -----	0.07	0.00	—	—	0.09	0.00	0.14	0.00
Butter beans ---	0.34	0.01	0.15	0.01	0.22	0.01	0.31	0.01
Beets -----	0.87	0.02	2.88	0.06	0.38	0.00	1.09	0.03
Cabbage -----	8.91	0.18	11.88	0.23	5.34	0.10	8.69	0.18
Carrots -----	2.05	0.04	0.03	0.01	0.09	0.00	1.56	0.01
Collards -----	0.06	0.00	0.51	0.03	0.93	0.06	0.26	0.01
Corn -----	12.82	0.33	10.63	0.27	6.34	0.16	12.13	0.29
Cucumbers ---	15.41	0.24	3.36	0.05	0.96	0.02	10.64	0.16
Eggplant -----	0.16	0.01	—	—	—	—	0.10	0.00
English peas ---	0.52	0.03	0.08	0.00	0.60	0.03	0.47	0.02
Field peas ---	1.39	0.04	2.40	0.06	1.85	0.05	1.63	0.04
Greens -----	3.15	0.05	7.29	0.04	1.91	0.02	2.68	0.04
Irish potatoes --	17.75	0.31	21.00	0.35	6.00	0.10	16.16	0.27
Lettuce -----	1.03	0.03	1.25	0.03	0.17	0.00	0.90	0.02
Okra -----	3.25	0.09	4.75	0.12	2.20	0.06	3.31	0.08
Onions -----	3.99	0.07	5.36	0.10	6.18	0.11	4.50	0.08
Peppers -----	0.57	0.02	0.56	0.02	0.41	0.02	0.56	0.02
Radishes -----	0.84	0.03	0.14	0.00	0.06	0.00	0.59	0.02
Snap beans ---	7.57	0.25	8.10	0.27	4.84	0.16	7.14	0.24
Spinach -----	0.08	0.01	—	—	—	—	0.05	0.00
Squash -----	0.79	0.02	0.89	0.02	0.03	0.00	0.66	0.01
Sweet potatoes	25.85	0.33	4.78	0.05	12.65	0.16	19.91	0.25
Tomatoes -----	24.08	0.52	43.12	0.92	14.00	0.30	25.16	0.54
Total -----	131.55	2.63	129.16	2.64	65.25	1.36	118.64	2.32

<sup>1</sup>Gifts of vegetables amounted to 9.78 pounds valued at \$0.25 for the medium white, 4.73 pounds valued at \$0.11 for the low white, and 0.34 pound with no value to the colored.

**APPENDIX TABLE 17.—Amount and Value of Fruit and Nuts Home-Produced or Received as Gifts per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Apples -----	3.00	0.05	8.50	0.12	1.00	0.02	3.82	0.06
Berries -----	0.93	0.00	2.36	0.08	1.58	0.03	1.28	0.02
Cherries -----	1.08	0.00	—	—	—	—	0.46	0.00
Figs -----	7.00	0.01	—	—	—	—	4.59	0.01
Grapes -----	1.46	0.03	0.96	0.02	—	—	1.16	0.02
Peaches -----	4.60	0.06	6.00	0.08	1.00	0.02	3.97	0.06
Pears -----	4.00	0.05	3.00	0.04	2.00	0.02	3.84	0.04
Pecans -----	3.66	0.30	0.46	0.03	—	—	2.47	0.20
Plums -----	—	—	0.64	0.01	—	—	0.12	0.00
Strawberries ---	1.18	0.06	—	—	0.68	0.03	0.78	0.04
Miscellaneous fruit -----	—	—	—	—	0.02	0.00	0.00	0.00
Total -----	26.91	0.56	21.92	0.38	6.28	0.12	22.49	0.45

<sup>1</sup>Gifts of fruits and nuts amounted to 1.70 pounds valued at \$0.03 for medium white, 1.00 pound valued at \$0.01 for low white, and none for colored.

**APPENDIX TABLE 18.—Amount and Value of Livestock Products Home-Produced or Received as Gifts per Person in Hartselle by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>**

Kind	Income groups							
	Medium		Low		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Butter -----	6.62	1.60	5.28	1.27	3.65	0.88	5.85	1.41
Eggs -----	19.98	2.39	14.15	1.70	8.84	1.06	16.97	2.03
Milk:								
Fryers -----	7.49	1.34	3.81	0.69	3.87	0.61	6.15	1.10
Hens -----	2.71	1.70	1.02	0.13	1.06	0.14	2.14	0.27
Milk:								
Buttermilk --	84.26	1.86	65.94	1.41	54.91	1.20	71.95	1.63
Sweet milk --	133.08	6.27	54.72	2.35	61.94	2.84	107.51	5.01
Pork -----	19.49	2.34	8.60	1.03	30.73	3.68	19.89	2.39
Total -----	273.63	17.50	153.52	8.58	165.00	10.41	230.46	13.84

<sup>1</sup>Gifts of livestock products amounted to 16.69 pounds valued at \$0.60 for medium white, 3.84 pounds valued at \$0.21 for low white and none for colored.

**APPENDIX TABLE 19.—Amount and Value of Fresh Vegetables Purchased per Person in Notasulga by Income Groups for One Year, April 1938- March 1939.**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Butter beans -----	5.17	0.39	0.45	0.03	3.59	0.20
Beets -----	1.63	0.04	0.38	0.01	1.21	0.03
Cabbage -----	8.46	0.30	10.06	0.39	9.00	0.33
Carrots -----	3.02	0.12	—	—	2.01	0.08
Cauliflower -----	0.14	0.01	—	—	0.09	0.01
Celery -----	2.41	0.20	0.11	0.01	1.64	0.14
Collards -----	0.65	0.05	1.62	0.09	0.97	0.06
Corn -----	6.17	0.15	0.25	0.01	4.20	0.10
Cucumbers -----	0.06	0.00	—	—	0.04	0.00
Eggplant -----	0.35	0.02	—	—	0.23	0.01
Garden and field peas --	10.74	0.53	4.10	0.19	8.52	0.42
Irish potatoes -----	24.11	0.75	4.92	0.15	17.72	0.55
Lettuce -----	6.68	0.52	—	—	4.45	0.36
Onions, dry -----	2.59	0.13	0.59	0.03	1.92	0.10
Onions, green -----	0.06	0.00	0.25	0.01	0.13	0.01
Okra -----	0.25	0.02	0.35	0.01	0.28	0.02
Peppers -----	0.21	0.01	—	—	0.14	0.01
Rutabagas -----	2.96	0.12	1.21	0.06	1.79	0.10
Snap beans -----	3.79	0.28	2.00	0.12	3.19	0.23
Spinach -----	0.14	0.01	—	—	0.10	0.01
Squash -----	2.25	0.09	1.25	0.06	1.91	0.08
Sweet potatoes -----	18.97	0.40	4.19	0.14	14.04	0.31
Tomatoes -----	11.81	0.93	1.34	0.10	8.32	0.65
Turnips and mustard (roots and greens) --	10.32	0.50	2.60	0.10	4.56	0.37
Other <sup>1</sup> -----	—	—	0.56	0.01	0.12	0.01
<b>Total -----</b>	<b>122.94</b>	<b>5.57</b>	<b>36.23</b>	<b>1.52</b>	<b>90.17</b>	<b>4.19</b>

<sup>1</sup>"Other" consists of radishes and rape.

**APPENDIX TABLE 20.—Amount and Value of Canned and Dried Vegetables Purchased per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups				Average	
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
<b>Canned:</b>						
Asparagus -----	0.30	0.07	—	—	0.20	0.04
Baked beans -----	0.40	0.04	0.23	0.02	0.34	0.03
Beets -----	0.04	0.00	—	—	0.03	0.00
Butter beans -----	1.51	0.18	0.12	0.01	1.05	0.12
Corn -----	2.37	0.22	1.44	0.12	2.06	0.19
English peas -----	3.74	0.46	0.40	0.06	2.63	0.33
Field peas -----	0.39	0.03	—	—	0.26	0.02
Greens -----	0.29	0.02	—	—	0.19	0.02
Hominy -----	0.63	0.04	—	—	0.42	0.03
Catchup -----	1.01	0.21	0.04	0.01	0.69	0.14
Kraut -----	0.58	0.05	—	—	0.39	0.03
Mixed vegetables ----	0.76	0.07	—	—	0.51	0.04
Okra -----	0.04	0.00	—	—	0.03	0.00
Pickles -----	2.22	0.28	0.21	0.10	2.02	0.22
Pimentos -----	0.16	0.07	—	—	0.11	0.04
Pork and beans -----	0.17	0.01	—	—	0.11	0.01
Sauce -----	0.03	0.01	—	—	0.02	0.01
Snap beans -----	0.59	0.05	0.35	0.03	0.51	0.04
Spinach -----	0.60	0.06	—	—	0.40	0.04
Tomatoes -----	4.87	0.38	3.96	0.32	4.57	0.36
Tomato juice -----	3.05	0.32	0.59	0.05	2.23	0.22
Vegetable soup -----	0.95	0.09	—	—	0.64	0.06
Other <sup>1</sup> -----	0.04	0.00	0.15	0.01	0.08	0.01
<b>Dried:</b>						
Beans -----	0.99	0.09	0.63	0.06	0.87	0.08
Peas -----	2.70	0.20	5.05	0.39	3.48	0.26
Potato chips -----	0.08	0.06	—	—	0.05	0.04
<b>Total</b> -----	<b>28.51</b>	<b>3.01</b>	<b>13.17</b>	<b>1.18</b>	<b>23.89</b>	<b>2.38</b>

<sup>1</sup>"Other" consists of canned carrots, Irish potatoes, mushrooms, and sweet potatoes.

**APPENDIX TABLE 21.—Amount and Value of Fresh Fruits and Nuts Purchased per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Apples -----	24.84	1.36	7.67	0.43	19.64	1.05
Bananas -----	17.73	1.06	2.64	0.16	12.70	0.76
Berries -----	11.09	0.29	3.75	0.06	8.61	0.21
Coconuts -----	1.01	0.12	—	—	0.55	0.06
Grapes -----	0.88	0.08	—	—	0.51	0.05
Grapefruit -----	8.12	0.32	0.57	0.02	5.60	0.22
Lemons -----	5.21	0.57	0.43	0.06	3.45	0.40
Oranges -----	25.23	1.59	6.05	0.38	18.84	1.19
Peaches -----	4.30	0.12	0.31	0.02	2.97	0.09
Pears -----	4.55	0.06	6.91	0.09	5.34	0.07
Pecans -----	0.20	0.03	—	—	0.13	0.02
Strawberries -----	2.26	0.18	—	—	1.50	0.12
Tangerines -----	1.29	0.04	—	—	0.86	0.03
Walnuts -----	0.04	0.01	—	—	0.02	0.00
Other -----	9.80	0.13	1.52	0.04	7.06	0.10
<b>Total -----</b>	<b>116.55</b>	<b>5.96</b>	<b>29.85</b>	<b>1.26</b>	<b>87.78</b>	<b>4.37</b>



**APPENDIX TABLE 22.—Amount and Value of Canned and Dried Fruits Purchased per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
<b>Canned:</b>						
Apples -----	0.13	0.01	—	—	0.09	0.01
Apricots -----	—	—	—	—	—	—
Cherries (bottle and can) -----	0.08	0.02	—	—	0.07	0.02
Cranberries -----	0.08	0.01	—	—	0.05	0.01
Figs -----	—	—	—	—	—	—
Fruit cocktail -----	0.62	0.10	—	—	0.41	0.07
Jelly -----	0.14	0.02	—	—	0.12	0.02
<b>Juices:</b>						
Apple -----	0.08	0.01	—	—	0.05	0.01
Grape -----	0.15	0.02	—	—	0.10	0.01
Grapefruit -----	2.37	0.20	—	—	1.58	0.13
Orange -----	1.18	0.11	—	—	0.79	0.07
Pineapple -----	1.30	0.13	—	—	0.87	0.09
Miscellaneous juices <sup>1</sup> -----	0.20	0.02	—	—	0.13	0.01
Olives (bottle and can) -----	0.05	0.03	—	—	0.03	0.02
Preserves and butters -----	0.17	0.02	—	—	0.13	0.02
Peaches -----	2.36	0.31	1.13	0.12	1.95	0.25
Pears -----	1.02	0.14	—	—	0.68	0.09
Pineapple -----	3.78	0.60	—	—	2.52	0.40
Prunes -----	0.04	0.00	0.40	0.04	0.16	0.02
<b>Dried:</b>						
Apples -----	0.90	0.12	1.29	0.15	1.03	0.13
Apricots -----	0.13	0.02	—	—	0.09	0.01
Dates -----	0.02	0.01	—	—	0.01	0.01
Mincemeats -----	0.64	0.14	—	—	0.42	0.09
Peaches -----	2.55	0.33	2.16	0.33	2.55	0.33
Prunes -----	0.83	0.10	—	—	0.55	0.07
Raisins -----	0.72	0.08	0.19	0.02	0.54	0.06
Other -----	0.04	0.01	—	—	0.02	0.00
<b>Total -----</b>	<b>19.58</b>	<b>2.56</b>	<b>5.17</b>	<b>0.66</b>	<b>14.94</b>	<b>1.95</b>

<sup>1</sup>Miscellaneous juices consist of lemon, prune, and other infrequently purchased juices.

**APPENDIX TABLE 23.—Amount and Value of Fresh, Cured, and Canned Livestock Products, Fish and Other Sea Foods Purchased per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
<b>Beef:</b>						
Steak -----	10.90	2.98	2.45	0.65	8.08	2.21
Roast -----	8.90	1.91	2.81	0.54	6.87	1.46
Miscellaneous -----	1.93	0.30	3.15	0.42	2.56	0.37
<b>Pork:</b>						
Ham -----	5.10	1.52	0.15	0.08	3.50	1.04
Bacon -----	7.39	2.35	0.84	0.24	5.20	1.65
Sausage -----	5.20	1.15	6.94	1.38	5.77	1.22
White meat -----	5.54	0.82	18.49	2.59	9.86	1.41
Chops -----	1.00	0.24	0.20	0.05	0.73	0.18
Miscellaneous -----	3.59	0.63	1.48	0.06	2.77	0.48
Mutton and lamb -----	0.57	0.16	—	—	0.38	0.10
Cooked meats -----	1.48	0.26	0.76	0.10	1.24	0.21
Canned meats -----	2.06	0.51	0.16	0.04	1.52	0.31
Poultry -----	11.81	2.50	1.94	0.46	8.50	1.82
Eggs -----	25.67	3.61	7.19	1.02	19.51	2.75
Butter -----	10.69	3.03	5.49	1.51	8.97	2.52
Sweet milk -----	66.07	3.07	8.48	0.39	46.88	2.18
Buttermilk -----	67.32	1.50	48.19	0.97	60.95	1.32
Condensed milk -----	0.05	0.01	1.73	0.44	0.61	0.16
Evaporated milk -----	3.90	0.47	4.00	0.37	3.93	0.44
Cream -----	0.16	0.03	0.13	0.02	0.15	0.03
Cheese -----	6.30	1.52	3.50	0.80	5.37	1.28
Honey -----	0.71	0.10	—	—	0.47	0.06
<b>Total livestock products -----</b>	<b>246.34</b>	<b>28.67</b>	<b>118.08</b>	<b>12.13</b>	<b>203.82</b>	<b>23.20</b>
<b>Fish and other sea foods -----</b>	<b>8.77</b>	<b>1.53</b>	<b>16.21</b>	<b>1.83</b>	<b>13.08</b>	<b>1.64</b>
<b>Total livestock and sea foods -----</b>	<b>255.11</b>	<b>30.20</b>	<b>134.29</b>	<b>13.96</b>	<b>216.90</b>	<b>24.84</b>

APPENDIX TABLE 24.—Amount and Value of Miscellaneous Products Purchased per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Baby food -----	0.11	0.03	—	—	0.07	0.02
Baking powder -----	1.46	0.30	0.91	0.16	1.28	0.25
Bread (plain and rolls) -	38.64	3.78	6.91	0.73	28.06	2.76
Cocoa -----	0.39	0.07	0.33	0.06	0.37	0.07
Coffee -----	9.19	2.06	4.40	0.78	7.59	1.63
Cooking oil -----	0.26	0.04	0.94	0.09	0.49	0.05
Crackers -----	0.99	0.17	0.26	0.05	0.75	0.13
Cream of wheat -----	0.08	0.02	—	—	0.05	0.01
Flavoring -----	0.02	0.01	0.17	0.09	0.08	0.04
Flour -----	152.00	6.16	216.82	8.06	173.61	6.80
Grits -----	2.60	0.22	0.50	0.05	1.90	0.17
Jello and gelatin -----	0.42	0.16	—	—	0.30	0.10
Macaroni (box and canned) -----	0.49	0.06	—	—	0.30	0.03
Meal -----	58.84	1.08	74.73	1.43	64.14	1.19
Mustard -----	0.03	0.01	—	—	0.02	0.01
Oat meal -----	2.97	0.27	0.09	0.02	2.01	0.19
Oleo -----	0.29	0.04	—	—	0.19	0.03
Pasteries -----	2.10	0.50	2.12	0.09	2.11	0.36
Peanut butter -----	1.86	0.27	0.46	0.08	1.39	0.20
Postum -----	0.07	0.01	—	—	0.05	0.01
Ready-to-eat cereals ---	3.19	0.62	0.06	0.01	2.13	0.41
Rice -----	5.27	0.39	8.07	0.51	6.20	0.43
Salad spreads or dressings -----	6.35	1.23	0.25	0.08	4.32	0.85
Salt -----	19.48	0.34	5.26	0.18	14.74	0.29
Sirup: Cane -----	7.71	0.41	21.13	1.09	12.18	0.64
Corn -----	1.87	0.13	3.42	0.20	2.38	0.15
Sorghum -----	—	—	1.13	0.03	0.38	0.01
Soda -----	1.50	0.10	2.58	0.18	1.86	0.13
Spaghetti (box and canned) -----	0.30	0.03	0.09	0.01	0.23	0.03
Spices -----	0.04	0.03	0.03	0.02	0.03	0.03
Sugar -----	82.47	4.47	55.31	3.19	73.42	4.04
Tea -----	0.29	0.19	0.01	0.01	0.21	0.13
Vegetable shortening --	23.87	3.00	31.60	3.86	26.41	3.29
Wesson oil -----	1.01	0.25	—	—	0.67	0.17
Other <sup>1</sup> -----	0.51	0.10	—	—	0.34	0.07
Total -----	426.67	26.55	437.58	21.06	430.26	24.72

<sup>1</sup>"Other" consists of vinegar, marshmallows, kool aid, date bread, canned biscuits, and other infrequently purchased items.

**APPENDIX TABLE 25.—Amount and Value of Fresh Vegetables Home-Produced or Received as Gifts Per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Asparagus -----	0.08	0.00	—	—	0.06	0.00
Butter beans -----	1.76	0.07	0.64	0.02	1.39	0.05
Beets -----	0.87	0.03	0.06	0.00	0.60	0.02
Cabbage -----	6.65	0.14	3.53	0.08	5.62	0.11
Carrots -----	3.01	0.05	0.57	0.01	1.55	0.02
Collards -----	1.15	0.08	1.43	0.08	1.24	0.07
Corn -----	18.12	0.46	8.34	0.21	16.01	0.38
Cucumbers -----	2.88	0.04	0.96	0.01	2.30	0.04
Eggplant -----	0.87	0.20	—	—	0.57	0.13
English peas -----	1.28	0.06	0.34	0.02	0.95	0.05
Field peas -----	8.10	0.21	4.80	0.13	7.00	0.19
Greens -----	10.17	0.14	3.54	0.04	7.92	0.11
Irish potatoes -----	27.60	0.46	2.40	0.04	19.18	0.32
Lettuce -----	2.43	0.07	0.07	0.00	1.78	0.05
Okra -----	2.30	0.06	2.35	0.06	2.32	0.06
Onions -----	7.05	0.12	1.66	0.03	5.29	0.09
Peppers -----	0.22	0.01	0.42	0.02	0.35	0.01
Radishes -----	1.92	0.05	—	—	1.28	0.04
Snap beans -----	13.43	0.45	3.38	0.11	10.10	0.34
Spinach -----	0.13	0.00	—	—	0.09	0.00
Squash -----	3.06	0.05	1.43	0.03	2.52	0.05
Sweet potatoes -----	87.45	1.11	43.14	0.54	72.30	0.92
Tomatoes -----	16.24	0.35	8.40	0.18	13.75	0.30
Total -----	216.77	4.21	87.46	1.61	174.17	3.35

<sup>1</sup>Gifts of vegetables amounted to 19 pounds valued at \$0.41 for the medium whites and to 0.31 pound with no value to the colored.

**APPENDIX TABLE 26.—Amount and Value of Fruits and Nuts Home-Produced or Received as Gifts per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Apples -----	2.50	0.04	—	—	1.57	0.02
Berries -----	0.16	0.01	0.22	0.01	0.18	0.01
Figs -----	0.85	0.07	—	—	0.57	0.04
Grapes -----	0.84	0.02	—	—	0.55	0.01
Peaches -----	19.50	0.29	2.00	0.03	13.82	0.21
Pears -----	11.00	0.13	—	—	7.14	0.08
Pecans -----	1.31	0.11	0.03	0.00	0.88	0.07
Plums -----	0.21	0.00	0.24	0.00	0.19	0.00
Strawberries -----	2.38	0.12	—	—	1.57	0.08
Total -----	38.75	0.79	2.49	0.04	26.47	0.52

<sup>1</sup>Gifts of fruits and nuts amounted to 4.43 pounds valued at \$0.08 for medium white, and none for colored.

**APPENDIX TABLE 27.—Amount and Value of Livestock Home-Produced or Received as Gifts per Person in Notasulga by Income Groups for One Year, April 1938-March 1939.<sup>1</sup>**

Kind	Income groups					
	Medium		Colored		Average	
	Amount	Value	Amount	Value	Amount	Value
	Pounds	Dollars	Pounds	Dollars	Pounds	Dollars
Butter -----	10.49	2.54	1.59	0.38	7.53	1.84
Eggs -----	28.48	3.42	8.28	1.01	21.75	2.61
Fryers -----	8.57	1.54	2.64	0.47	6.61	1.19
Hens -----	2.36	0.29	0.77	0.10	1.82	0.24
Milk:						
Buttermilk -----	150.41	2.93	26.38	0.46	120.75	2.11
Skim milk -----	1.57	0.03	—	—	1.05	0.02
Sweet milk -----	219.81	8.95	28.35	1.19	182.63	6.36
Pork -----	47.49	5.69	25.19	3.01	40.05	4.81
Turkey -----	0.04	0.01	—	—	0.02	0.00
<b>Total -----</b>	<b>469.22</b>	<b>25.40</b>	<b>93.20</b>	<b>6.62</b>	<b>382.21</b>	<b>19.18</b>

<sup>1</sup>Gifts of livestock products amounted to 8.5 pounds valued at \$0.33 for medium white, and 4.50 pounds valued at \$0.22 for colored.

**APPENDIX TABLE 28.—Weights per Unit of Measure Used in Computing Amounts of Food Products in Three Alabama Cities, April 1938-March 1939.**

Kind	Unit	Weight per unit	Kind	Unit	Weight per unit
		Pounds			Pounds
<b>Field Crops:</b>			<b>Fruits — cont.</b>		
Corn, green in shuck	Bu.	35	Cherries	Bu.	56
Meal, corn	Bu.	48	Figs	Bu.	56
Peas, dry, shelled	Bu.	60	Grapes	Bu.	48
Peanuts	Bu.	22	Grapefruit	Bu.	50
Sirup, cane	Gal.	11.25	Lemons	Doz.	2
Sirup, sorghum	Gal.	11.40	Oranges	Bu.	50
<b>Vegetables:</b>			Oranges	Doz.	3.5
Beans, green	Bu.	30	Peaches	Bu.	50
Beans, green, lima	Bu.	32	Peaches	Doz.	2.5
Beets	Bu.	50	Pears	Bu.	50
Cantaloupes	Ea.	1.20	Plums	Bu.	64
Carrots	Bu.	50	Satsumas	Bu.	50
Carrots	Bch.	3	Strawberries	Bu.	48
Cucumbers	Bu.	48	Berries	Gal.	6
Eggplant	Bu.	33	<b>Miscellaneous:</b>		
Lettuce	Head	0.70	Bread	Loaves	1
Okra	Bu.	40	Catchup, large bottle	Bottle	0.88
Onions	Bu.	57	Eggs	Doz.	1.50
Peas, green	Bu.	30	Milk	Gal.	8.60
Potatoes, Irish (at harvest)	Bu.	60	Milk, evap. and cond.	Lg.cans	0.91
Potatoes, sweet (at harvest)	Bu.	55	Pickles, qt.	Jars	1.31
Rape	Bu.	30	Salmon	Can	1
Spinach	Bu.	30	No. 2½ cans	Can	1.81
Spinach	Bch.	3	No. 2 cans	Can	1.19
Squash	Bu.	50	No. 1 cans	Can	1
Tomatoes	Bu.	56	Corn flakes	Box	0.50
Turnips and greens	Bu.	45	Cream of wheat	Box	0.75
Watermelons	Ea.	20	Wheaties	Box	0.50
<b>Fruits:</b>			Cooking oil	Gal.	7.50
Apples	Bu.	50	Cream 30% butter-fat	Gal.	8.43
Apples	Doz.	4	Liquids	Pt.	1
			Honey	Gal.	12