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1935 FARM FAMILY LIVING *OUTLOOK CHARTS*

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DIVISION OF COOPERATIVE EXTENSION
EXTENSION SERVICE-U. S. DEPARTMENT OF AGRICULTURE

1935 FARM FAMILY LIVING OUTLOOK CHARTS

Good extension teaching requires the judicious use of charts. Since economic facts often can be shown best through the use of charts, we have collected and are sending you herewith the important charts used in presenting the 1935 Farm Family Living Outlook Report.

Charts 1 to 4, furnished by the Bureau of Agricultural Economics, give facts as to farm income, prices farmers receive, prices farmers pay, and price changes for food, clothing, operating expenses, building materials, furniture and furnishings, and all commodities used for family maintenance.

Charts 5 to 7 show distribution of the average value of farm family living. Basic material upon which the charts are developed follows each chart. States that have household-account records doubtless will wish to substitute their own figures wherever possible.

Charts 8 to 12 deal with the farm family food supply, including the usual versus the desirable distribution of food groups at different money-value levels, and the money value of the food supply required for a farm family while a son and a daughter are being reared to the age of self-support, together with explanatory material.

Following is a list of the individual charts in this set:

1. 1935 Outlook for Farm Family Living and What To Do About It, Mimeo. 9237.

2. Distribution of Gross Income from Farm Production, 1924 to Date. Neg. 26541-B.

3. Prices of Commodities Farmers Buy and Prices Received for Farm Products, Index Numbers 1910 to Date. Neg. 22288.

4. Prices Paid by Farmers for Food, Clothing, and Family Maintenance, 1910 to Date. Neg. 24214-B.

5. Prices Paid by Farmers for Operating Expenses, Furniture and Furnishings, Building Materials for House, and Family Maintenance, 1910 to Date. Neg. 24213-B.

6. Value of Current Farm Family Living, S.C., Nebr., Minn., and Ill., Mimeo. 9279.

7. Recent Studies of Farm and Village Family Living. (Basic material.) Mimeo. 9165.

8. Distribution of Average Value of Farm Family Living, Ill. and Ga., Mimeo. 9280.

9. Distribution of Average Value of Farm Family Living, Ill. and Ga., Mimeo. 9162. (Basic material.)

10. Average Cash Expenditures for Current Farm Family Living for 3 Years, Ill., Mimeo. 9278.

11. Average Cash Expenditures for Current Farm Family Living, Ill. (Basic material.) Mimeo. 9163.

12. Table I - Estimated Consumption of Principal Classes of Food in the United States Compared with Seven Food Plans: Quantities per Person per Year. (Mimeo. 588, Bureau of Home Economics.

13. Desirable Versus Usual Distribution of Food Groups in Yearly Farm Family Food Budgets, Mimeo. 9172-a.

14. Suggested Distribution of Food Groups in Yearly Farm Family Food Budgets, Mimeo. 9172-b.

15. It's a $12,000 Enterprise To Feed a Farm Family While a Son and Daughter are Raised to the Age of Self-Support, Mimeo. 9185.

16. Plan Ahead for This $12,000 Enterprise, Mimeo. 9179.

17. It's a $12,000 Enterprise to Raise a Son and Daughter to the Age of Self-Support. (Basic material.) Mimeo. 9178.

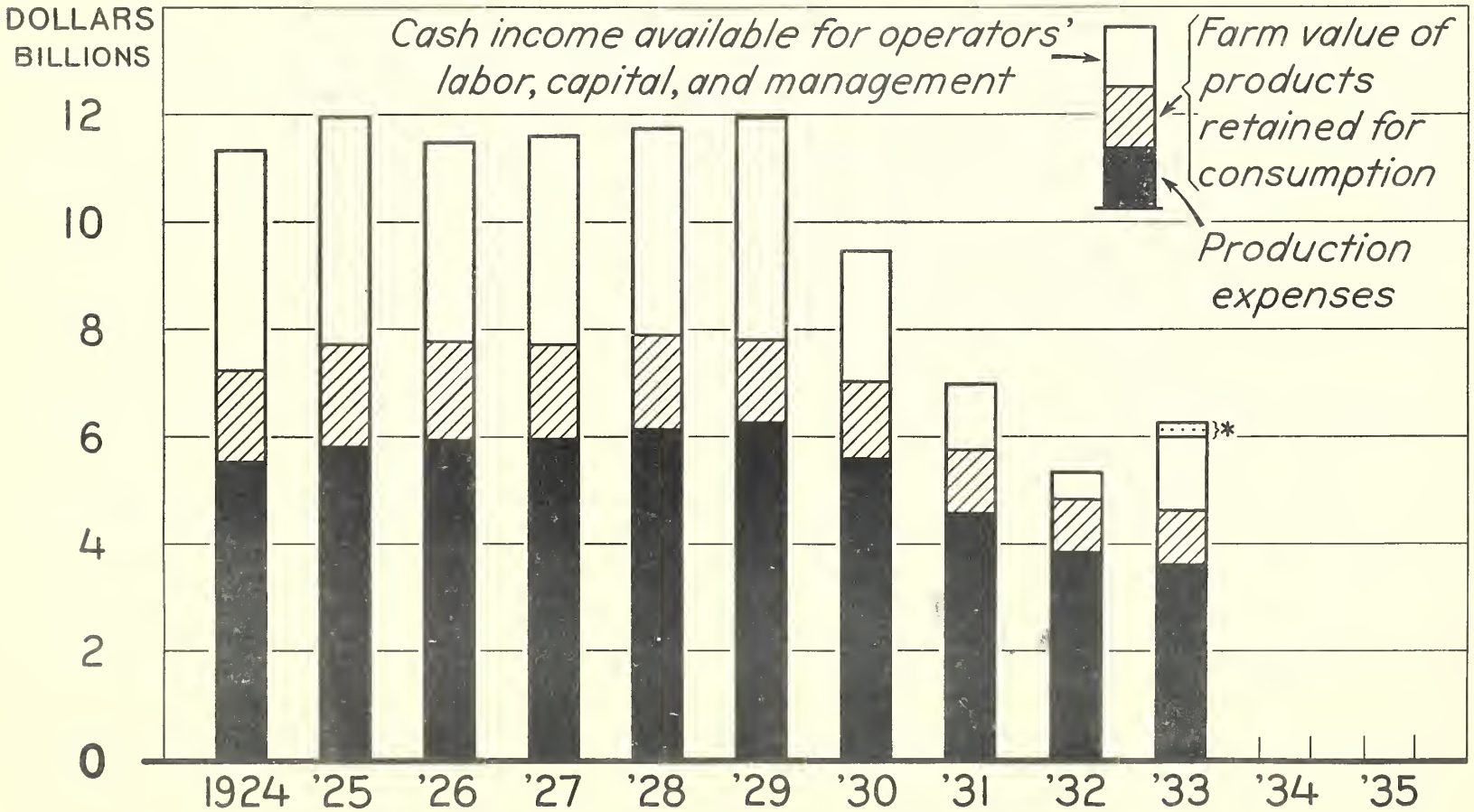
18. The Contribution of the Foods and Nutrition Project to Farm Family Living Adjustments in 1935, Mimeo. 9302.

Extension Service
U.S.D.A.

1935 OUTLOOK FOR FARM FAMILY LIVING

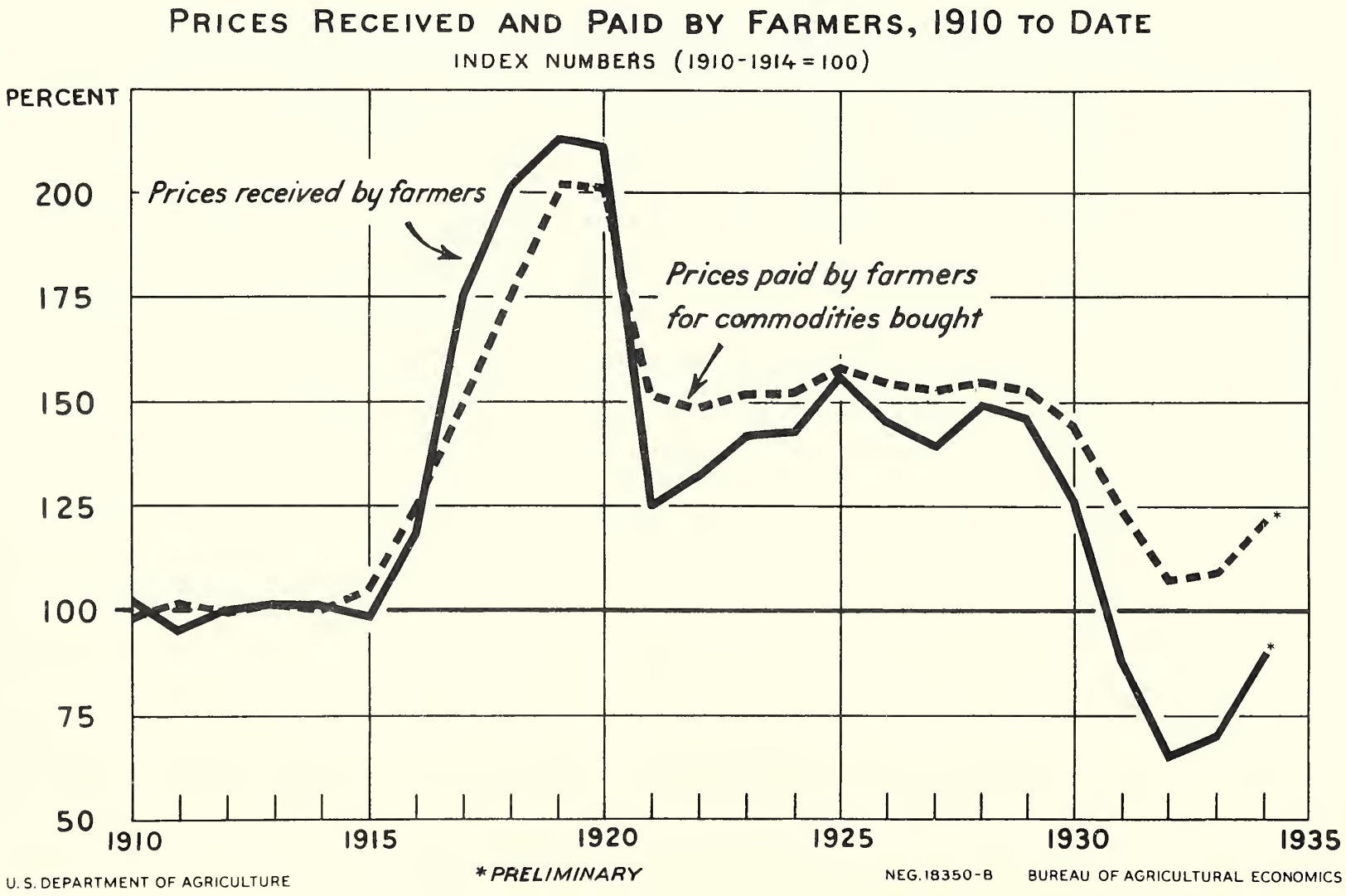
OUTLOOK	WHAT TO DO ABOUT IT
Income from sale of farm products and from sources other than agriculture somewhat better in 1935.	Safeguard cash income by producing the maximum amount of food and fuel for family use.
More cash released for family living in 1935 because of lowered interest rates and debt refinancing by governmental agencies.	Make a plan for the year's food supply.
In drought areas low reserves of food supplies and small cash income until new crops are marketed.	Secure family cooperation in food production and home sewing.
Food prices somewhat higher.	Improve the house and grounds and repair furnishings. Take advantage of housing improvement plans of the Federal Housing Administration.
Prices of other goods and services probably continuing at about 1934 levels.	Pay cash and take cash discounts when available to avoid the costs of store credit.
Certain consumer goods labeled according to grades.	Take advantage of high retail prices by selling products at roadside or farm women's markets.
Stimulation of housing improvements by the government.	Save cash by cooperative buying and bartering.
No increase in length of farm women's working day due to family cooperation.	Weigh relative values in deciding upon cash outlays. Keep farm and home accounts as guides.
	Buy according to grade labels where these are available.
	Take advantage of opportunities for consumer education. Take action thru consumer organizations where price increases appear out of line.
	Provide for necessary medical and dental attention. Continue education of young people beyond grade schools. Use and expand home and community recreation facilities.
	Keep informed on domestic and foreign economic situations.

Distribution of Gross Income from Farm Production, 1924 to Date

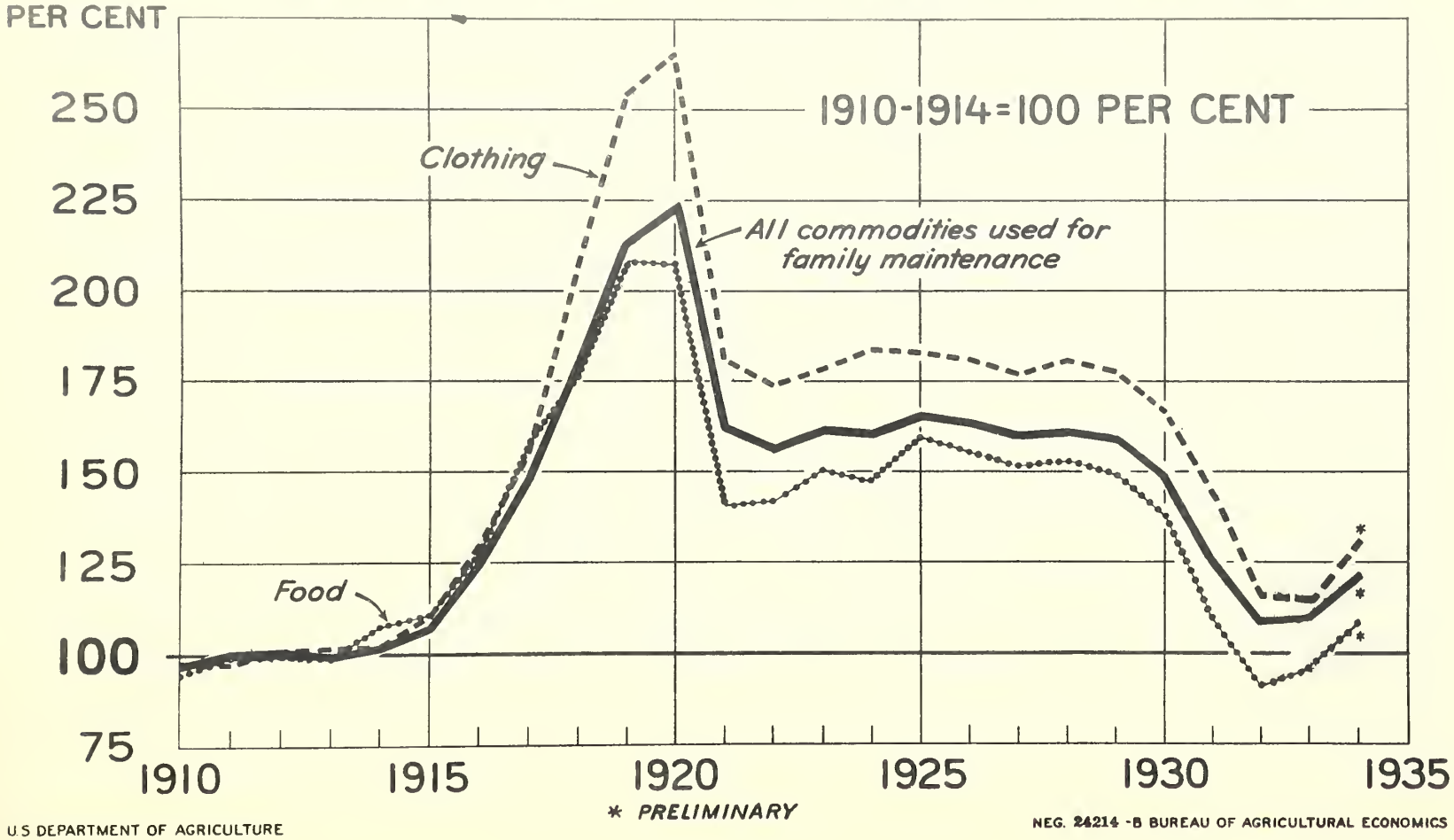


*INCLUDES $271 MILLION INCOME FROM RENTAL AND BENEFIT PAYMENTS

U.S. DEPARTMENT OF AGRICULTURE NEG. 26541-B BUREAU OF AGRICULTURAL ECONOMICS


PRICES RECEIVED AND PAID BY FARMERS, 1910 TO DATE
INDEX NUMBERS (1910-1914 = 100)
PERCENT
200
175
150
125
100
75
50
Prices received by farmers
Prices paid by farmers for commodities bought
1910
1915
1920
1925
1930
1935
U. S. DEPARTMENT OF AGRICULTURE
* PRELIMINARY
NEG. 18350-B
BUREAU OF AGRICULTURAL ECONOMICS

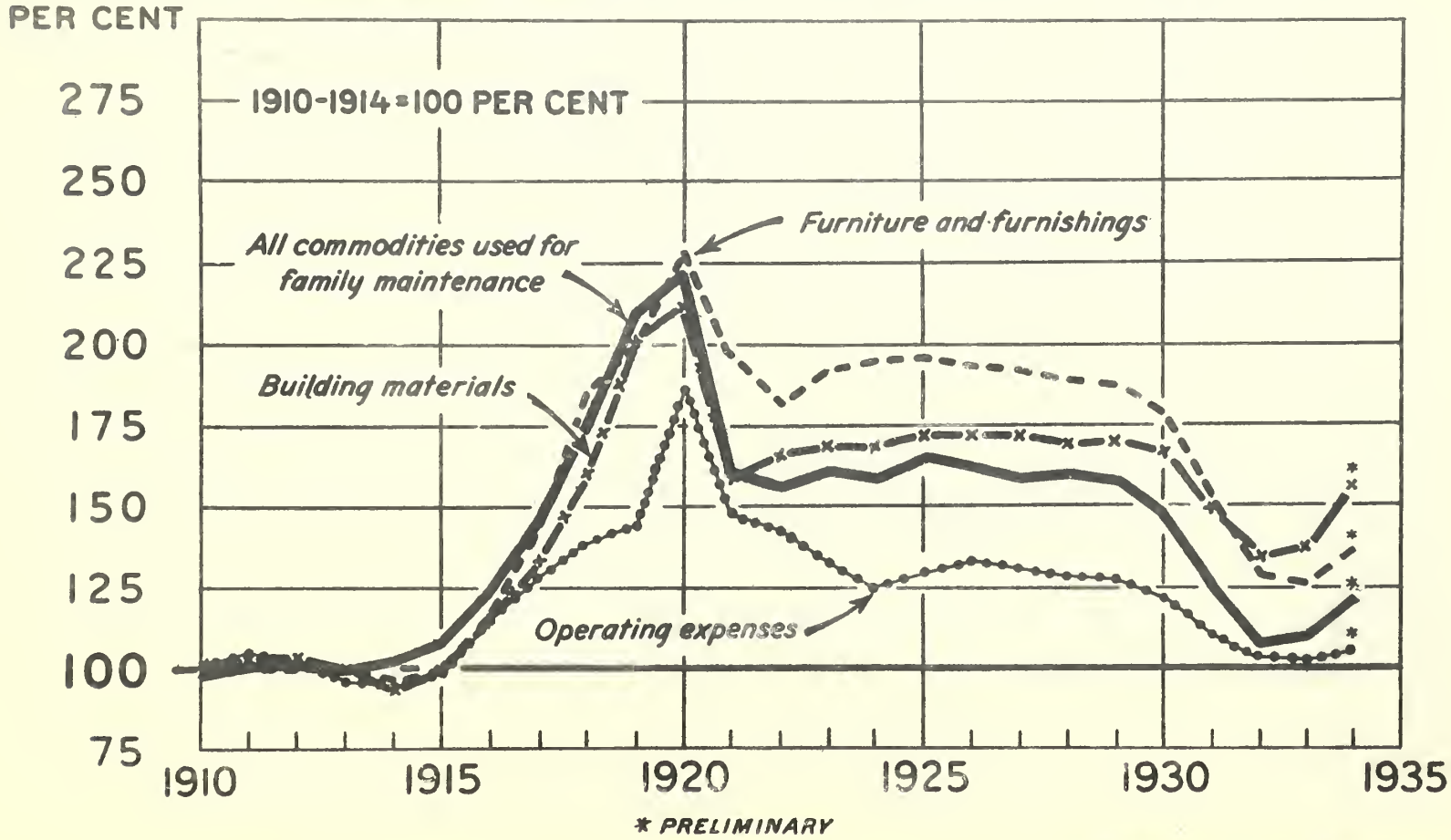
Prices Paid by Farmers for Food, Clothing, and Family Maintenance, 1910 to Date



U.S. DEPARTMENT OF AGRICULTURE

NEG. 24214 -B BUREAU OF AGRICULTURAL ECONOMICS

Prices Paid by Farmers for Operating Expenses, Furniture and Furnishings, Building Materials for House, and Family Maintenance, 1910 to Date



U S DEPARTMENT OF AGRICULTURE

NEG.24213 B BUREAU OF AGRICULTURAL ECONOMICS

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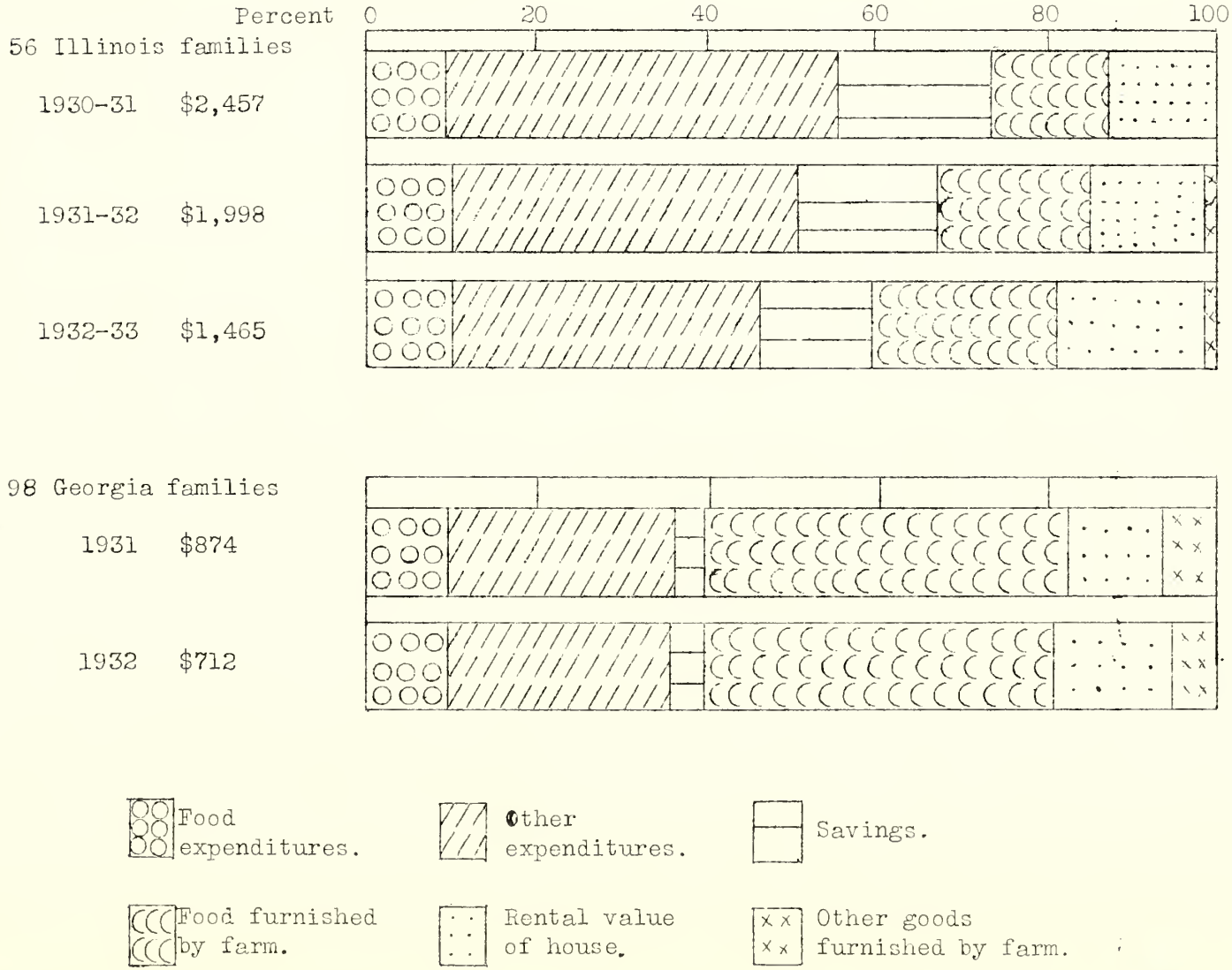
DISTRIBUTION OF AVERAGE VALUE OF FARM FAMILY LIVING



9280

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U.S. Department of Agriculture
and State Agricultural Colleges
Cooperating

Extension Service, Division
of Cooperative Extension,
Washington, D. C.

DISTRIBUTION OF AVERAGE VALUE OF FARM
FAMILY LIVING

Item	56 Illinois families 1/						98 Georgia families 2/			
	1930 - 31		1931 - 32		1932 - 33		1931		1932	
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Food expenditures....	233	9	205	10	146	10	78	9	67	9
Other expenditures...	1,130	46	810	41	526	36	235	27	183	26
Savings.....	431	18	317	16	191	13	30	3	26	4
Food furnished by farm	340	14	359	18	322	22	375	43	296	41
Rental value of house	314	13	290	14	266	18	99	11	100	14
Other goods furnished by farm.....	9	3/	17	1	14	1	57	7	40	6
Total.....	2,457	100	1,998	100	1,465	100	874	100	712	100

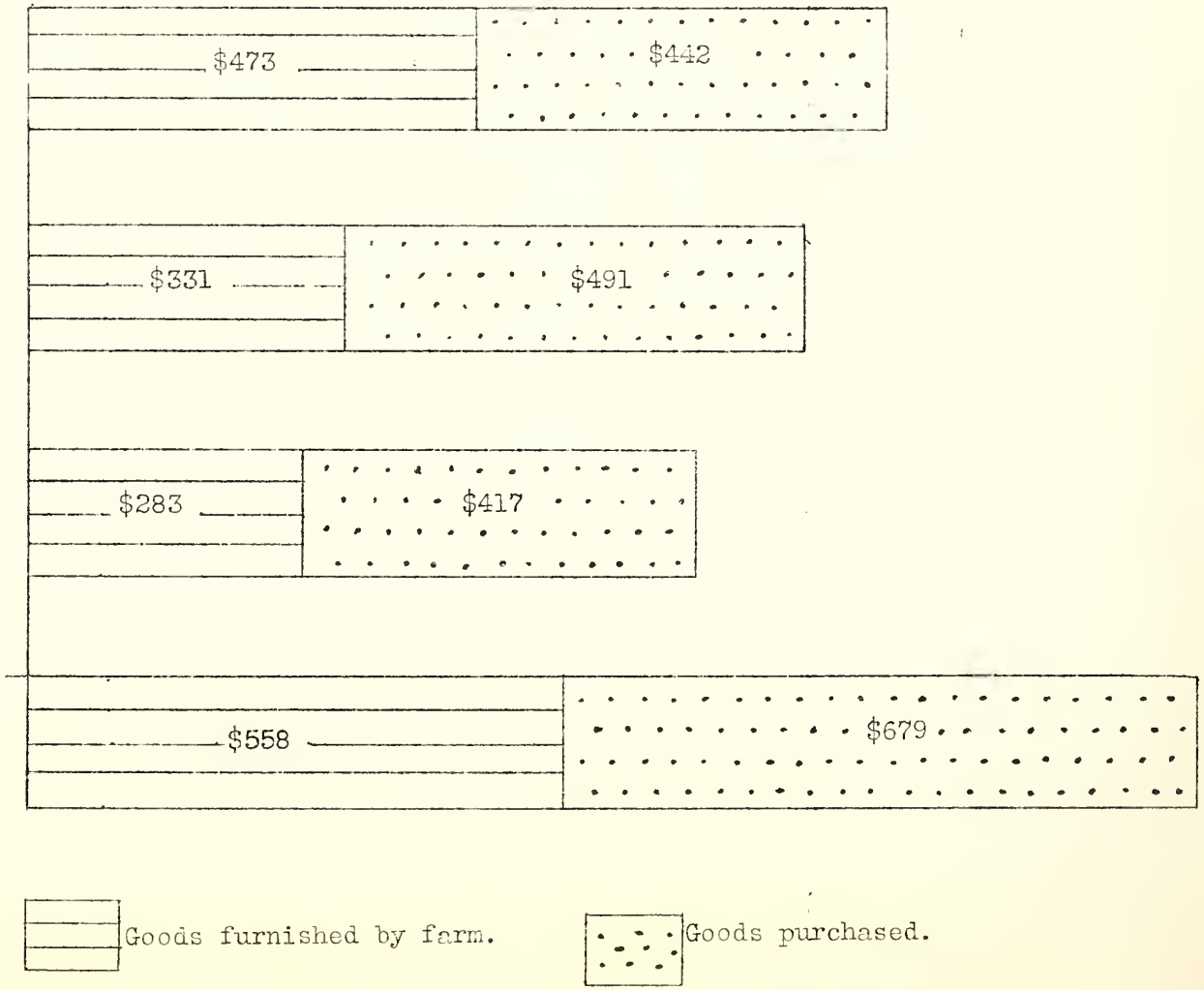
1/ Ruth C. Freeman, Living expenditures of a group of Illinois farm families 1930, 1931, 1932. Ill. Univ. Agr. Expt. Sta. Bul. 406, Urbana, 1934.

2/ Elma S. Jones, The cost of living for 57 industrial families and for 98 farm families in Georgia. Ga. Univ. Agr. Expt. Sta. Bul. 190. Experiment., 1933.

3/ Less than 1 percent.

Extension Service,
U.S.D.A.

VALUE OF CURRENT FARM FAMILY LIVING



9279

Extension Service,
U.S.D.A.

RECENT STUDIES OF FARM AND VILLAGE FAMILY LIVING

Item	State and Year of Study					
	S. C. 1/ 1932-33	Nebr. 2/ 1933	Minn. 3/ 1933-34	Ill. 4/ 1933-34	Conn. 5/ 1933	Maine 6/ 1933-34
Number of families.....	46	164	27	167	71 7/	122 8/
Average persons per family.....	4.5	4.0	3.5 9/	3.7 9/	4.1	4.7
Money value of family living.....	$958	$908 10/	$757	$1,385	$1,358	$974 20/
Goods furnished by farm	473	331	283	558	206	457
Food.....	284 11/	149 12/	155 13/	309 11/	150 11/	215 11/
Housing.....	161 14/	159 15/	93 13/	229 16/	22 11/	167 14/
Other.....	28 11/	23 12/	35 13/	20 11/	34 11/	75 11/
Goods purchased.....	442	491	417	679	992	517
Food.....	99	131	180	147	317	186
Clothing.....	75	93	65	101	98 17/	80
Housing repair.....	7	18/	5	18	103	18/
Household operation.	64	89	32	100	161	83
Transportation.....	18/	53	36 19/	82 19/	92 19/	18/
Furnishings, equipment.....	18	18/	14	45	47	36
Personal.....	18/	18/	26	25	17/	20
Medical care.....	18/	18/	26	42	55	37
Other.....	179	125	33	119	119	75
Savings.....	43	86 10/	57	148	160	20/
Life insurance.....	34	86	21/	113	21/	20/
Other.....	9	10/	57 21/	35	160 21/	20/
Total goods furnished and purchased.....	$915	$822	$700	$1,237	$1,198	$974
Percent furnished...	52	40	40	45	17	47
Percent purchased...	48	60	60	55	83	53
Total value of food....	$383	$280	$335	$ 456	$ 437	$401
Percent furnished...	74	53	46	68	32	54
Percent purchased...	26	47	54	32	68	46

1/ Mary E. Frayser. A study of expenditures for family living by 46 South Carolina rural families. So. Car. Agr. Expt. Sta. Bul. 299. Clemson College, 1934.

2/ Muriel Smith. Nebraska summary of home account records from the 1933 books. Nebr. Univ. Agr. Coll. Ext. Circ. 11-112. Lincoln, 1934. (Mimeographed.)

3/ W. P. Ranney and others. Third annual report of the farm management service for farmers of Northern Minnesota for the year 1933. Minn. Univ. Agr. Ec. Div. Mimeo. Rept. 66. St. Paul, 1934. (Mimeographed.)

4/ Ruth C. Freeman. Summary of Illinois home account records, 1933-34. Ill. Univ. Agr. Coll. Ext. Serv. Urbana, 1934. (Mimeographed.)

5/ Gladys E. Stratton. Family living expenses. Conn. State Coll. Ext. Serv. Storrs, 1934. (Mimeographed.)

6/ Edna M. Cobb. Summary of Maine home accounts, 1933-34. Maine Univ. Agr. Coll. Ext. Serv. Orono, 1934. (Mimeographed.)

7/ Includes some rural or village families.

8/ About 60 percent of the families are farm families and about 40 percent village families.

9/ In terms of adult equivalent persons.

10/ Life insurance included, but no other savings.

11/ Evaluated at retail prices.

12/ Evaluated at farm prices.

13/ Basis of evaluation not given.

14/ Evaluated at 10 percent of estimated value of house.

15/ Evaluated at 9 percent of estimated value of house plus expenditures for repairs and improvements.

16/ Evaluated at 10 percent of estimated value of house minus expenditures for housing.

17/ Personal included with clothing.

18/ Not given separately.

19/ Automobile only.

20/ No savings included.

21/ Life insurance included with other savings.

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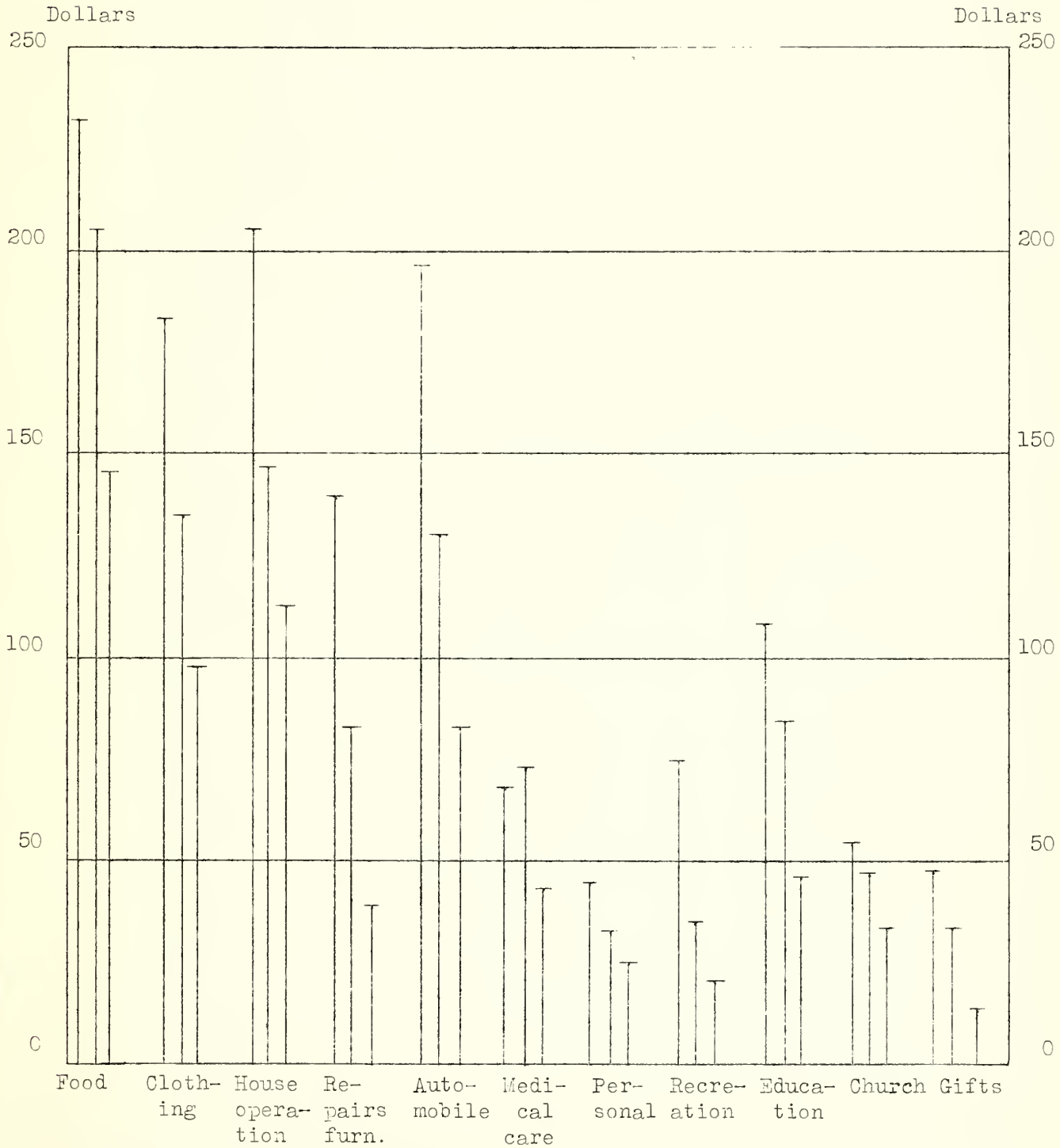
AVERAGE CASH EXPENDITURES FOR CURRENT
FARM FAMILY LIVING FOR 3 YEARS

56 Illinois Families



9278

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS

U. S. Department of Agriculture
and State Agricultural Colleges
Cooperating

Extension Service, Division
of Cooperative Extension,
Washington, D.C.

AVERAGE CASH EXPENDITURES FOR CURRENT FARM FAMILY LIVING - 56 ILLINOIS FAMILIES 1/

Item	1930 - 31	1931 - 32	1932 - 33
	Dollars	Dollars	Dollars
Food	233	205	146
Clothing	183	135	99
Household operation	205	148	114
House repairs, furnishings	140	84	39
Automobile	197	131	84
Medical care	69	73	45
Personal	46	34	26
Recreation	76	36	21
Education	109	85	47
Church	56	49	35
Gifts	49	35	16
Total	1,363	1,015	672

1/ Ruth C. Freeman, Living expenditures of a group of Illinois farm families 1930, 1931, 1932. Ill. Univ. Agr. Exp. Sta. Bul. 406, Urbana, 1934.

Bureau of Home Economics
United States Department of Agriculture

Table 1.- Estimated consumption of principal classes of food in the United States compared with seven food plans: Quantities per person per year.

Item	Estimated 1931-32 to 1932-33 average consumption	Suggested food plans for farm families -						
		1	2	A	B	C	3	4
Flour, cereals.....pounds	219	285	260	260	230	230	180	115
Milk, or its equivalent.....quarts	1/188	155	265	265	265	265	300	300
Potatoes, sweetpotatoes.....pounds	161	185	185	220	185	185	200	190
Dried legumes, nuts.....pounds	16	30	30	30	20	10	25	7
Tomatoes, citrus fruits.....pounds	67	50	50	105	95	50	100	105
Leafy, green, yellow vegetables. pounds	64	35	70	140	100	70	100	140
Other vegetables and fruit...pounds	210	90	185	430	360	185	350	430
Fats.....pounds	43	2/50	2/50	2/60	2/65	2/65	2/60	2/60
Sugars.....pounds	104	55	45	55	70	65	70	70
Lean meat, poultry, fish.....pounds	2/150	30	60	30	60	120	100	170
Eggs.....dozen	20	8	15	10	20	20	17	30
Nutritive value per person per day								
Energy value.....calories	3,250	2,830	3,125	3,310	3,265	3,265	3,285	3,220
Calories from protein..... percent	11	10	11	10	10	11	11	11
Protein..... grams	88	74	89	85	84	89	88	92
Fat..... grams	127	92	120	117	130	144	143	160
Carbohydrate..... grams	440	425	422	475	440	400	410	352
Calcium..... grams	1.85	.70	1.08	1.16	1.10	1.05	1.24	1.25
Phosphorus..... grams	1.40	1.21	1.56	1.58	1.52	1.52	1.65	1.68
Iron..... grams	.013	.011	.013	.014	.013	.013	.015	.015
Vitamin A..... units	3,870	2,580	3,900	4,840	5,590	4,465	5,065	6,440
Vitamin C..... units	110	83	115	220	180	125	170	210
Percentage of calories derived from specified food groups								
Bread, flour, cereals.....	30	45	37	35	30	30	24	16
Milk.....	1/11	10	16	15	15	15	17	18
Vegetables, fruits.....	13	14	15	20	17	12	18	18
Sugars.....	16	10	7	8	11	10	11	11
Fats.....	14	2/17	2/17	2/18	2/19	2/19	2/19	2/18
Lean meat, fish, eggs.....	2/16	4	8	4	8	14	11	19

1/ Includes some milk from which only cream is used.
2/ Includes bacon and salt pork.

The quantities of different articles of food estimated as consumed were computed by the Bureau of Agricultural Economics and the Agricultural Adjustment Administration from statistics on production, export, import, allowances for seed, feed, and the wastes of distribution.

Food plans 1 and 2 are suggested for use when practically no food is supplied by the farm and there is very little cash for buying food. These are the "restricted" and "minimum-cost adequate" diets presented in Circular 296.

Plans A and B are suggested for use when there is a very large garden (and/or orchard); a cow, but little other livestock or poultry for food purposes.

Plan C is suggested for use when drought greatly reduces garden supplies, and forces the slaughter of more of the livestock than usual for food.

Plans 3 and 4 are suggested for use by families with considerable capital and a going food production program. These are the "moderate-cost adequate" and the "liberal" diets presented in Circular 296.

Explanatory Notes on Charts 9172-A and 9172-B

9172-A, DESIRABLE VS. USUAL DISTRIBUTION OF FOOD GROUPS IN YEARLY FARM FAMILY BUDGETS

This chart shows the usual distribution of food groups in farm diets whose retail money value averages $107 per person per year when adjusted to September 1934 prices, and compares with this a distribution of these food groups that would yield better returns in nutrition. At the same money-value level the suggested distribution puts more emphasis on vegetables, fruits, and milk and consequently less emphasis on the other items.

This chart is based in part on studies of farm family food consumption analyzed by the Bureau of Home Economics. In these studies the money value of food per person per year most frequently found approximated $107. This amount is slightly above the money value of the minimum cost diet set up by the Bureau in U.S.D.A. Circular 296. See also Chart 588, Table I, Estimated Consumption of Principal Classes of Food in the United States Compared with Seven Food Plans, Food Plan No. 2.

(over)

9172-B, SUGGESTED DISTRIBUTION OF FOOD GROUPS
IN YEARLY FARM FAMILY FOOD BUDGETS
OF DIFFERENT MONEY VALUE

The $107 level corresponds both to the usual level of money value per person per year of the farm family diets studied by the Bureau and also roughly to the money value of the minimum cost adequate diet (see Chart 588, Table I, Estimated Consumption of Principal Classes of Food in the United States Compared with Seven Food Plans, Food Plan No. 2), when both are adjusted to September 1934 retail prices. The $160 level is that of the moderate-cost adequate diet suggested by the Bureau, similarly adjusted. The chart shows that as one passes from the minimum-cost adequate to the moderate-cost adequate diet there should be comparatively little difference in the money value of sugars, grain products, and fats, but that there should be a slight increase in the money value of milk and cheese and a considerable increase in the money value of meat and eggs, fruits and vegetables.

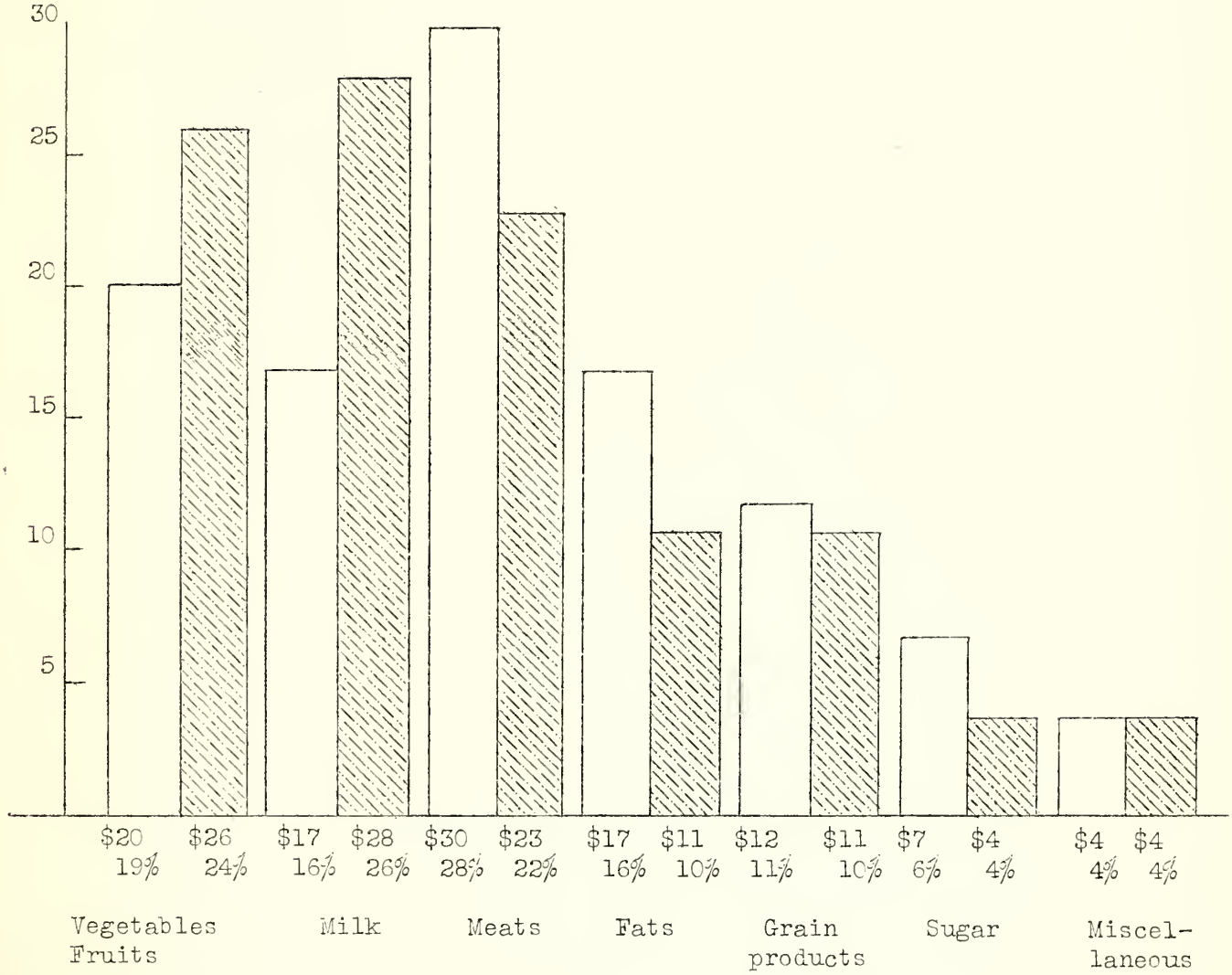
It will be noted that both the dollars and the percentage of total money value used for fruits and vegetables increase decidedly as we pass from the minimum-cost adequate diet to the moderate-cost adequate diet, whereas there is a decrease in the percentage of the total money value used for meat and eggs, although the actual number of dollars spent for these foods increases considerably.

This chart illustrates also how families who may be unable to provide an entire food supply on the moderate-cost adequate level because of special types of farming or unusual growing conditions, combined with low income, may nevertheless greatly improve the diet by making generous use of available fruits, vegetables, milk, eggs, or meat.

Extension Service
U.S.D.A.

DESIRABLE V. USUAL DISTRIBUTION OF FOOD GROUPS
IN YEARLY FARM FAMILY FOOD BUDGETS*

Retail Replacement Value $107 Per Capita



Usual

Desirable, as shown by studies.

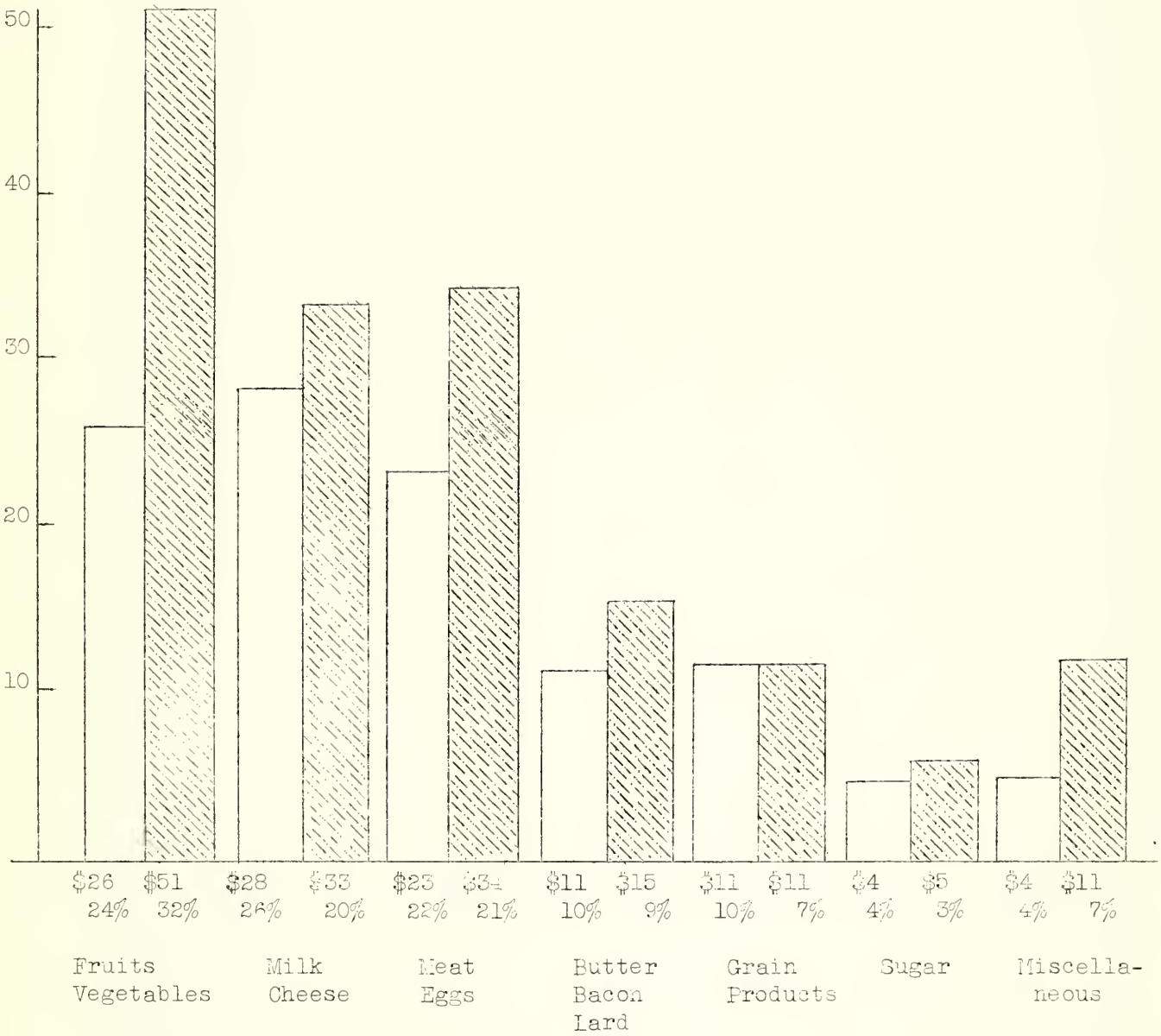
*Sept. 1934 prices.

9172-a

Extension Service
U. S. D. A.

SUGGESTED DISTRIBUTION OF FOOD GROUPS
IN YEARLY FARM FAMILY FOOD BUDGETS*

Of Different Money Value



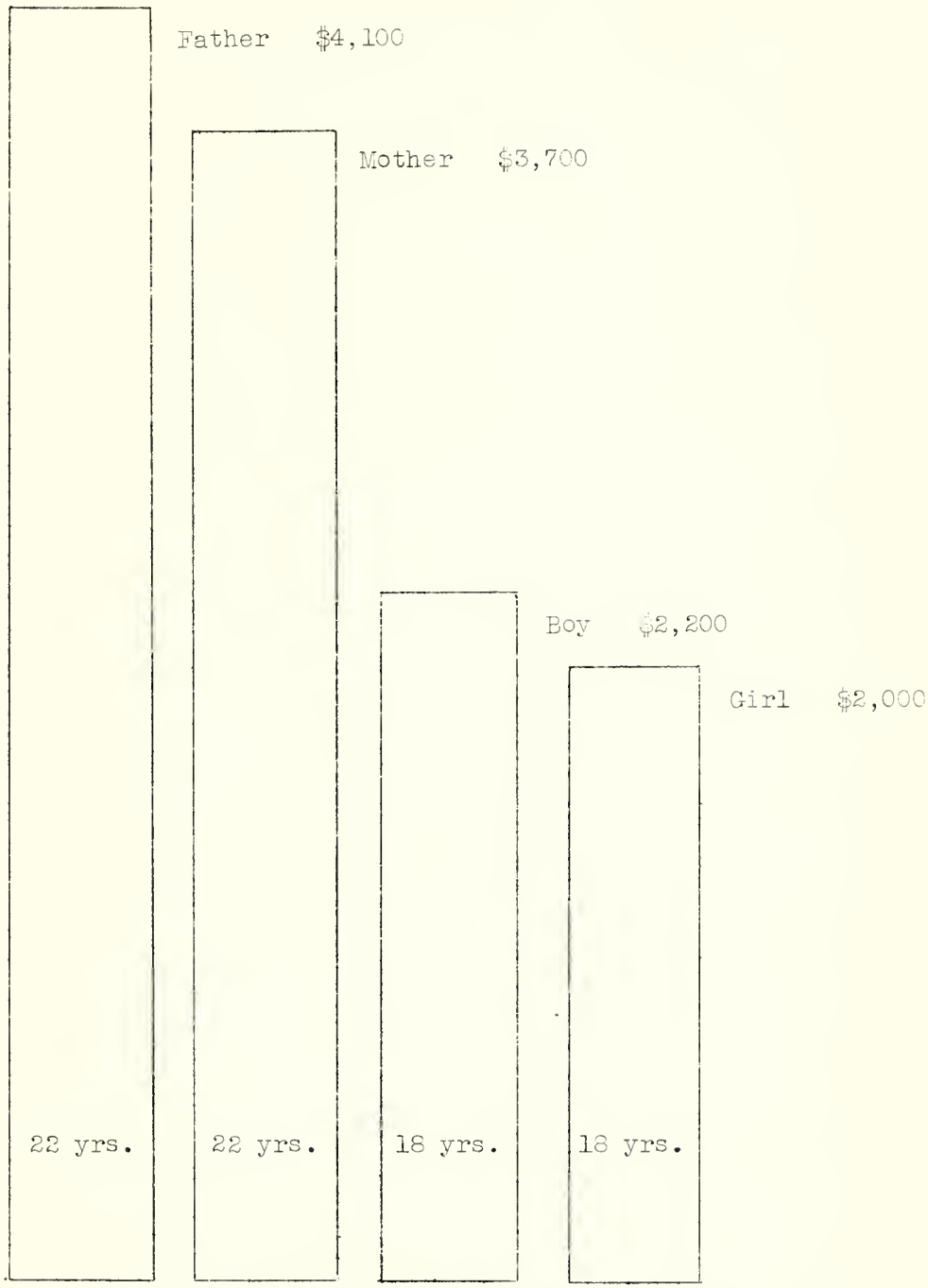
$107 per capita - most frequent value.

$160 per capita - moderate cost adequate.

*Retail replacement values, Sept. 1934.

9172-b

IT'S A $12,000 ENTERPRISE TO FEED A FARM FAMILY WHILE
A SON AND DAUGHTER ARE RAISED TO THE AGE OF SELF-SUPPORT



Figures based on retail replacement value of moderate cost adequate diet,
Sept. 1934 prices.

PLAN AHEAD FOR THIS $12,000 ENTERPRISE

Make the Farm Produce Most of It

Vegetables, fruits.....	28%	$3,360
Milk, cheese.....	24%	$2,880
Meats, poultry, eggs, fish.....	21%	$2,520
Butter, bacon, lard.....	10%	$1,200
Grain products.....	7%	$ 840
Sugars.....	4%	$ 480
Miscellaneous.....	6%	$ 720
TOTAL.....	100%	$12,000

Retail replacement value of moderate-cost adequate diet for farm family for 22 years while son and daughter are being reared to age of 18.
(Based on Sept. 1934 prices.)

9179

"IT'S A $12,000 ENTERPRISE TO RAISE A SON AND DAUGHTER TO THE AGE OF SELF-SUPPORT"

"PLAN AHEAD FOR THIS $12,000 ENTERPRISE"

Interpretation and Basic Information for Above Titled Charts

The first chart shows the retail replacement value of a moderate-cost adequate diet for a farm family of four over a period of 22 years while a boy and girl are being reared to 18 years of age, the so-called age of self-support. The purpose of the chart is to emphasize the large money-value total involved in this enterprise viewed as a whole.

It is assumed that 2 years of married life elapse before the birth of the son. The daughter is born 2 years later. Both children continue as members of the farm family until their 18th birthdays when they are presumed to leave the farm to take up some job.

Thus the farm supports father and mother for 2 years before the children come and for 20 years while they are growing up. It also supports each child for a total of 18 years.

The value of the food supply is arrived at by computing the yearly amounts of the various food groups required for each member of the family, adding all these together and figuring the total cost of September 1934 retail prices as collected by the Bureau of Labor Statistics. The food allowances for man and woman at very active work and for children at various ages are based on the moderate-cost adequate diet as shown in table 6 on page 14 of U.S.D.A. Circular No. 296, Diets at Four Levels of Nutritive Content and Cost.

These amounts are approximately:

$4,100	for man at active work for 22 years.
3,700	for woman at active work for 22 years.
2,200	for farm boy, from birth to 18th birthday.
2,000	for girl from birth to 18th birthday.
$12,000	- Total for family.

Note that this food supply does not include provision for guests, hired men, or household help. It provides for only a small percentage of table waste, approximately 5 percent, making no allowance for such gross wastes as may occur in the trimming and storage of vegetables and fruit and the home cutting of meat. In fact, "the quantities provided are in terms of products delivered to the consumer's door." The food supply shown in the chart provides no surplus against possible lean years to come. Hence, many of the food groups in the production plan for the farm family may well be increased by from 15 to 50 percent.

(over)

The second chart presents an argument for planning from the beginning to provide this large food supply with the least outlay of cash, through a home production program.

The total money value of the 22-year food supply, computed at retail prices as of September 1934, amounts to $11,890. For simplicity, we have adjusted all figures to a total money value of $12,000, increasing the amounts of food and the money value proportionately to the original percentage representation of the various food groups. The table below shows the actual amounts of food and the actual money value on the basis of a total of $11,890, and the adjusted amounts and values on the basis of $12,000.

Food Supply for a Farm Family of Four While Two Children Are Being Raised to the Age of Self-Support

Item	Total $11,890		$12,000 Adjusted figures		Percentage of Total Value
	Actual Amount	Actual Value	Amount	Value	
Flour and cereals	13,880 lbs.	$ 820.31	14,000	$ 840	7
Milk.....	24,444 qts.	2,809.10	25,000	2.880	24
Vegs. and fruits:					
Potatoes.....	15,400 lbs.	368.21	15.000	360	3
Dried beans and Peas.....	1,844	231.24	1,000	240	2
Tomatoes, citrus	7,240	643.13	7,200	600	5
Leafy gr. yel..	7,595	621.27	7,600	600	5
Dried fruits, 2157 x 5.....	10,785	250.64	11,000	240	2
Other.....	16,955	1,320.29	17,000	1,320	11
Fats.....	4,607	1,168.98	4,700	1,200	10
Sugars.....	5,402	379.92	5,400	360	3
Lean meat, poultry	7,740	1,998.86	7,800	2,040	17
Eggs, dozen.....	1,285	452.32	1,800	480	4
Miscellaneous....		830.00		840	7

THE CONTRIBUTION OF THE FOODS AND NUTRITION PROJECT
TO FARM FAMILY LIVING ADJUSTMENTS IN 1935

Miriam Birdseye
Division of Cooperative Extension

Farm-home adjustments recommended to meet 1935 conditions	What the foods and nutrition program can do
Safeguard cash income by producing the maximum amount of food and fuel for family use.	Give help in food production and food conservation as needed. Also promote appropriate home food manufactures. Help women to develop judgment as to conditions under which home food manufacture is desirable.
	Encourage the purchase of individual pressure-canning equipment as a permanent investment. Help to obtain favorable prices on containers.
Make a plan for the year's food supply. Secure family cooperation in food production.	Promote the general use of an annual food-supply plan based on the nutritional requirements of the family and type of farming. Include a canning and storage budget. Allow an adequate margin for seasonal variations, losses in storage, emergencies, company, unexpected additions to the family, gifts, charity, sale, and barter.
	Emphasize the security and family cooperation values of such a food-supply plan.
	Secure demonstrators to make farm food-supply plans and keep accounts of food produced, used, and sold from the farm, and of food purchased. Give publicity to results obtained.
Save cash by cooperative buying and bartering. Pay cash and take cash discounts when available to avoid the costs of store credit.	Help women to investigate possibilities of cooperative buying of food. Encourage and assist farm women to barter quality food products for services and materials needed for health upkeep and for more abundant living.
Take advantage of high retail prices by selling products at roadside or farm women's markets.	Help farm women to produce quality canned, preserved, and baked goods for sale at curb markets, at roadside stands, and to private customers.
Buy according to grade labels where these are available.	Teach food buying, food grades and standards where such purchasing information is needed. Especially important because some rise is expected in food prices.

(more)

Weigh relative values in deciding upon cash outlays. Keep farm and home accounts as guides.	Encourage women to keep simple food accounts; if possible, as a part of farm-home accounts.
Continued education of young people beyond grade schools.	Show how a comprehensive food-supply plan, skillful buying, and positive health for all the family will help to save cash needed for education, preventive medical care, clothing, house furnishings, and other materials and services.
Provide for necessary medical and dental attention.	Teach signs of optimal growth and nutrition; urge weighing, physical examinations, correction of defects where indicated.
	Promote the use of the "ACH Index of Nutritional Status", as developed by the American Child Health Association.
	Where leadership is needed, cooperate in the school lunch.
Use and expand home and community recreation facilities.	Urge that daily meals be made to contribute to the health and happiness of the family through wise planning, skillful preparation, and interesting table talk. Encourage family parties and simple, gracious hospitality.
	Show the possibilities of well-planned and attractively served community meals at get-togethers for recreation and discussion.
Take advantage of opportunities for consumer education. Take action through consumer organizations where price increases appear out of line.	Watch prices. Judge and assist county and community consumers' councils.
Keep informed on the domestic and foreign economic situations.	

In Drought Areas

Help to work out emergency diet and food-supply plans for winter and spring, which will supply at least the minimum dietary essentials. Enrich the diet wherever possible by home-produced or locally cheap foods. Give practical help in meal planning for children and expectant mothers, food buying, food preparation.

In General

Emphasize time and money management and family-relationship aspects of food production, preparation, and serving.

Reach homes with children.

Interest older club girls with challenging foods and meal-management projects.

Present appropriate nutrition information to men and boys.

Cooperate in the rural rehabilitation program.