THE UTILIZATION OF FATS AND OILS IN THE LANSING AREA

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L G Rothney

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THE UTILIZATION OF FATS AND OILS IN THE LANSING AREA

By

L G Rothney

AN ABSTRACT

Submitted to the College of Agriculture of Michigan State
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This study is concerned with the utilization of margarine, butter, vegetable shortening, lard and cooking oils in Lansing, Michigan. Data were collected in July of 1949 and 1954 from the same random sample of the Lansing area. The random sample was obtained by systematic selection and contained 503 addresses. There were 424 interviews completed in 1949 and 316 in 1954.

Several family characteristics were considered in analyzing the data. These family characteristics included: age of homemaker, size of family, education of homemaker, type of family diet, farm background of homemaker and head of household, and annual income of family.

The results of the study include: weekly per capita consumption and expenditure data; utilization data of each fat or oil for table use, flavoring, frying and baking; the reasons why a homemaker did or did not use each of the fats and oils; the reasons given for preferring certain brands of each fat or oil; and a comparison of the utilization of fats and oils for the same 145 families living at the same residences in 1949 and 1954.

Butter was still the fat or oil consumed in the largest amount in the Lansing area, but it was being replaced by margarine for table use. This substitution was taking place in the families with low incomes or with young homemakers.

Housewives were using an increasing amount of margarine for

cooking. Lard was being replaced by cooking oil and vegetable shortening for cooking purposes.

The 1954 survey indicated that over 7 in 10 homemakers in the Lansing area used vegetable shortening. Many homemakers, 7 in 10, said they had used butter; 6 in 10 had used margarine and 3 in 10 used cooking oil. Only a little over 1 in 10 had used lard.

"Flavor" and "price" were important reasons given for using or not using most of the fats and oils. These two reasons were very important to homemakers when they selected a certain brand of a fat or oil.

Homemakers used margarine because it was cheaper than butter and had a flavor similar to butter. Many homemakers did not use margarine because they did not like its taste. "Flavor" and "price" were the important factors considered by homemakers in selecting a brand of margarine.

Many homemakers still preferred the flavor of butter over margarine. Butter was not used by many homemakers because they thought it was too expensive. Homemakers preferred a certain brand of butter because it was carried by their grocery store or delivered by the milkman.

The homemaker did not have any outstanding reasons for using vegetable shortening or lard. Results of this study indicate that the homemakers could not point out much difference among the various brands of these two fats and oils. Many homemakers did not like lard because

of its odor or taste.

The changes in the utilization pattern of the 145 families living at the same residences during both surveys were similar to the complete sample changes from 1949 to 1954.

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CHAPTER I

INTRODUCTION

The amount and kind of fats and oils consumed in the United States has a very important influence upon the economic health of American agriculture. The dairy farmer, for example, should be very interested in the per capita consumption of butter. Future plans for the whole American dairy industry depend upon the desire of the public to consume butter.

Any study which indicates the trend of per capita consumption of butter will show the dairy farmer a possible future market, but a study which explains the reasons for any change of consumption in butter might help the dairy industry more in planning for the future.

Butter has been used as an example to explain how a study giving reasons for using or not using a fat or oil, may help the producer adjust to meet the demands of the public. All the fats and oils in this study are produced on some type of farm or ranch so the results can be of some aid to various segments of American farming.

This is a study of the utilization of certain fats and oils by families in the Lansing area. Margarine, butter, vegetable shortening, lard and cooking oils are the fats and oils which are compared.

This study summarizes one phase of a food utilization study started in the summer of 1949 by the Agricultural Economics Department of Michigan State University under the direction of Dr. G. G. Quackenbush and Dr. J. D. Shaffer. Data pertaining to these certain

fats and oils were collected again in 1954 using the same sample as was used in 1949.

Objectives of this Study

There are several objectives for this study:

1. To determine the weekly per capita consumption and expenditures for fats and oils
2. To determine what effect family characteristics have upon the utilization of fats and oils
3. To determine how fats and oils are used
4. To determine the reasons given by homemakers for their utilization of certain fats and oils
5. To determine the reasons given by homemakers for not using certain fats or oils
6. To determine the reasons given by homemakers for preferring certain brands of each fat or oil, and
7. To determine the change in the utilization of fats and oils in the 145 families living at the same residence in 1949 and 1954.

Hypotheses

The hypotheses for this study are as follows:

1. That the utilization of fats and oils will vary in the homes in the Lansing area due to different family characteristics
2. That family characteristics and beliefs affect the uses of various fats and oils in the Lansing area, and

3. That the utilization of fats and oils has changed in the five-year period from 1949 to 1954.

Selection of Sample

This study was made in Lansing, Michigan. The sample was selected in 1949 by Dr. G. G. Quackenbush and Dr. J. D. Shaffer using the 1948 Lansing City Directory. Lansing was a city of 27,250 families in 1948.

On the basis of resources available for this study, it was determined that the maximum size of sample was approximately five hundred households. This, however, provided a sufficient number of cases to give a fair cell breakdown, which was a primary consideration.

The sample was drawn from the 1948 Lansing City Directory, exclusive of East Lansing, in the following manner: It was first decided that the sample should be approximately five hundred households. The directory has a section listing every address in the city by streets. The streets are listed alphabetically. The addresses of all residences and households as of 1948 are thus listed consecutively according to the above pattern on 143 pages. In order to group the interviews somewhat, it was decided to select the households on fifty of these pages. This grouping cuts down the interview time considerably. The fifty pages were then selected by using a table of random numbers.

For each page a random start was determined by use of the table of random numbers. Every eighth household, following the number

which came up in the random number table, was selected until a total of one-nineteenth of the number of addresses on the page were selected. Every eighth one was taken in order to group the interviews for reason of economy. The one-nineteenth was derived by dividing the total number of addresses on the fifty pages, 9,500, by five hundred. This should have provided five hundred addresses. Actually, 503 resulted because of the fractions involved.

It was noted that every address in the directory had the same chance of being selected as those which were selected. All households were selected on the basis of pure chance. This provided a random sample by systematic selection.

The survey in 1949 was made in the month of July. Actually, 424 interviews were completed.

July, again was the month for the survey in 1954. The same 503 residences used in 1949 were used in 1954. Only 316 interviews were completed from the sample in 1954. Several of the interviewers obtained other employment before the time allotted for the project was completed, so not as many interviews were obtained in 1954 as were in 1949. Interviews were obtained from 145 families in 1954 who were living at the same residences as in 1949. The other 171 families were not interviewed in 1949.

Collection of Data

The data were collected by the interview method. A questionnaire was prepared for the 1949 food-utilization study. The first six

pages of this questionnaire were concerned with the utilization of fats and oils. These first six pages are reproduced as Appendix B. Interviewers were hired and trained by the Agricultural Economics Department of Michigan State University for both the 1949 and 1954 study. The first six pages of the 1949 questionnaire were reproduced and used for the 1954 survey. The questionnaire was designed to show the utilization of fats and oils for the week prior to the interview.

Method of Analysis

The data were transferred from the questionnaire to five by eight inch cards. Six family characteristics; education of homemaker, age of homemaker, annual income of household, farm background, type of diet and number in household, were given code numbers and placed along the top of the card. Each family characteristic was divided into several categories, the number depending upon the type of family characteristic. Each category was given a code number. The category code numbers pertaining to certain families were then placed below the family-characteristic code number so that the cards could be sorted and data collected showing the influence of the family characteristics.

The per capita consumption and expenditure of each fat or oil were computed for each household card. The consumption and expenditure data for this study are, therefore, averages of averages.

The uses of certain fats and oils, and reasons for using or not using certain fats and oils, were tabulated from the household cards.

When a comparison was made between the 1949 and 1954 uses, the number using a certain fat or oil was changed to the percent using to make a comparison between the 1949 and 1954 samples. In figuring percentage figures, the total number in the sample, or the total number in each family category, was used as the one hundred percent basis.

When reasons were tabulated for a certain use of a certain fat or oil, the total reasons sometimes add up to over one hundred percent because some homemakers gave more than one reason for the same usage.

It should be pointed out that consumption data in this study are for fat and oils consumed during the seven-day period, not fats and oils purchased during this time. Expenditure data should be interpreted in the same manner.

Several homemakers used a hydrogenated-lard compound. This product was considered one of the lard brands. The hydrogenated-lard product was not used in sufficient quantities to warrant a separate fat or oil category.

None of the tables in this study have been tested for statistical significance. There were not sufficient resources to make these tests.

TABLE 1

COMPARISON OF CHARACTERISTICS OF FAMILIES
INTERVIEWED IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker			Size of Family		
Years	1949	1954	Number	1949	1954
	No.	No.		No.	No.
25 and under	47	34	One	33	23
26 - 35	110	67	Two	126	98
36 - 45	85	77	Three	100	70
46 - 55	77	50	Four	90	55
56 - 65	49	45	Five	49	35
66 - 75	31	25	Six	18	21
75 and over	12	9	Seven	7	9
No response	13	9	Eight	1	5
Total	424	316	Total	424	316

Farm Background			Type of Diet		
Member of Family	1949	1954	Diet	1949	1954
	No.	No.		No.	No.
Head of Household	53	55	Fruit & Vegetable	76	25
Homemaker	112	70	Meat & Potato	116	84
Neither	136	110	Both	227	204
Both	119	78	No response	5	3
No response	4	3	Total	424	316
Total	424	316			

TABLE 1 (continued)

COMPARISON OF CHARACTERISTICS OF FAMILIES
INTERVIEWED IN THE LANSING AREA IN 1949 AND 1954

Education of Homemaker			Amount of Income for Previous Year		
Grade	1949	1954	Dollars	1949	1954
	No.	No.		No.	No.
6th or less	28	10	Under 2000	54	40
7th - 8th	68	52	2001 - 4000	166	60
9th - 10th	55	43	4001 - 5400	80	98
11th - 12th	170	135	5401 - 7000	20	50
1 - 2 yr. college	46	44	7001 - 10000	11	22
College completed	39	23	10000 and over	6	6
No response	18	9	No response	87	40
Total	424	316	Total	424	316

CHAPTER II

REVIEW OF LITERATURE

In reviewing literature on the utilization of fats and oils, it has been observed that total national consumption and per capita consumption figures are readily available for those producers of fats or oils who desire them.

One source of consumption information is The Fats and Oils Situation[1] published by the United States Department of Agriculture.

Consumption data in The Fats and Oils Situation[2] indicates just a slight per capita increase in total fats and oils consumed in the United States during the five-year period, 1949 to 1954, covered by this study. Per capita consumption dropped from 10.4 pounds of butter per capita in 1949 to 8.7 pounds per capita in 1953 while margarine increased from 5.7 pounds per capita in 1949 to 7.9 pounds per capita in 1953. Lard showed a slight decrease in consumption while vegetable shortening showed a slight increase.

Another United States Department of Agriculture publication proved to be one of the most complete studies of reasons and uses of

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[1] Agricultural Marketing Service, U.S. Dept. of Agr., The Fats and Oils Situation, May 28, 1954.

[2] Ibid., p. 17.

of fats and oils. Homemakers Uses of and Opinions About Fats and Oils Used in Cooking[3] gives fairly complete information on the utilization of fats or oils and the reasons given for using or not using certain fats or oils. The survey covered the usage of fats and oils for the previous year resulting in a complete coverage of opinions and uses obtained. The publication was not concerned with consumption or expenditure data. The survey revealed:

> Most homemakers in the country -- more than 8 in 10 -- reported they had used some butter in the previous year. Almost 8 in 10 said they had used vegetable shortening, 6 in 10 had used margarine, 5 in 10 lard, 5 in 10 cooking oils and 1 1/2 in 10 shortening compound. Very few people said they used only 1 fat or more than 5. Most homemakers use 3 -- a combination of butter and 2 other fats.[4]

The survey[5] was concerned mainly with the use of fats and oils in cooking. No data were included in using items as a spread. The biggest use of margarine and butter was for seasoning vegetables. The most important use of lard, vegetable shortening and cooking oil was for pan-frying.

In giving opinions why a certain fat or oil was used, the survey[6] revealed that users of butter talked most often about taste appeal while the users of other fats and oils listed economy or texture of the product as the most important reason why they used the product.

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[3] Agricultural Marketing Service, U.S. Dept. of Agr., Homemakers Use of and Opinions About Fats and Oils Used in Cooking, Marketing Research Report No. 67, June 1954.

[4] Ibid., p. 5

[5] Ibid., p. 3

[6] Ibid., p. 4

There were opinions given for not using, or not liking, the various fats and oils. The high prices of butter and cooking oils were a major criticism. The major complaint against margarine was directed to problems concerning frying. The homemakers thought that margarine burned too quickly. Lard was criticized for poor texture and taste. There was no major complaint against vegetable shortening.

Cox[7] points out a rising trend in the consumption of margarine and a decrease in the consumption of butter in Minneapolis. He states that the reason for this trend is the high price of butter and the increased quality of margarine.

Politz[8] found in a nation-wide survey that consumers used 68.2 percent of their butter as a spread while only 47.2 percent of margarine was used for this purpose. This indicates the importance of butter as a spread while margarine is still used more for baking and cooking than it is for a spread.

Politz[9] indicated in a later nation-wide study that the use of butter and margarine was very evenly divided. A percentage of 29.8 families used butter only while 29.2 percent of the families used margarine only. Politz found that 39.8 percent of the families used both butter and margarine. Politz believes that the great market

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[7] Cox, Rex W., Competition Between Butter and Margarine, Minneapolis 1952. Agricultural Experiment Station, University of Minnesota, p. 13.

[8] Politz, Alfred, Public Attitudes and Uses of Dairy Products, Spring, 1952, American Dairy Association, p. 18

[9] Politz, Alfred, Public Attitudes and Uses of Dairy Products, Fall, 1954, American Dairy Association, p. 32.

potential for increased butter sales lies with those who use both butter and margarine.

CHAPTER III

PER CAPITA CONSUMPTION AND EXPENDITURE OF FATS AND OILS

Butter and margarine consumption are following the national trend in the Lansing area.[10] This study indicates that margarine consumption increased from .149 pounds per capita per week in 1949 to .208 pounds in 1954. Butter consumption dropped from .316 pounds per capita per week to .284 pounds during the same five-year period.

The consumption and expenditure data for fats and oils in this study are based on a seven-day period. This study reflects a summer consumption pattern as both the 1949 and 1954 surveys were made in July.

Table 2 shows that there was no change in the total per capita consumption of all the fats and oils considered in this study during the five-year period from 1949 to 1954. There was quite a change in each of the individual fats and oils.

Butter was the fat or oil consumed in the largest amount in both 1949 and in 1954, but as previously indicated, butter consumption is decreasing in the Lansing area.

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[10] Agricultural Marketing Service, U.S. Dept. of Agr., The Fats and Oils Situation, May 28, 1954, p. 17

TABLE 2

PER CAPITA CONSUMPTION OF FATS AND OILS
FOR ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Product	1949		1954	
	Pounds	Percent	Pounds	Percent
Margarine	.149	19.8	.208	28.1
Butter	.316	42.3	.284	38.3
Vegetable Shortening	.184	24.7	.158	21.3
Lard	.066	8.9	.043	5.8
Cooking Oil	.031	4.3	.048	6.5
Total	.746	100.0	.741	100.0

Vegetable shortening dropped from the second most consumed fat or oil in 1949 to third in 1954. The increased consumption during the five-year period allowed margarine to replace vegetable shortening as the second most consumed fat or oil by 1954.

Cooking oil passed lard in importance by 1954 with an increase in per capita consumption during the five-year period from 1949 to 1954. Lard was the fat consumed in the smallest amount in 1954.

There was a very slight change in total per capita expenditure of all the fats and oils from 1949 to 1954. The per capita expenditure for all the fats and oils was $.339 in 1949 and $.329 in 1954.

TABLE 3

PER CAPITA EXPENDITURE OF FATS AND OILS
FOR ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Product	1949		1954	
	Dollars	Percent	Dollars	Percent
Margarine	.042	12.4	.062	18.8
Butter	.215	63.4	.186	56.5
Vegetable Shortening	.055	16.2	.050	15.2
Lard	.015	4.4	.012	3.7
Cooking Oil	.012	3.6	.019	5.8
Total	.339	100.0	.329	100.0

Table 3 indicates that a large portion of the expenditure for fats and oils was for butter. The per capita expenditure for butter was 63.4 percent of the total in 1949 and 56.5 percent in 1954.

The ranking of expenditure in 1949 and 1954 for the five fats and oils was the same as it was for consumption of these fats and oils.

There are indications that the total per capita expenditure decline from 1949 to 1954 was due to a decline in the price of butter and margarine. There were no data computed on price changes of the various fats or oils, but the price decline can be observed by comparing consumption and expenditure data.

Butter consumption dropped from 42.3 percent of the total in 1949 to 38.3 percent in 1954. This was a net loss of 4.0 percent of

of the total fats and oils consumed. Butter dropped in expenditure from 63.4 percent of the total in 1949 to 56.5 percent in 1954. This was a net loss of 6.9 percent.

Margarine consumption showed a net increase of 8.3 percent of the total from 1949 to 1954. The amount expended for margarine did not increase as much as the consumption. Margarine was 12.4 percent of the total amount expended for all fats and oils in 1949 but 18.8 percent of the total in 1954. This indicates only a 6.4 percent increase.

A comparison of vegetable shortening, lard and cooking oil indicates that the consumption and expenditure data for these three fats and oils followed nearly the same pattern of increase or decrease.

The Effect of Age of Homemaker on Per Capita Consumption and Expenditures of Fats and Oils

The changing consumption pattern, explained in the previous chapter, is noticeable in the tables showing the effect of family characteristics on per capita consumption and expenditure data for fats and oils.

No consumption or expenditure data for homemakers aged seventy-six or over are considered in this study. There were not enough homemakers in this category to make a representative sample.

Age of homemakers had a decided effect upon the total consumption and expenditure of fats and oils. Homemakers over forty-five years of age used more fats and oils in their homes than the homemakers younger than forty-five. (Table 11, page 102)

There was quite a decided break in the total per capita consumption and expenditure for fats and oils between these two age groups in both 1949 and 1954. (Table 12, page 103)

Margarine -- There was a great per capita increase in consumption of margarine in families where the homemaker was under forty-five years of age in 1954 compared to 1949. There was a rising trend in the per capita consumption of margarine as the age of the homemaker increased. This rising trend was present in a limited way in 1954.

Butter -- There was a rising trend in the per capita consumption of butter as the age of the homemaker increased in both 1949 and 1954. This trend ended at sixty-five years of age. It is interesting to note that most of the age groups had a smaller per capita consumption of butter in 1954 than in 1949. This was especially true in families where the homemaker was under thirty-six years of age. It is important to note that the families with the younger homemaker had a great increase in per capita consumption of margarine in 1954 compared to 1949. Families with homemakers from fifty-six to sixty-five years of age had increased per capita consumption of butter in 1954 compared to 1949.

Vegetable Shortening -- The age of the homemaker had an important effect upon the per capita consumption of vegetable shortening. There was a very important change that took place from 1949 to 1954. Homemakers over thirty-five had a smaller per capita consumption of vegetable shortening in their homes in 1954 than in 1949. Homemakers from twenty-six to thirty-five had a large per capita increase in

consumption of vegetable shortening in their homes in 1954 compared to 1949.

Lard -- Homemakers under thirty-six years of age had the same per capita consumption of lard in their homes in 1954 as in 1949, despite the fact that less lard was consumed in the homes of the other age groups in 1954 compared to 1949.

Homemakers under twenty-six years of age and over sixty-five had the largest per capita consumption of lard in their homes of any of the age groups in both 1949 and 1954.

Cooking Oil -- There was not enough consumption of cooking oil in 1949 to indicate any effect of the age of the homemaker. In 1954 the younger and the older homemakers were the heaviest users of cooking oil. The two age groups with the largest per capita consumption of cooking oils in their homes in 1954 were the homemakers under twenty-six years of age and those over sixty-five.

There were some interesting changes in per capita consumption of the various fats and oils from 1949 to 1954. The total per capita consumption of all fats and oils was the same in 1949 as in 1954, but there were some changes among the various fats and oils, noticeable in certain age group: Butter consumption dropped considerably in the three younger age groups. This was offset by a noticeable increase in margarine consumption in the homes of these younger homemakers. Vegetable shortening and lard had a noticeable decrease of per capita consumption from 1949 to 1954 in the homes of homemakers who were over thirty-five years of age.

The decrease of lard and vegetable shortening consumption was balanced by an increase in per capita consumption of cooking oil from 1949 to 1954 in the homes where the homemaker was forty-six and older.

The effect of age of homemaker on per capita expenditure for fats and oils did not exhibit many different trends than those already explained in the discussion of the effect of age of homemaker on per capita consumption of fats and oils.

The Effect of Size of Family on Per Capita Consumption And Expenditure of Fats and Oils

There was a very definite effect of size of family on the per capita consumption of fats and oils in the Lansing area. Families with seven and eight members were not considered in evaluating the effect of size of family as there were not enough families in these two categories to make a representative sample in 1949 or 1954.

Families of two had the highest per capita consumption of all fats and oils of any size of family in both 1949 and 1954. Families of five and six had very low per capita consumption of all fats and oils in 1949. Families of five had a low per capita consumption of total fats and oils in 1954. Families of six may have made efficient use of fats and oils because they had a very low per capita consumption of all fats and oils. The per capita consumption of all fats and oils showed a sizeable increase in 1954 over 1949 in families of three and five. (Table 13, page 104)

The per capita expenditure of all fats and oils followed the same pattern in 1949 and 1954 as the per capita consumption of all

fats and oils. (Table 14, page 105)

Margarine -- The size of family had mixed effects upon the per capita consumption of margarine. In 1949, families of one, four and five had a higher per capita consumption of margarine than families of two, three or six. In 1954, the families with two and six members had the lowest per capita consumption of margarine.

Butter -- The larger families tend to have low per capita consumption of butter. Families of five and six had the smallest per capita consumption of butter of any of the different size family groups in 1949. In 1954, families of four were added to families of five and six as being low in per capita butter consumption. Families of two had the largest per capita consumption of butter of any size family in both 1949 and 1954. Families with only one member had a large consumption of butter in 1954.

Vegetable Shortening -- Size of family had one important effect upon the per capita consumption of vegetable shortening. Families of one consume considerable less per capita of vegetable shortening than families of more than one member. This was apparent in both 1949 and 1954.

Lard -- In 1949, size of family caused a lowering trend in the per capita consumption of lard as the number of the family increased. This decline was apparent in 1954 for families of two, three, four and five. Families of six had a relatively large per capita consumption of lard in 1954. Families of one member used almost no lard in 1954.

Cooking Oil -- The consumption of cooking oil was not large enough in 1949 to show any effect of size of family. In 1954, large per capita consumption of cooking oil was shown in families of two, three, four and five. Families with five members were the largest per capita consumers in all the family groups.

From the foregoing statements, some general facts emerge: There was some change from 1949 to 1954 among the different-size family groups in per capita consumption of the various fats and oils. Margarine showed an increase in per capita consumption in all sizes of families. This increase was most pronounced in families of three, four and five. The per capita consumption of butter increased considerably in families with one or five members from 1949 to 1954. Families of two, four and six showed a decrease in per capita consumption of butter in 1954 compared to 1949. Families of four had the largest consumption decrease. Vegetable shortening showed a decrease in amount from 1949 to 1954 in all sized families except one. Families with five members increased in per capita consumption of vegetable shortening in 1954, compared to 1949. All family size groups, except families with six members, had a smaller per capita consumption of lard in 1954 than in 1949. Families with six members had a large increase in per capita consumption of lard, and families with only one member had a large decrease.

There were no important differences between the effect of size of family on the per capita consumption of each of the various fats and oils and on the expenditures for each of the fats and oils.

Several of the increases or decreases between the various sizes of family groups were different in the expenditure data compared to the consumption data, but there was no outstanding difference which would affect any general conclusions.

There is some evidence to indicate that margarine replaced butter from 1949 to 1954 in certain size families. Families with two, four and six members lost in per capita butter consumption from 1949 to 1954 and gained in per capita margarine consumption.

Cooking oil may have replaced some lard or vegetable shortening in certain size families from 1949 to 1954. This change took place primarily in families of two, three and four.

Vegetable shortening and cooking oil replaced lard in 1954 compared to 1949 in families of five persons.

The Effect of Education of Homemaker Upon the Per Capita Consumption and Expenditure of Fats and Oils

The education of the homemaker showed some interesting effects on total per capita consumption of all fats and oils. The families in which the homemaker had less than an eleventh-grade education consumed the most fats and oils per capita, both in 1949 and 1954. The difference between the two groups was not as large in 1954 as it was in 1949 because the families with homemakers who had graduated from high school increased their total per capita consumption of all fats and oils. Homemakers with a seventh- or eighth-grade education had the largest total per capita consumption of all fats and oils of any of the different education groups in 1949 and 1954. (Table 15, page 106)

The education of the homemaker showed relatively the same effect on total per capita expenditure as it did on the total per capita consumption of all fats and oils in 1949 and 1954. (Table 16, page 107)

There is an indication that homemakers, who had graduated from college, paid more per pound for their fats and oils than other homemakers. The per capita expenditure for this group was much higher, when compared to the per capita consumption, than any other education group. This probably resulted from a large per capita expenditure for cooking oil and butter.

No comparisons are made between 1949 and 1954 of families whose homemaker had a sixth-grade education or less. This category does not have enough families in 1954 to make a fair comparison with the 1949 data.

Margarine -- Families in which the homemaker had less than a ninth-grade education had the largest per capita consumption of margarine of any of the education groups in 1949. The families in which the homemaker had one or two years of college had the largest per capita consumption of margarine of any education group in 1954. Families in which the homemaker had completed college had the lowest per capita consumption of margarine in 1954. It is surprising to note that the differences between these two groups were substantial.

Butter -- Homemakers with a sixth-grade education or less and homemakers with one or two years of college had the smallest per capita consumption of butter in 1949 of any of the education groups.

The largest per capita consumption in 1949 was in homes where the homemaker had from seven to twelve years of schooling.

Butter was consumed in the greatest amounts in 1954 in families where the homemaker had ninth- or tenth-grade education or had graduated from college.

Vegetable Shortening -- In 1949, the families in which the homemaker completed a sixth-grade education or less had a much lower per capita consumption of vegetable shortening than any other of the education groups. Homemakers with a seventh- or eighth-grade education had a much larger per capita consumption of vegetable shortening than the rest of the families in 1949.

Homemakers with an education of seventh-grade through high school had the largest per capita consumption of vegetable shortening of all of the families of 1954.

Lard -- Lard consumption had a lowering trend in per capita consumption in 1949 and 1954, as the education of the homemaker increased.

Cooking Oil -- In 1954, cooking oil had the greatest per capita consumption in homes in which the homemaker had a seventh- or eighth-grade education, or where she had completed college.

There were some definite changes from 1949 to 1954, showing the effect of the education of the homemaker on the per capita consumption of the various fats and oils.

Most of the families had an increase in per capita consumption of margarine from 1949 to 1954. There was an especially large increase

in the families where the homemaker had one or two years of college. The per capita consumption of margarine declined in 1954, compared to 1949, in those families where the homemaker had completed college.

Butter declined in per capita consumption from 1949 to 1954 in all families where the homemaker had twelfth-grade education or less. The families in which the homemaker had more than a high school education had small per capita increase in butter consumption in 1954, compared to 1949.

Vegetable shortening declined in per capita consumption from 1949 to 1954 in all homes, except those where the homemaker had ninth- or tenth-grade education.

Lard had a steady decline in per capita consumption, from 1949 to 1954, in all the homes of the various education levels.

Cooking oil showed an increase in per capita consumption, from 1949 to 1954, at all educational levels, except in those homes where the homemaker had an eleventh- or twelfth-grade education. There was an exceptionally large increase in per capita consumption of cooking oil in 1954, compared to 1949 in those homes where the homemaker had a seventh- or eighth-grade education, or where the homemaker had completed college.

There were some indications that cooking oil replaced lard and vegetable shortening by 1954, in families where the homemaker had a seventh- or eighth-grade education and where the homemaker had graduated from high school.

The Effect of Farm Background on the Per Capita Consumption and Expenditure of Fats and Oils

Families in which the homemaker or both the homemaker and head of household had a farm background, used more fats and oils than families where neither had a farm background. Families in which only the head of the household was from the farm had the smallest total per capita consumption of all fats and oils of all of the farm-background families. This effect of farm background on per capita consumption was noticeable in both 1949 and 1954. (Table 17, page 108)

The same pattern as shown in per capita consumption was present in the expenditure data. (Table 18, page 109)

It was surprising to note that families which had one or more members with farm background did not have a much greater per capita consumption of butter than families with no one from the farm. In fact, these families were much stronger supporters of margarine than families in which no one had a farm background. The dairy industry can not expect city dwellers with a farm background to be larger consumers of butter than city-born people.

The city people with a farm background were more loyal to lard than they were to butter. Families in which both the homemaker and the head of household had a farm background consumed more lard than those families where neither had a farm background.

Margarine -- The families with the highest per capita consumption of margarine in 1949 were those in which the homemaker had a farm background. The highest per capita consumption of margarine in

1954 was in those households where both the homemaker and the head of the household were from the farm. The families in which neither the head of the household nor the homemaker came from the farm had the lowest per capita consumption of margarine in 1949 and 1954.

Butter -- The "both" and "neither" families had the same per capita consumption of butter in 1949 and 1954. The families in which the head of the family was from the farm had the lowest per capita consumption of butter of all of the families in 1949 and 1954.

Vegetable Shortening -- There was not much difference in the per capita consumption of vegetable shortening among all families in the farm-background category between 1949 and 1954.

Lard -- Lard consumption was high among the "both" families in 1949 and 1954. Families in which the head of the household was from the farm had a high per capita consumption of lard in 1949, but a very low one in 1954. The "neither" families had low per capita consumption in both 1949 and 1954.

Cooking Oil -- There was not much difference among the families in the consumption of cooking oil in 1954. The families where the homemaker was from the farm and the "neither" families, were the heaviest consumers of cooking oil in 1949.

There were some very definite changes in the consumption of the various fats and oils from 1949 to 1954 among the different family groups.

Margarine consumption increased in all the various family groups from 1949 to 1954. There was a very large increase in the "both"

families in the consumption of margarine.

Butter and vegetable shortening consumption decreased in all the various family groups from 1949 to 1954. No one family group had an outstanding decrease.

Lard consumption decreased considerably in all families except those where both the homemaker and the head of household had a farm background.

There was evidence to indicate that margarine replaced butter, to some extent, in families of all the categories; cooking oil replaced vegetable shortening and lard to some extend; but the biggest shift was from lard to cooking oil, except in families where both homemaker and head of the household were from the farm. There was no substantial decrease from 1949 to 1954 in lard consumption in these families.

There was no noticeable difference in the effect of farm background on the per capita expenditure data and the per capita consumption data.

The Effect of Type of Diet on the Per Capita Consumption and Expenditure of Fats and Oils

People with a fruit and vegetable diet consumed considerably less fats and oils in 1954 than families who had a so-called meat and potato diet. This smaller fat and oil consumption was caused by a low per capita consumption of margarine, butter, vegetable shortening and lard, although the consumption of cooking oil was much higher in this group in 1954 than in the other family groups. The total per capita consumption of all fats and oils was lower in 1949 in the vege-

table-and-fruit-diet families, than the families which had meat and potatoes in their diet, but the difference between these groups was not as great in 1954. The fruit-and-vegetable-diet families constituted a much smaller percentage of the total sample in 1954 than in 1949. This may partially be the reason for the large decrease in oil and fat consumption from 1949 to 1954. (Table 19, page 110)

The fruit-and-vegetable-diet families seem to purchase more expensive fats and oils than do the other families. In 1949, the fruit-and-vegetable-diet families had the lowest per capita consumption and the highest per capita expenditure for all fats and oils. A comparison of the 1954 per capita expenditure and consumption data also points out that fact. (Table 20, page 111)

The fruit-and-vegetable-diet families had the highest per capita consumption of margarine and vegetable shortening in 1949 of all of the diet groups, but were the lowest in 1954.

The meat-and-potato-diet families and the "both-diet" families had almost the same per capita consumption of margarine in 1954. Consumption increased in these groups about the same amount from 1949 to 1954.

The fruit-and-vegetable-diet families had the lowest per capita consumption of butter of all of the families in 1949 and 1954. There was not much difference between the other two diet groups in either 1949 or 1954.

The two diets containing meat and potatoes had a larger per capita consumption of lard in 1949 than the fruit-and-vegetable-diet

families. There was not much difference in lard consumption among the three diet groups in 1954.

There was no difference among the three diet groups in 1949 in the per capita consumption of cooking oil, but in 1954, cooking oil had by far the greatest consumption by the fruit-and-vegetable-diet families.

There was not much difference in the effect of type of diet on the per capita expenditure and per capita consumption data. As mentioned previously, there was some indication that the fruit and vegetable families used more expensive brands of margarine and butter.

The Effect of Family Income on Per Capita Consumption and Expenditure of Fats and Oils

The effect of income on fats and oil consumption had one surprising result in 1954. There was a distinct break in the per capita consumption of all fats and oils at the 2000 dollar income level. The families with incomes under 2000 dollars had a larger per capita consumption of all fats and oils than the families with higher incomes. There was not much difference in the per capita consumption of all fats and oils among the other income families in 1954.

In 1949 the families with incomes of under 2000 dollars and the families with incomes of 5401 to 7000 dollars had the lowest per capita consumption of all fats and oils.

The per capita consumption and expenditure data for families with incomes over 7000 dollars are not considered in this study because there are not enough families in this group to make a fair

comparison. (Table 21, page 112)

Margarine -- Income caused a decreasing trend in the per capita consumption of margarine in 1949 and 1954.

Butter -- There was a rather mixed trend in the per capita consumption of butter caused by family income in 1949 and 1954. In 1949 the families with incomes of 4001 to 5400 dollars had the highest per capita consumption of butter among the various income levels. The families with incomes below 2000 dollars had the lowest per capita consumption of butter that year. In 1954 the families with high per capita consumption of butter were the families with 5401 to 7000 dollar incomes. The 2001 to 4000 dollar-income families had the low per capita consumption of butter.

The families with incomes under 2000 dollars and the families with incomes of 5401 to 7000 dollars were the low per capita consumers of vegetable shortening in 1949 and 1954. The 4001 to 5400 dollar income families were the high consumers of vegetable shortening in 1949. The high per capita consumers of vegetable shortening in 1954 were the families with incomes of 2001 to 4000 dollars.

Income caused a decreasing trend in the consumption of lard as the income increased in 1949 and 1954. This did not hold true for the families with incomes of 4001 to 5400 dollars in 1954.

There was not enough consumption of cooking oil in the families with incomes below 7000 dollars in 1949 to indicate any trend. Surprising enough, the high per capita consumption of cooking oils was in families which had incomes below 2000 dollars.

There were quite a few changes in the per capita consumption of the various fats and oils during the five years from 1949 to 1954.

Margarine consumption increased at all income levels from 1949 to 1954.

Margarine consumption increased at all income levels from 1949 to 1954 while butter decreased in every case. The greatest decrease was among families with an income of 2001 to 4000 dollars and the 4001 to 5400 dollar-income families.

The only families which did not have a decrease in per capita consumption of vegetable shortening from 1949 to 1954, were the families with an income below 2000 dollars. The greatest decrease in consumption of vegetable shortening from 1949 to 1954, was among families with an income of 4001 to 5400 dollars.

There was some indication that families of all income levels changed from butter to margarine in 1949 to 1954.

Cooking oil replaced lard in some families with incomes below 2000 dollars. There was some indication that cooking oil may have replaced both vegetable shortening and lard, to some extent, in families with incomes of 4001 to 5400 dollars.

It was surprising to note that income did not have more influence on total consumption of all fats and oils. There might be some question as to whether the families in the income category of under 2000 dollars are a representative sample indicating the true characteristics of families of that income level.

A more complete analysis could have been made on the effect of income on per capita consumption and expenditure of fats and oils, if there had been more families with incomes over 7000 dollars. The few families with incomes over this level indicated that families with higher incomes had a higher per capita total consumption of fats and oils, than families with incomes under 7000 dollars. Those families had an especially high per capita consumption of butter.

CHAPTER IV

THE USES OF FATS AND OILS

Consumption data over a period of years will give the oil and fat producer an indication of any trends in the consumption of his product, but information on how the fat or oil is used is very important too. Any data which indicates any change in use of a certain fat or oil will help explain why the total consumption may vary over a long period of time. This chapter tells how each of the various fats or oils is used and also indicates any change in the use of these products over the five-year period, from 1949 to 1954.

Table 4 indicates that in 1949, butter was used by more families than any other fat or oil. The next fat used most by the families in the Lansing area was vegetable shortening. Bacon drippings ranked third, followed by margarine, lard and cooking oil in that order.

Vegetable shortening replaced butter as the most used fat or oil in 1954. Butter was second followed by margarine, bacon drippings, cooking oil and lard.

A greater percentage of families used margarine, vegetable shortening and cooking oil in 1954, than did in 1949. Margarine made the greatest gain of any of the fats or oils.

Butter, lard and bacon drippings all dropped considerably in popularity during the five-year period, from 1949 to 1954.

TABLE 4

COMPARISON OF NUMBER OF FAMILIES
USING FATS AND OILS IN THE LANSING AREA IN 1949
AND 1954

Product	1949		1954	
Total No. Families	424		316	
	No. cases	Percent	No. cases	Percent
Margarine	170	40.3	191	60.4
Butter	344	81.1	220	69.6
Vegetable shortening	287	67.7	231	73.1
Lard	118	27.9	58	12.0
Cooking oil	63	14.9	93	29.8
Bacon drippings	190	44.9	94	29.9

Table 4 also shows that margarine made a big gain in popularity during the five-year period from 1949 to 1954 at the expense of butter. Margarine users increased from 40.3 percent in 1949, to 60.4 percent in 1954. Butter users decreased from 81.1 percent to 69.6 percent for the same period.

A comparison of families using margarine and butter is made in Table 5. The percent of families using just margarine, or both margarine and butter, increased during the five-year period covered by this study. The percent of increase was about the same in both types of families. Considerably fewer families were using butter only in 1954. Margarine and butter, both, were being used in many homes

TABLE 5

COMPARISON OF FAMILIES USING BUTTER AND MARGARINE IN THE LANSING AREA IN 1949 AND 1954

Product	1949		1954	
Total No. Families	424		316	
	No. cases	Percent	No. cases	Percent
Total margarine users	170	40.3	191	60.4
Total butter users	344	61.1	220	69.6
Both butter and margarine users	96	22.6	99	31.3
Margarine only	74	17.4	92	29.1
Butter only	248	58.5	121	38.3
Neither	2	0.5	4	1.3

by 1954. The number of these families increased from 22.6 in 1949, to 31.3 percent in 1954.

In 1954, 31.3 percent of the people used both margarine and butter. Politz[10] in a recent study found that 39.8 percent of the people used both margarine and butter. He indicated that the great market potential for increased butter sales lies with those families who use both butter and margarine.

Table use was the most popular utilization of butter and margarine in both 1949 and 1954 as shown in Table 6. Margarine increased in favor for table use during the five-year period. Butter was not

[10] Politz, Alfred, Public Attitudes and Uses of Dairy Products, Fall, 1954, American Dairy Association., p. 32

TABLE 6

PERCENT OF THE HOUSEHOLDS IN THE LANSING AREA USING MARGARINE AND BUTTER FOR EACH OF THE VARIOUS USES IN 1949 AND 1954

Use	1949 Margarine	1949 Butter	1954 Margarine	1954 Butter
No. cases	170	344	191	220
	Percent	Percent	Percent	Percent
Table use	34.1	79.2	43.3	63.9
Pan frying eggs	5.6	14.6	28.4	30.3
Pan frying potatoes	4.7	8.7	23.1	28.6
Other pan frying	4.0	9.9	22.4	16.7
Deep fat frying	0.0	0.2	1.2	0.0
Cake	6.1	6.1	13.9	10.4
Cookies	4.2	3.5	11.0	7.5
Pastries	0.9	2.1	5.6	2.8
Bread	0.7	0.2	3.7	3.1
Flavoring	27.5	42.6	35.7	34.4

used on the table as much in 1954 as in 1949. In 1954, butter was still ahead of margarine in table use, but margarine had replaced butter for this purpose in some families. Butter was used on the table by 63.9 percent of the families, while only 43.4 percent used margarine.

The second most popular use of margarine and butter was for flavoring purposes. More families used margarine for flavoring in 1954

than did in 1949. There was not much change in the percent of families using butter for flavoring during the five-year period. Margarine had replaced butter as the fat or oil most used for flavoring in the 1954 sample.

More families used both butter and margarine for pan frying in 1954, than in 1949. Butter and margarine were used by about the same number of families for pan frying in 1954.

In 1954, more margarine and butter were used for baking purposes than was used in 1949. A few more families were using margarine than used butter for baking in 1954.

Butter and margarine were not used very much for deep fat frying.

It has previously been stated in this study that the consumption of lard decreased during the five-year period from 1949 to 1954. This consumption drop is very evident in a utilization analysis of lard in 1954. Lard was used by less families for all uses, except for deep fat frying, all pan frying and flavoring. The utilization of vegetable shortening and lard is shown on Table 7. Vegetable shortening was very popular for pan frying, deep fat frying and baking. More families used vegetable shortening for all of these uses in 1954, than they did in 1949. The greatest increase over the five-year period was in using vegetable shortening for pan frying eggs and in deep fat frying.

The questionnaire was not made to include the cooking oils in the ten uses. As previously stated, the consumption of cooking oil did increase during the five-year period from 1949 to 1954. Cooking oil increased in popularity for baking, frying and for salads. (Table 94, page 186)

TABLE 7

PERCENT OF THE HOUSEHOLDS IN THE LANSING AREA USING VEGETABLE SHORTENING AND LARD FOR EACH OF THE VARIOUS USES IN 1949 AND 1954

Use	1949 Vegetable Shortening	1949 Lard	1954 Vegetable Shortening	1954 Lard
No. cases	287	118	231	58
	Percent	Percent	Percent	Percent
Table use	0.0	0.0	0.0	0.0
Pan frying eggs	9.4	6.6	22.4	6.0
Pan frying potatoes	19.5	9.9	31.3	7.5
Other pan frying	29.2	10.0	43.0	9.1
Deep fat frying	8.2	3.0	34.0	5.0
Cake	29.2	7.3	36.0	0.6
Cookies	25.4	6.6	28.7	2.2
Pastries	29.9	16.2	26.8	6.0
Bread	1.1	0.9	6.2	3.1
Flavoring	1.6	1.6	3.1	0.6

Butter and margarine were the only fats or oils used on the table in 1949. Butter was the most used fat or oil for pan frying eggs. Margarine was second and vegetable shortening third for pan frying eggs in 1954.

More families used vegetable shortening for other pan frying in 1954 than in 1949. Margarine was second and butter third for this use.

The most popular fat or oil used for deep fat frying was vegetable shortening. Only a few families used any other fat or oil for deep fat frying.

Vegetable shortening was the most used fat or oil for all types of baking in 1949 and 1954. By 1954, margarine was the second most popular product for baking, but was not used by nearly as many families as vegetable shortening.

By 1954, margarine was the leading fat or oil used for flavoring, with butter next. Vegetable shortening or lard was not used by many families for flavoring.

In comparing the effect of family characteristics on the utilization of fats and oils, it was impossible to place too much validity on some of the categories of family characteristics because there were not enough families to give a representative sample. Many of these family groups are not mentioned in the analysis of the data. Those categories which have a small number of families included: homemaker, seventy-six or over; families of seven and eight members; and families with an income of over 7000 dollars.

The Effect of Age of Homemaker on the Use of Fats and Oils

The young homemakers are very strong supporters of margarine for all purposes and of vegetable shortening for cooking purposes. The older homemakers are still loyal to butter for table use and all pan frying. Not many of the old homemakers are changing from butter to margarine.

It is interesting to note that the older homemakers do not use butter for baking very much, but rely upon vegetable shortening in most cases. More young homemakers use vegetable shortening for cooking than do the older homemakers.

In spite of the fact that lard is not as popular with the homemaker as in former years, many young homemakers are still using lard for pan frying.

Margarine -- In 1949, a larger percentage of homemakers over sixty-five years of age tended to use margarine for table use than did homemakers of other ages. This trend was not present in 1954, since the other age groups had increased their use for this purpose greatly. (Table 23, page 114)

There was some evidence that age of the homemaker influenced the use of margarine for pan frying. Not as many homemakers from thirty-five to sixty-five used margarine for frying potatoes or other pan frying as did the younger and older homemakers. There were more homemakers in all age groups using margarine for this purpose in 1954, than in 1949.

Homemakers over sixty-five did not use margarine for baking cookies, pastries or bread. There is some indication that more homemakers under sixty-five used margarine for these three baking purposes in 1954 than did in 1949. More homemakers under sixty-five used margarine for baking cakes in 1954 than in 1949.

The using of margarine for flavoring is increasing in popularity with women under forty-five.

Butter -- Butter is not used on the table by young homemakers, as much as it is in the families of the older homemakers. In 1949, the effect of age of homemaker upon table use of butter, was not noticeable. As the age of the homemaker increased in 1954, a parallel was also present in percentage of families using butter on the table. (Table 24, page 115)

An important trend in butter for table use occurred during the five-year period. There was a large decrease in percentage of homemakers under forty-five using butter on the table. This decrease was very slight in the homes of the older homemakers.

Age of homemaker had a definite effect upon the use of butter for pan frying of eggs or potatoes. The homemakers under twenty-five used butter the least of any group for this purpose. There was not much difference between the other age groups. Butter was used in more homes in 1954 than in 1949 for the pan frying of eggs and potatoes.

There was not a big difference among the age groups in 1949 in using butter for "other pan frying". Butter was used most, in 1954, for other pan frying in the families where the homemaker was over thirty-five.

Several of the older homemakers used butter for deep fat frying in 1949. None used butter for this purpose in 1954.

Homemakers over sixty-five did not use butter for baking in 1949. A few homemakers of this age group were using butter for baking cake and cookies in 1954.

The role of butter for flavoring was steadily diminished from 1949 to 1954 in the under twenty-five and thirty-six to forty-five year groups of housewives. The other age groups remained about the same or increased very slightly on this use of butter.

Vegetable Shortening -- Not as many women over sixty-five used vegetable shortening for pan frying as those under this age. More homemakers of this age group used vegetable shortening in 1954, than in 1949, for pan frying. (Table 25, page 116)

There was not much difference between the other age groups in using vegetable shortening for pan frying. More homemakers in all age groups used vegetable shortening for this purpose in 1954 than did in 1949. There was a big increase in homemakers from forty-six to sixty-five using vegetable shortening for pan frying.

More homemakers under fifty-five used vegetable shortening for deep fat frying than those over this age. There was quite a large increase from 1949 to 1954, of homemakers of all age groups using vegetable shortening for this purpose.

In 1949, the percentage of homemakers using vegetable shortening for baking increased as the homemaker became older. This trend reached its peak at forty-five years of age, and then became a downward trend as the age of the homemaker increased. This pattern was not noticeable in 1954.

There was a tendency, in 1954, for the younger homemaker to use vegetable shortening for baking. A number of homemakers in the forty-six to fifty-five age group used vegetable shortening for baking cakes.

Lard -- In 1949, lard was used most for pan frying by the younger and older homemakers. (Table 26, page 117)

There was a decline in the number of homemakers using lard for all pan frying from 1949 to 1954. Fewer homemakers, in 1949, in the twenty-five and under group used lard for pan frying eggs and potatoes than in 1954. This was the only exception.

Three age groups increased in their use of lard for deep fat frying from 1949 to 1954: those from twenty-six to thirty-five, from forty-six to fifty-five, and from fifty-six to sixty-five years of age.

The thirty-six to forty-five age group had more homemakers using lard for baking in 1954 than in 1949. The rest of the age groups either decreased in the number of homemakers using lard for baking or stopped using lard completely for this purpose.

There were some shifts among fats and oils from 1949 to 1954 noticeable in some age groups. Some homemakers shifted from butter to margarine for table use. This change took place in all age groups under fifty-six. The younger homemakers made the biggest change from butter to margarine.

Fewer homemakers were using lard for pan frying in three age groups in 1954. These homemakers may have shifted to any of the other three fats and oils.

Fewer homemakers were using lard for baking in 1954. The older homemakers could have changed from lard to either butter or vegetable shortening. The younger homemakers could have changed to any of the other three fats and oils.

There was a big decrease in the number of homemakers in the thirty-six to forty-five age group, who used vegetable shortening for baking. These homemakers may have used either butter or margarine.

The Effect of Size of Family on the Use of Fats and Oils

Size of family seems to affect the use of fats and oils in cooking. Not very many families with only one member used any fat or oil for baking. Few of these single-member families used a fat or oil for any kind of frying.

The larger families probably did more cooking at home. More of the large families used fats and oils for baking and frying than did the smaller sized families. The large families were very strong supporters of vegetable shortening for cooking purposes. The smaller sized families apparently used butter for table use while the larger sized families used margarine.

Margarine -- The table use of margarine was not influenced by the size of family in 1949. In 1954, a larger percentage of families used margarine on the table as the size of the family increased. (Table 27, page 118)

Margarine was used by more families in every size family group in 1954, than in 1949. There was an especially large increase in families of three and six.

Size of family did not seem to have too much influence on the use of margarine for pan frying in either 1949 or 1954.

A greater percentage of families in every family size group used margarine for pan frying in 1954 than did in 1949. The largest percent increase came in families of four and five.

The using of margarine for baking was not affected very much by the size of family in either 1949 or 1954. More families of three, four and five used margarine for this purpose than any other size of family. Margarine for flavoring was not affected to any great extent by size of family in 1949 or 1954.

Butter -- Families of two, three and four have a higher percentage of homemakers using butter for table use. There were fewer families in all sizes of family groups using butter for this purpose in 1954, compared to 1949. (Table 28, page 120)

In 1954, the percentage of families using butter for frying eggs decreased as the size of the family increased. This falling trend was not evident in 1949.

Very few families with six members used butter for frying potatoes in 1954. None of these family groups used butter for this purpose in 1949. Families of two and three were the groups in which the greatest percentage of homemakers used butter for frying potatoes and other pan frying.

Families of five and six did not use butter for baking in 1949, but there was some indication in 1954 that they were using butter for baking cakes and cookies.

Butter was used more for flavoring by the three smaller sized families in both 1949 and 1954. There was not much change in the

percentage of families using butter for this purpose during the five-year period.

Vegetable Shortening -- When there was only one member in the family, vegetable shortening was not used very much for any pan frying. Families with six members were using vegetable shortening the most for all pan frying of any age group. (Table 29, page 121)

There was a greater percentage of homemakers in all size families using vegetable shortening for all pan frying in 1954, compared to 1949. The largest percentage of increase was for pan frying eggs and potatoes.

There is no indication of size of family influencing any trend in the use of vegetable shortening for deep fat frying in 1949. Families of six used vegetable shortening for this purpose the most and families of one the least in 1949.

In 1954, size of family marked a rising trend in the percentage of homemakers using vegetable shortening for deep fat frying as the number in the family became larger.

Families of six used vegetable shortening the most for all baking. Vegetable shortening was used the least for baking in families of one. This would suggest that probably families of one did less baking. In fact, there was no baking of bread in one-member families.

Lard -- A rising trend as the size of family increased was noticeable in the use of lard for pan frying eggs or potatoes. No families of one member used lard for this purpose in 1954. The families of six had the greatest percentage of homemakers using lard for

other pan frying and deep fat frying. (Table 30, page 122)

It should be noted that families of one did not use lard for any purpose in 1954, with the exception of cookie baking by a negligible few.

Families of six used lard the most for all frying purposes. Families of two, three, four and five used lard the most for baking cookies, cakes and pastries.

The percentage of families using lard for pan frying decreased in almost all sizes of families from 1949 to 1954, but families of three and six had an increase in percentage of homemakers using lard for deep fat frying from 1949 to 1954.

Lard was not used so much for baking in all family size groups, except families with six members, in 1954, compared to 1949.

Therewere some changes in the utilization of one fat or oil to another in some of the various sizes of families during the five-year period of this study: Quite a large percent of homemakers in the three-, four- and six-member families changed from using butter to using margarine on the table. Families of two, three, four and five had quite a few homemakers change from lard for baking to some other fat or oil. In all probability, some may have used margarine for this purpose. There is no trend in the data to indicate that the homemakers changed from lard to vegetable shortening for baking.

No families with one member reported using lard for pan frying in 1954. They may have changed from lard to margarine, butter or vegetable shortening. The data indicated that many of them made a change

to either butter or margarine. This change is probably true for the other homemakers who changed from lard to another fat or oil for pan frying.

The Effect of Education of Homemaker on the Use of Fats and Oils

Homemakers, who have graduated from college, seem to favor butter over margarine. Lard is preferred by homemakers who have less than a seventh-grade education while vegetable shortening is popular with the rest of the homemakers.

Margarine -- In 1949, margarine was used on the table in a decreasing percentage of households as the education of the homemaker increased. (Table 31, page 123)

There was no apparent relationship between education of the homemaker and the use of margarine on the table in 1954. The smallest percentages of homemakers using margarine for this purpose in 1954 were those with a sixth-grade education or less and those with one or two years of college.

There was very little correlation between education of homemaker and the use of margarine for pan frying in 1949 and 1954. In 1949, the greatest percentage of homemakers using margarine for pan frying eggs and potatoes had a sixth-grade education or less. In 1954, the homemakers from the seventh grade through one or two years of college had the greatest percentage of homemakers using margarine on the table.

In 1949, the largest percentage of homemakers using margarine for

baking had a sixth-grade education or less. No apparent trend caused by the education of the homemaker on the use of margarine for baking appeared in 1954. College graduates used margarine the least for baking in 1954 of any educational group.

Education of homemaker had very little influence upon the use of margarine for flavoring in 1949 and 1954.

A greater percentage of the homemakers in all education categories used more margarine for all of the used in 1954, than in 1949.

Butter -- The use of butter on the table increased with the amount of education of the homemaker in 1949. The homemaker with a college education or with a sixth-grade education or less used butter on the table the most in 1954. Homemakers with a seventh- or eighth-grade education used butter the least for this purpose in 1954. (Table 32, page 124)

There was a rather uneven trend toward a greater percentage of homemakers using butter for pan frying eggs as their education increased in both 1949 and 1954.

Homemakers with less than a twelfth-grade education were the ones to use butter more for pan frying potatoes in 1949 than any other group. There was no apparent trend in the effect of education upon using butter for pan frying potatoes in 1954. Homemakers with a sixth-grade education or less used butter the least of any education group for pan frying potatoes in 1954.

There was little correlation between education of the homemaker and the use of butter for other pan frying or baking in either 1949 or

1954. Homemakers with less than seventh-grade education did not use butter for baking in 1949. There was only a small percentage of homemakers with a seventh- or eighth-grade education who used butter for baking in either 1949 or 1954.

A greater percentage of homemakers with an education beyond the tenth grade used butter for flavoring in 1949. There was little correlation between education of homemaker and the use of butter for flavoring in 1954.

Vegetable Shortening -- There was little correlation between education of the homemaker and any of the uses of vegetable shortening in 1949. There were only two noticeable trends influenced by the education of the homemaker in the use of vegetable shortening in 1954: the smallest percentage of homemakers using vegetable shortening had less than a seventh-grade education; the percentage of homemakers using vegetable shortening for other pan frying and pastry increased with the level of education of the homemaker until graduation from college. (Table 33, page 125)

There were no definite trends indicating any influence of education of homemaker of the uses of lard in 1949. The largest percent of homemakers using lard for frying eggs or potatoes had a seventh- or eighth-grade education. Lard was used for deep fat frying, pastry and bread baking by more homemakers with a "sixth-grade or less" education than any other educational group. There were very few homemakers with a college education using lard for any purpose in the 1949 and 1954 surveys.

In most cases, the percentage of households using lard for all purposes decreased when the educational level increased in 1954. This was not true in baking cake or cookies. (Table 34, page126)

There were some changes in the uses of the various fats and oils within the various educational groups during the five-year period from 1949 to 1954: All education groups over the sixth grade had a greater percentage of the homemakers using margarine for all purposed in 1954, compared to 1949. All education groups, except those with less than a seventh-grade education or a ninth- or tenth-grade education, had a smaller percentage of homemakers using butter on the table in 1954 and in all probability, this decrease in butter use was replaced by margarine. In most cases, butter was used by more homemakers in all educational levels for pan frying and baking in 1954, compared to 1949. More homemakers used vegetable shortening for pan frying of eggs or potatoes and for deep fat frying in 1954 than in 1949, and this trend was apparent in most of the educational groups. Fewer homemakers in 1949 used vegetable shortening for other pan frying and baking cake, cookies and pastries than they did in 1949. This trend was present in most educational groups.

Lard and vegetable shortening were used by a smaller percentage of homemakers for baking in 1954 than in 1949. It is possible that some of these homemakers changed to the use of butter or margarine for baking over the five-year period. It is also possible to assume that more homemakers changed from lard and vegetable shortening to margarine for baking in the homes of homemakers with seventh- and eighth-grade

education, ninth- and tenth-grade education and those with one or two years of college.

The Effect of Farm Background on the Use of Fats and Oils

Margarine -- More homemakers with a farm background used margarine on the table in both 1949 and 1954 than did the non-farm families. Pan frying eggs, pan frying potatoes, pastry and flavoring had the leading categories in which both the homemaker and the head of household were from the farm. Families in which neither the homemaker nor the head of household had a farm background were leading users of margarine for other pan frying and cake and cookie baking. (Table 35, page 127) In 1949, the category with the smallest percent of families using margarine for frying eggs, frying potatoes, cake, pastry and bread baking was the one in which the head of the family was from the farm.

The non-farm background category families had the smallest percentage using margarine for table use. Cookies and flavoring were used in the smallest percentage by families where the homemaker had a farm background.

The category with the smallest percent of families using margarine in other pan frying was where both the homemaker and the head of the family were from the farm. There was a slight tendency in 1949 for the category with families having farm background to lead in the percentage use of margarine, but the families with the smallest percentage are also of a farm background nature.

Farm background showed about the same lack of consistent influence on the use of margarine in 1954 as it did in 1949.

Butter -- There is some indication that farm background had a small influence on the various uses of butter in 1949. In 1954 the families without farm background were the strongest supporters of the butter uses. (Table 36, page 128)

Vegetable shortening -- Families with either the homemaker or the head of family with a farm background used vegetable shortening more in their cooking than families without a farm background in both 1949 and 1954. The families with just the homemaker with a farm background were the strongest supporters of vegetable shortening. Families where neither the homemaker nor the head of family had a farm background used vegetable shortening the least number of times. (Table 37, page 129)

Lard -- Lard had strong support from homemakers with a farm-background in 1949. The homemakers without a farm background, but who had husbands from the farm, used lard the least. Homes in which both the homemaker and the head of household were from the farm were the greatest users of lard in 1954. It is interesting to note that there is not too much loyalty to livestock fats and oils as might be expected by people with a farm background. (Table 38, page 130)

The Effect of Type of Diet on Use of Fats and Oils

Margarine -- Type of diet did not affect any definite use-pattern of margarine in 1949. The households which used "both diets"

in 1949 had the greatest percentage of families using margarine for pan frying eggs or potatoes, for baking cakes, cookies and pastry for flavoring. The families with the fruit and vegetable diet led in the use of margarine for table use and baking of bread in 1949. (Table 39, page 131)

The effect of type of diet on the uses of margarine was about the same in 1954 as it was in 1949. The families with both types of diets were the largest users of margarine on the table, other pan frying, deep fat frying, baking cookies and flavoring in 1954. The fruit-and-vegetable-diet families had the smallest percent of homemakers using margarine on the table, other pan frying, baking of bread and flavoring. None of the homemakers in the fruit-and-vegetable-diet families used margarine for deep fat frying.

The meat-and-potato-diet families had a smaller percentage of the homemakers using margarine for baking cakes, cookies and pastries.

Butter -- Butter was used by a greater percentage of families who had meat and potatoes in their diet in 1949. These families were the greatest butter-users for frying eggs or potatoes and for all baking and flavoring. The fruit-and-vegetable-diet families led in the use of butter for table and other pan frying in 1949. (Table 40, page 132)

Meat-and-potato-diet families led in table use of butter in 1954. Families with both types of diets had the greatest percentage of homemakers using butter for all pan frying. Baking was evenly divided between the fruit-and-vegetable and the meat-and-potato families.

The fruit-and-vegetable families had the most homemakers using butter for flavoring.

Vegetable shortening -- In 1949, the families using "both diets" had the greatest percentage of households utilizing vegetable shortening for the various uses. The fruit-and-vegetable-diet families had the greatest percentage of homemakers using vegetable shortening for pan frying eggs, but had the smallest percentage for all other uses except for baking bread and for flavoring. (Table 41, page133)

The fruit-and-vegetable-diet families in 1954 had the smallest percentage of homemakers using vegetable shortening for all uses except for baking bread and for flavoring. The meat-and-potato-diet families had the greatest percentage of homemakers using vegetable shortening for all pan frying, deep fat frying and the baking of cakes and cookies in 1954.

Lard -- No type of diet established any definite patterns on the use of lard in 1949. The fruit-and-vegetable families were leading users of lard for pan frying eggs or potatoes and deep fat frying. The meat-and-potato families led in the use of other pan frying, baking cakes, cookies and pastry. The families who used both diets were the greatest users of lard for bread making and for flavoring. (Table 42, page 134) The effect of diet was about the same on the uses of lard in 1954 as it was in 1949.

A perusal of the subject under consideration results in several conclusions which are clearly seen:

Type of diet showed the sharpest influence in the use of vege-

table shortening. Families with a meat-and-potato diet had the greatest percentage of homemakers using vegetable shortening for the most cooking uses. Just the reverse was true with the fruit-and-vegetable-diet families.

There were some changes noted in the effect of type of diet on the utilization of the various fats and oils when the 1949 and 1954 data were compared.

The meat-and-potato-diet and the "both diet" families had an increase in the percentage of homemakers using margarine on the table in 1954 compared to 1949. There was no change in the fruit-and-vegetable-diet families.

All three diet groups had a greater percentage of homemakers using margarine for all pan frying and for baking in 1954 than in 1949. The fruit-and-vegetable-diet families had a slightly larger percentage increase of homemakers using margarine for baking than the other two diet groups.

The decrease from 1949 to 1954 in the percentage of families using butter on the table was about the same for all three diet groups.

The meat-and-potato-diet families and the "both diet" families had a much greater percentage of homemakers using butter for all pan frying in 1954 than in 1949. The fruit-and-vegetable families had little change in the percentage of homemakers using butter for pan frying eggs or other pan frying.

There was very little change in the percentage of the homemakers

of the fruit-and-vegetable diet who used vegetable shortening for baking. The meat-and-potato-diet families and the "both diet" families had a greater percentage of homemakers using vegetable shortening for all purposes.

The fruit-and-vegetable-diet families had the greatest percentage decrease of homemakers using lard for all purposes in 1954 compared to 1949.

The Effect of Income on the Use of Fats and Oils

Margarine -- The annual income of families did establish some definite trends in the various uses of margarine in 1949 and 1954. These trends were more apparent in some uses than in others. (Table 43, page 135)

In 1949, households with an income of 2000 dollars or less were the ones with the largest percent of families using margarine on the table. Families with incomes of over 5400 dollars had the smallest percentage of homemakers using margarine on the table.

There was a very definite correlation between the use of margarine on the table and incomes in 1954. As the income increased, percentage of families using margarine on the table decreased in every income group.

The only families using margarine for pan frying eggs in 1949 were those with incomes under 5400 dollars. In 1954 the percent of families using margarine for pan frying eggs decreased as the income increased up to the income of 7000 dollars.

There was no definite correlation between income and the use of margarine for the pan frying of potatoes in 1949. Families with incomes of 5401 to 7000 dollars had the greatest percentage of homemakers using margarine for this purpose, while families of 2001 to 4000 dollars had the least.

The effect of income on the use of margarine for the pan frying of potatoes and other pan frying in 1954, caused a decreasing use for pan frying as the income increased.

The leading category for other pan frying in 1949 was the 5401 to 7000 dollar group. The homemakers from families with 2001 to 4000 dollars had the smallest percentage of homemakers using margarine for pan frying in 1949.

The general effect on the use of margarine for baking cakes in 1949 and 1954 was for the percent of families using margarine to increase as the income increased. Families with an income of 2000 dollars and under were stronger supporters of margarine for this use than families in the next two income categories.

The trend for using margarine for the baking of cookies, pastry and bread was an increase in the percentage of families as the income increased. This trend was noticeable in both 1949 and 1954.

There was no well defined trend showing the effect of income on the use of margarine for flavoring in 1949. There was a tendency for the percent of families using margarine for flavoring to increase as the income of these families increased.

In 1954 a very definite trend appeared. As the income increased the percent of families using margarine for flavoring decreased.

Butter -- There were no definite trends showing the effect of income on the use of butter on the table or for pan frying in 1949. Families with an income of 2001 to 4000 dollars had the smallest percentage of homemakers using butter for these purposes in 1949. (Table 44, page 136)

In 1954 a very definite trend appeared. As the income of the family increased the percent using butter on the table and for pan frying increased.

It is important to note that more families were using butter for pan frying in 1954.

In 1949 the percent of families using butter for baking of cakes and cookies increased as the income of the families became greater. The trend was the same in 1954 with a few exceptions. No families with incomes of under 2000 dollars used butter for the baking of cakes or cookies.

Very few families in 1949 and 1954 with incomes of under 2000 dollars used butter for baking. In the rest of the families a larger percentage of the homemakers used butter for baking cakes, cookies and pastries as the income increased. This was true in both 1949 and in 1954.

More families were using butter for flavoring as their incomes increased in both 1949 and 1954, but this trend was more noticeable in 1954.

Vegetable shortening -- The effect of income on the use of vegetable shortening for pan frying in 1949 and 1954 was not very noticeable. In 1954 there was a tendency for more families with higher incomes to use vegetable shortening for all pan frying.

In 1949, the families with an income of 4001 to 5400 dollars had the greatest percentage of homemakers using vegetable shortening for all baking purposes. (Table 45, page 137) The percentage of homemakers using vegetable shortening for baking cakes, cookies and pastries tended to increase as the income increased in 1954.

The largest percent of families using vegetable shortening for bread in 1954 had incomes of 2000 dollars and under or 4001 to 5400 dollars.

There was an indication that more families used vegetable shortening for flavoring as incomes increased in 1954. Families with incomes of 2000 dollars and under had the largest percentage of homemakers using vegetable shortening for flavoring in 1949, but none who used it for this purpose in 1954.

Lard -- Lard was used for all frying purposes by a great percentage of families with an income of less than 2000 dollars in 1949. Families with an income of 5401 to 7000 dollars did not use lard for pan frying eggs or deep fat frying in 1949. (Table 46, page 138)

In most cases the percentage of families using lard for all baking decreased as the income increased in 1949. Families with an income of 5401 to 7000 dollars did not use lard for baking cakes, cookies or bread in 1949.

A very small percentage of the homemakers used lard for baking cakes or cookies in 1954. There was not much difference among the families of the various incomes in the use of lard for baking pastries in 1954.

Families with an income of 2000 dollars and under and those with an income of 4001 to 5400 dollars had the greatest percentage of the homemakers using lard for baking bread.

There were some changes in the utilization of the fats and oils within the families of the various income levels when the 1949 and 1954 data were compared.

The greatest increase in the percentage of homemakers using margarine on the table was in families with incomes of over 2000 dollars. The increase of the percentage of homemakers using margarine for pan frying was about the same in all families of the various income levels. Margarine was used by more families in all income levels for baking in 1954 compared to 1949, but there was no noticeable pattern in this increase.

The greatest increase in the percentage of homemakers using margarine for flavoring was in the two lower income groups.

The greatest decrease in the percentage of homemakers using butter for the table came in families with an income of over 4000 dollars.

The greatest increase in the percentage of homemakers using butter for pan frying and baking was in the 5401 to 7000 dollar income group.

Vegetable shortening was used by a greater percentage of homemakers in all income levels for pan frying in 1954, compared to 1949. The greatest percentage increase was in families with incomes of less than 4000 dollars.

The greatest increase in the percentage of homemakers using vegetable shortening for deep fat frying and baking was in families with an income of 5401 to 7000 dollars.

There was a large decrease in the percentage of homemakers with an income of under 2000 dollars using lard for all purposes in 1954, compared to 1949. This was especially noticeable for pastries and other pan frying.

Very few homemakers in families with incomes of over 4000 dollars used lard for baking in 1949. There was an increased use of lard for baking by the homemakers in these two income groups in 1954, compared to 1949. Homemakers in families with incomes of 5401 to 7000 dollars still did not use lard for baking cakes in 1954.

There were some important changes from one fat or oil to another during the five-year period from 1949 to 1954. Many homemakers in families with incomes of 2000 dollars or less changed from using lard to vegetable shortening for baking pastry. A great percentage of homemakers in this income group changed from lard for other pan frying to either margarine or vegetable shortening.

The big decline in the percentage of homemakers in families with incomes of over 4000 dollars using butter on the table was compensated by an increase of the same homemakers using margarine for this purpose.

CHAPTER V

REASONS WHY HOMEMAKERS USED A CERTAIN FAT OR OIL

In this study, it is assumed that people can give certain reasons for their actions. These reasons may not completely explain why a certain act is preformed, but should partially explain certain behavior patterns.

Homemakers were asked why they used a certain fat or oil. Various reasons were given. It is not the purpose of this study to judge the validity of the reasons, but to point out any trends that exist among those that were given.

Advertising slogans were often given as a reason for using a fat or oil. Perhaps the homemaker had been "sold" on a product and was searching for justification of her purchase.

Most of the reasons were peculiar to a certain fat or oil, but sometimes the homemaker gave the same reason for several products when she used more than one.

The similar uses of the fats and oils have been grouped together for observation. Flavoring and table use are placed on one table. All of the baking uses are grouped together and all of the reasons why the homemaker prefers a certain fat or oil for frying are placed on one table.

It should be noted that there are more total reasons for using a fat or oil than there are families using this fat or oil. Some

homemakers gave several reasons why they used a certain product.

Reasons Why Homemakers Used Margarine

Many homemakers used margarine because it was less expensive than butter. They also thought that margarine had a good flavor.

In almost every use, in both 1949 and 1954, the reason given most for using margarine by the homemaker was "less expensive". In both survey years, "flavor" was almost as important as "price". These two reasons were way ahead of others in importance.

The reason given the third most times was the fact that the homemaker had "no reason " for using margarine rather than some other fat or oil.

There was no trend indicating that flavor or price was more important to one certain special use of margarine. These two reasons were given more times in 1954 for pan frying, but, as stated previously in this study, more homemakers used margarine for this purpose in 1954.

Homemakers did not mix margarine with butter for table use as much in 1954 as they did in 1949. There is a possibility that the repeal of state laws preventing the sale of colored margarine may have had some effect on the change. (Table 47, page 139)

Many reasons for using margarine were given only once in the survey. Some of these singular reasons were given in 1949 and some in 1954. Nine different reasons were given for using margarine on the table in 1949. Three of these reasons were given only once during the 1954 survey.

Reasons, other than the two major ones, listed by more than one homemaker in 1949 included; "mix with butter", "doesn't like butter", "doesn't become rancid" and "prefer margarine". All of these, except the one about rancidity, were important in 1954. Many homemakers thought margarine was as good as butter in 1954 and several listed "medical reasons" for using margarine.

Only five reasons were given for using margarine for flavoring in 1949, but this was increased to twelve in 1954.

In 1954, several homemakers stated that they used margarine instead of butter for pan frying. Several indicated that they preferred margarine to vegetable shortening for pan frying. (Table 48, page 140)

Homemakers listed six reasons in 1949, and nine in 1954, for using margarine for pan frying. Five reasons were given in 1949, and eight in 1954, for the various baking purposes. Other than price and flavor, there were no reasons given many times for using margarine for baking purposes. (Table 49, page 141)

Reasons Why Homemakers Used Butter

Homemakers were very loyal to the flavor of butter. Flavor was given many more times than any other reason for all the uses of butter. Perhaps the producer of butter has a characteristic which has not yet been duplicated in any of the "so called" substitutes.

As with margarine, many homemakers could give no special reason why they used butter. This was especially true when homemakers were

asked why they used butter on the table.

Many homemakers thought that butter was more nutritious than other fats and oils. Another reason, given many times, was the fact that homemakers preferred butter to margarine. Homemakers gave fifteen reasons for using butter on the table in 1949 and eleven reasons in 1954. Many preferred to use butter for table use rather than margarine. Quite a few homemakers said they used butter on the table just through force of habit. (Table 50, page 142)

There were no noticeable changes in the reasons, or the number of homemakers giving reasons, for using butter on the table in the five-year period from 1949 to 1954.

Homemakers gave five different reasons for using butter for flavoring in 1949, and eight in 1954. Nutritional value and preference over margarine were the two reasons given many times by homemakers for using butter for flavoring.

Reasons for using butter for pan frying were about the same as for table use and flavoring. Several homemakers thought that butter "browned" very well. Twelve reasons were given for using butter for pan frying in 1954 and six were given in 1949. (Table 51, page 143)

As previously stated in this study, butter was not used by many homemakers for baking. The reasons given the most times for using butter for baking were the same as for table use. Several homemakers stated that the recipe called for butter. This was true with cakes and cookies. Several homemakers thought they observed better results when baking with butter in 1949. (Table 52, page 144)

There was no great change in the importance of the reasons given for using butter in 1954 from those given in 1949.

Reasons Why Homemakers Used Vegetable Shortening

The pattern of reasons given by homemakers for using vegetable shortening differs from margarine and butter. One or two reasons monopolize butter and margarine, but vegetable shortening users had many reasons with none of them being a large percentage of the total.

In 1949, homemakers gave "flavor" as a very important reason for using vegetable shortening for pan frying. Many homemakers liked vegetable shortening because it didn't burn. Many thought that it was more digestible. "Less expensive" was another reason given by many homemakers in 1949. (Table 53, page145)

Homemakers listed "prefer to lard or margarine" many times in 1954 as an important reason for using vegetable shortening for pan frying. As in 1949, they still thought that vegetable shortening was less expensive. Other reasons given many times were: "better results", "flavor", "more digestible", "habit", "doesn't burn", "mix with butter" and "creamier".

Several homemakers stated in 1949 and 1954 that they had no reason for using vegetable shortening for pan frying. This was a smaller group than gave "no reason" for butter or margarine.

There were several changes of emphasis of reasons from 1949 to 1954. In 1954, more homemakers thought vegetable shortening was less expensive. "Better results", "prefer to margarine or lard" and

"creamier" were listed by more homemakers in 1954 than in 1949.

"Flavor" was given by more homemakers in 1949 as a reason for using vegetable shortening for pan frying. Many homemakers thought that vegetable shortening did not burn as quickly as other fats or oils

Eighteen different reasons were given in 1949, and twelve in 1954, for the use of vegetable shortening for pan frying.

Many homemakers thought that vegetable shortening gave better baking results in 1949. "Flavor", "less expensive", "habit" and "creamier" were the reasons given the most times that year. Many homemakers also thought that vegetable shortening was more digestible. They also preferred vegetable shortening to lard.

There was a slight change in the ranking of the reasons given for better baking results in 1954. Many homemakers used vegetable shortening because the recipe called for it. Other reasons given many times were: "less expensive", "more digestible", "prefer to lard", "habit" and "mix with butter". (Table 54, page 146)

More homemakers gave "no reason" for using vegetable shortening in 1954 than in 1949.

Reasons Why Homemakers Used Lard

There was a large decrease in per capita consumption and in the number of families using lard during the five-year period from 1949 to 1954. This decrease is reflected in the number of reasons given for each of the various uses of lard.

Four main reasons were given by homemakers for using lard in pan

frying. They thought that lard was less expensive. Many homemakers preferred the flavor of foods pan fried with lard. Habit influenced several homemakers. Several thought that lard did not burn as quickly as other fats or oils. (Table 55, page 147)

Some homemakers had no reason in 1954 for using lard in pan frying foods. Only one gave no reason in 1949.

Lard users obtained very good results in pastry. In 1949, thirty women said that lard gave flakier crust for pastry. This was the largest group of homemakers favoring lard for any purpose. A large group of homemakers also used lard from force of habit in baking that year. Lard was used for baking because it was less expensive. Six homemakers indicated that lard gave better results when used for cakes and cookies. (Table 56, page 148)

Several homemakers gave no reason for using lard in 1949, but as with vegetable shortening, this was not as large a percentage as for the 1954 group.

Lard had decreased so much in use by 1954, that very few homemakers gave the same reasons for any use of lard in baking.

Eight homemakers still indicated that lard gave flakier crust in pastry. Several said that lard blended well when used for cookies or pastry. Better results were obtained by two homemakers when they used lard for baking bread. Several homemakers also indicated that they had no reason for using lard in baking.

It is interesting to note that homemakers were "out of the habit" of using lard in 1954. Five years before, "habit" was an

important reason for the use of lard in baking. The price of lard did not seem attractive to many buyers in 1954. Only two homemakers used lard because it was "less expensive".

Qualities Desired by Homemakers in Purchasing Butter

It has been previously reported in this study that the per capita consumption of butter is on the decline. Also, a slightly smaller percentage of families are using butter. Homemakers were asked to give the qualities desired in purchasing butter or any special thing they looked for when buying butter.

A large group of homemakers indicated that they just liked butter and had nothing special in mind when buying it. (Table 57, page 149)

In 1949, the "nothing" category ranked third, but in 1954 about three times as many homemakers indicated that they looked for nothing special as those who looked for some special quality in butter. A conclusion, which may be inferred, is that homemakers are buying butter largely through habit. Lard producers have lost their customers which bought lard through force of habit. Although butter and lard cannot be compared completely on this basis, a danger signal is out when such a large percentage of homemakers are buying butter with no special quality in mind.

The purchasing practices of this class of casual food buyers could very easily be channeled or changed by good alert merchandising action.

In 1949, the quality desired most in butter was good flavor. Homemakers were also very aware of price when buying butter. Both of these qualities were important in 1954, but ranked behind the "nothing" group.

A large group of women purchased whatever brand was carried at the store where they shopped in 1949. That year, "freshness", "sweet cream butter", "color" and "high score" were qualities desired by homemakers. Several other qualities listed by numerous homemakers in 1949 were: "mild flavor", "desirable odor" and"in ¼ sections".

Four housewives depended upon the milkman for delivery of butter. The same number looked for brand names in butter. Two homemakers considered food value as the more important factor in buying butter.

It is interesting to note that three women said they never purchased sale butter when asked what qualities they liked in butter.

Packaging was an important factor to some in 1949. Nine wanted their butter cut in one quarter pound sections while three wanted a solid pack. Three indicated that they looked for well wrapped butter.

Fifteen homemakers indicated that all butter was the same to them. These homemakers could almost be classified with the "looking for nothing" group.

As was previously stated, flavor and price were qualities desired by the largest group of homemakers in 1954. "Freshness", "high score", "color" and "in ¼ sections" were the other qualities

listed many times that year.

Ten homemakers indicated that all butter was the same to them in 1954. Combining the "all the same" group with the "nothing special" group, gives one third of all butter users.

"Brand name", "sweet cream butter", "mild flavor", "desirable odor", "quality", "solid pack" and "salty" were qualities listed by several homemakers in 1954.

In 1949, homemakers listed twenty-three characteristics which they looked for in buying butter. Only sixteen were listed in 1954.

One very noticeable trend was that fewer homemakers had any special qualities in mind when buying butter in 1954.

CHAPTER VI

REASONS WHY HOMEMAKERS DO NOT USE A CERTAIN FAT OR OIL

This study has shown that many homemakers do not use all of the fats or oils. Margarine and vegetable shortening were used by a greater percentage of families in 1954 than in 1949. Butter and lard were used in a smaller percentage of the homes in 1954.

Each homemaker was asked why she did not use a certain fat or oil. The homemaker may not fully realize why she does or does not use a fat or oil, nevertheless most reasons seem very valid.

The producer should be cognizant of the reasons given for not using a certain product. It is possible that adjustments can make the product more desirable in the homemaker's mind.

Dairying and swine raising are important enterprises on Michigan farms. They produce two of the fats and oils which are declining in use in the Lansing area. The homemakers were quite definite in their reasons for not using lard and butter. Some of these characteristics can be corrected, and some cannot.

Reasons Why Homemakers Did Not Use Margarine

An undesirable taste proved to be the reason given the most times, in both 1949 and 1954, as the determining factor for not using margarine. (Table 58, page 150) Quite a few homemakers said that

they preferred butter over margarine. It is possible that some of these homemakers did not like the taste of margarine either. Several homemakers stated that their husbands did not like margarine. It is possible to draw a conclusion that many people did not like the flavor of margarine. This aversion continued to be a major factor in 1954.

There were two reasons given in 1949 that were not repeated in 1954. Ten homemakers thought that margarine had a low food value. Eight homemakers did not like to mix the color with margarine, however state law was changed in 1950 enabling the public to buy colored margarine.

Quite a few homemakers said that they just didn't happen to use any margarine the previous week.

There were a large number of homemakers who could give no reason for not using margarine in 1954. Only eight homemakers gave "no reason" for not using margarine in 1949, compared to twenty homemakers in 1954.

It is surprising to note that in both survey years eight homemakers had never tried margarine.

Several homemakers thought that margarine had poor texture. Some also inferred that margarine was an inferior product, or they did not use margarine because they did not have to economize.

In 1949, several homemakers said that a farm background influenced their dislike for margarine.

There was very little change in the ranking of importance of the reasons from 1949 to 1954. About sixty percent of the homemakers

did not use margarine in 1949. Margarine use had increased in 1954 until it was used in about sixty percent of the homes. An increase in number of families using margarine brought about a decrease in the number of homemakers listing each reason for not using margarine.

Reasons Why Homemakers Did Not Use Butter

Advocates of a high support price for dairy products should interview the consuming public. They would find that price is the one big determining factor in butter consumption. They would also find that the high price of butter is growing in importance as a reason for not purchasing butter. (Table 59, page 151)

Many homemakers believe that margarine is "as good as" butter. This, along with the fact that the homemakers believe that butter is too expensive, is a major reason why butter consumption is declining and margarine consumption is increasing.

Twenty-four homemakers indicated in 1949 that they had no special reason for not buying butter. Only six had "no reason" in 1954. The number of reasons listed for not buying butter had increased from nine in 1949 to fourteen in 1954.

Four homemakers in 1949 said that butter turned rancid. Two did not like the butter taste. These were the only reasons, besides the two major ones, that were listed more than twice.

In 1954, there were seven minor reasons listed more than once. Five homemakers stated that butter turned rancid. Three didn't like the butter taste. Two homemakers said that they didn't use butter because there had been no recent butter sale at their grocery store.

Other reasons given by at least two homemakers for not using butter were: "margarine has replaced butter", "butter varies in quality", "out of the habit of using butter" and "medical reasons".

Butter producers have a very important factor to their advantage, as stated in the previous chapter of this study. Consumers still prefer the flavor of butter over the flavor of margarine. Apparently the flavor of margarine is improving because a smaller percentage of homemakers in 1954 thought that the flavor of margarine was a reason for not using it. A partial conclusion of this study is that butter producers must make their product less expensive if they want to compete with margarine. This cannot be accomplished by maintaining high support prices on butter.

Reasons for Not Using Vegetable Shortening

The major reasons for not using vegetable shortening were not as well defined as with butter or margarine. The reason given the most number of times by the homemakers, both in 1949 and 1954, was that the homemaker had no occasion to use vegetable shortening during the past week. (Table 60, page 152) This was not an indication that the homemaker did not like vegetable shortening; she just didn't happen to bake or fry anything with vegetable shortening during the previous seven days.

Twenty-seven homemakers stated in 1949 that they preferred to use lard. This number had dropped to eighteen in 1954, but of course the 1954 sample was about twenty percent smaller than the 1949 sample.

Sixteen homemakers thought that vegetable shortening was too expensive in 1949. Only one indicated this reason in 1954.

Several homemakers indicated that they did not like the flavor of foods prepared with vegetable shortening. Quite a few homemakers preferred to use other fats or oils for frying or baking.

Four homemakers said that some member of the family was on a diet, and they could not use vegetable shortening in cooking.

Thirty-one homemakers had "no reason" for not using vegetable shortening in 1949. Only fifteen gave "no reason" for not using vegetable shortening in 1954.

There was only one large change in the reasons given for not using vegetable shortening in the five-year period from 1949 to 1954. Only one homemaker thought vegetable shortening was too expensive in 1954. Sixteen listed this as a reason, in 1949, for not using vegetable shortening for cooking purposes.

Reasons Why Homemakers Do Not Use Lard

Many homemakers had "no reason" for not using lard. The "no reason" category was the largest of any, both in 1949 and 1954. (Table 61, page 153) This did not indicate that the homemaker did not bake or fry that week, or that they were not familiar with lard.

Very few families used lard in 1954. This provided many reasons given by many homemakers for not using lard. Homemakers gave more major reasons for not using lard than were given for any other fat or oil. Usually there were only one or two undesirable charact-

eristics given for not using margarine, butter or vegetable shortening. Nine unfavorable qualities of lard were listed by at least ten different homemakers.

Homemakers do not like the smell of lard, nor the flavor of foods prepared with lard. Many thought lard was undigestible, too greasy, too rich or just not healthful. Vegetable shortening substitution proved to be a very important reason why more lard was not used. Several did not use lard because it had to be refrigerated.

Other reasons listed by several homemakers for not using lard were, "medical reasons", "religious reasons", "doesn't mix well", "out of lard" and "out of the habit".

It is possible to see the effect of advertising of competitive products in the reasons for not using lard. Such things as "not as digestible", "too greasy", "soggy results" and "old fashioned" may reflect the influence of advertising.

Swine producers may find it difficult to overcome such consumer barriers as an aversion to flavor or odor of lard. Advertising of competitive fats and oils is another strong factor to consider. This study has indicated that fewer families are using lard. In fact, the decline from 1949 to 1954 was tremendous in the Lansing area.

There is an indication in this study that swine producers should plan marketing a leaner type hog. Lard consumption is declining in the Lansing area, and many homemakers seem to have substantial reasons for not using lard.

CHAPTER VII

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS OF FATS OR OILS

Producers place a brand name upon their product for various purposes. A brand name gives the producer a chance to advertise. The producer may want to give special service or to place a product of high quality on the market. Brand names are supposed to associate certain products with certain producers. Brand names create competition between producers of the same product.

This study indicates that the consumer is not always as aware of differences between brand names of the fats or oils as the advertisers would like him to be.

There was a portion of the questionnaire designated for each of the five fats or oils. In each section, the homemaker was asked questions pertaining to that certain fat or oil. The homemaker was first asked if she used this certain fat or oil during the past week. If she replied to the affirmative, she then was asked the amount, the price per pound and the brand. Then she was asked why she preferred this certain brand to other brands.

The "no reason" data, as listed in the tables, are made up of three types of answers. The homemaker may have said that she had no reason for using the brand of a certain fat or oil. There may have been no reason listed in the questionnaire because the homemaker refused to give an answer. Many times the interviewer did not list

whether the homemaker refused or just did not have any reason for using the brand. The "no reason" data, therefore, includes three types of answers: no reasons listed as such, a blank space in the questionnaires and refusals.

The homemaker may not have listed the brand she used, but instead replied that she had no preference as to a brand of that certain fat or oil. "No preference" is therefore listed as one of the brands.

Margarine -- In 1949, homemakers looked for a good mixing bag, acceptable flavor and a cheaper price when purchasing a certain brand of margarine. Homemakers also bought a brand of margarine out of habit of because it tasted like butter. (Table 62, page 154; Table 63, page 155)

The mixing bag was not a factor to be considered in 1954 because the law against selling colored margarine had been repealed. The other qualities were the same as in 1949.

Price seemed to be important to the homemakers in 1954. Flavor and habit were also very important reasons for desirability of a certain brand of margarine. Not very many homemakers considered texture or wrapping in selecting a brand of margarine.

There were some changes in the individual brands of margarine between 1949 and 1954. "Price" surpassed "flavor" in importance for Brand A in 1954. "Habit" and "tastes like butter" increased in importance over "flavor" and "price for brand B.

Brand C increased in popularity from 1949 to 1954, apparently because of its flavor. There was a big increase in the "no preference"

group. More homemakers were using margarine in 1954, but many did not have any brand preference.

Butter -- Many homemakers desired a brand of butter that was convenient. They considered their milkman or local grocery store as a convenient source of butter. "Brand carried at store" and "delivered by milkman" replaced "flavor" and "less expensive" by 1954 as the reasons given the most number of times by homemakers in favor of purchasing a certain butter brand. (Table 64, page 156; Table 65, page 167)

As would be expected, the reasons for purchasing each of the brands of butter changed from 1949 to 1954. Flavor and price were replaced by convenience. Some brands were delivered by the milkman and some brands were purchased at the local store. Brand D was liked by some homemakers because it came in a two-pound crock.

It was surprising to note that one-quarter pound packages were not very popular in either 1949 or 1954. Habit also played a minor role in the use of certain brands.

Brand B was used by a smaller percentage of the homemakers in 1954 than in 1949. It still had a large group of homemakers using it because of convenient delivery by the milkman in 1954.

More homemakers used brand A in 1954 than in 1949. Brand A received strong support because it was convenient to buy at the local grocery store.

As was previously mentioned, many homemakers seemed to have no reason for purchasing a brand of butter on hand in their homes at the time of the surveys in 1949 and 1954.

Vegetable Shortening -- The brand answers given by the homemakers for vegetable shortening were not consistent with the questions listed in the questionnaire. The homemakers were asked to list very definitely what brand they used during the past week. In each survey many homemakers replied that they had used either Brand A or Brand B. In all probability, most of these homemakers used only one of these two brands of vegetable shortening during the week prior to the survey. It could be assumed from their answers that they had used both of these brands in the past and really didn't prefer one to the other. Because so many homemakers listed "A or B" as the brand of vegetable shortening used, it was given a brand category in the study. (Table 66, page 158; Table 67, page 159)

The "no preference" answers as listed on Table 66 and Table 67 might cause some confusion to the reader. "No preference" was listed in reference to brands of vegetable shortening and as a reason for the homemaker selecting a certain brand of vegetable shortening. Some homemakers, when asked which brand of vegetable shortening they preferred, replied that they had "no preference" as to brand. Their answers were listed with the "no preference" brands. Other homemakers would give a certain brand of vegetable shortening and then when asked why they preferred that brand would reply that they really had no preference as to which brand they used. The answers did not follow the trend of thought as outlined in the questionnaire, but so many homemakers replied in that fashion that the data was included on the tables in that form.

Brand names seemed to be of little importance to users of vegetable shortening. This might result from the fact that most of the vegetable shortening was produced by two companies.

Many homemakers said that they had no special reason for using the brand on hand. Many more said they had no special preference as to brand. In fact, the two major brands were used interchangeably in many homes. "Habit" was also a reason listed many times for using both major brands of vegetable shortening.

When special qualities were listed for using a brand of vegetable shortening, they included, "better results", "more digestible", "creamier" and "flavor".

The greater change from 1949 to 1954 was that "creamier" was not mentioned in 1954. It would be interesting to investigate whether or not their adjective "creamier" had disappeared from advertising by 1954.

The brands of vegetable shortening did not change much in popularity from 1949 to 1954. There was an indication that a few more brands were on the market by 1954.

Lard -- Lard was used by less families in 1954 than in 1949. All brands had less families using them, except Brand E. There were no reasons given which would indicate why Brand E did not decrease in use with the others. (Table 68, page 160; Table 69, page 161)

Brand B is a hydrogenated lard type of product sold in a similar container to vegetable shortening. Brand B did not seem to be the answer to greater lard consumption. Twenty-three homemakers purchased

Brand B in 1949, while only seven homemakers had Brand B on hand in 1954. There was no outstanding characteristic given for using Brand B in 1949. Twelve of the twenty homemakers said they had no reason for using hydrogenated lard. Four were trying it out and two liked the container it came in.

There was not enough of any brand sold in 1949 or 1954 to give any true indication as to the qualities favored by the homemaker. The homemaker bought the brand of lard available at the store where she shopped for her groceries. This was the major factor in deciding which brand she used in both 1949 and 1954. Surprisingly enough, price did not seem to be a major consideration in selecting a brand of lard.

Many homemakers could give no reason for their purchase of a certain brand of lard. This might indicate that "lard is lard" in the minds of the Lansing homemaker.

CHAPTER VIII

COMPARISON OF FAMILIES LIVING AT THE SAME RESIDENCE IN 1949 AND 1954

When the 1954 survey was completed, it was found that 145 families were still living at the same residences as in 1949. This presented a unique opportunity to make a comparison of changes in fat and oil utilization within the same family during the five-year period.

The family characteristics were altered slightly in 1954 from what they were in 1949. (Table 8) There were 482 people in the sample in 1949. This number had dropped to 465 people in the 1954 survey. Of course, all of the homemakers were five years older in 1954. The average income was higher in 1954. Also, there were less fruit-and-vegetable-diet families, but an increase in other diets. Education of the homemaker and farm-background categories did not show much change.

Margarine increased in popularity during the five-year period from 1949 to 1954. About two-thirds of the combined per capita decrease of butter, vegetable shortening and lard was balanced by the per capita increase in consumption of margarine. Table 9 shows that the total per capita consumption of fats and oils was the same in 1954 as in 1949. The per capita expenditure decreased slightly from 1949 to 1954.

TABLE 8

COMPARISON OF CHARACTERISTICS OF FAMILIES
INTERVIEWED IN THE LANSING AREA IN 1949 AND 1954:
SAME 145 FAMILIES LIVING AT SAME RESIDENCE IN 1949 AND 1954

Age of Homemaker Years	1949	1954	Size of Family Number	1949	1954
	No.	No.		No.	No.
25 and under	7	4	One	8	14
26 - 35	41	19	Two	41	49
36 - 45	31	39	Three	33	28
46 - 55	28	34	Four	38	24
56 - 65	16	25	Five	14	16
66 - 75	16	16	Six	6	8
76 and over	2	6	Seven	5	3
No response	4	2	Eight	0	3
Total	145	145	Total	145	145

Farm Background Member of Family	1949	1954	Type of Diet Diet	1949	1954
	No.	No.		No.	No.
Head of household	22	27	Fruit & vegetable	31	12
Homemaker	37	36	Meat & potato	34	41
Neither	42	45			
Both	41	37	Both	79	89
No response	3	0	No response	1	3
Total	145	145	Total	145	145

TABLE 8
(continued)

COMPARISON OF CHARACTERISTICS OF FAMILIES
INTERVIEWED IN THE LANSING AREA IN 1949 AND 1954:
SAME 145 FAMILIES LIVING AT SAME RESIDENCE IN 1949 AND 1954

Education of Homemaker			Amount of Income Previous Year		
Grade	1949	1954	Dollars	1949	1954
	No.	No.		No.	No.
6th or less	7	5	Under 2000	16	21
7th - 8th	25	29	2001 - 4000	68	27
9th - 10th	19	18	4001 - 5400	21	41
11th - 12th	50	57	5401 - 7000	4	19
1-2 yr. college	21	22	7001 - 10000	5	10
College completed	16	9	10000 and over	2	4
No response	7	5	No response	29	23
Total	145	145	Total	145	145

The increase in popularity of margarine was indicated by the number of families using this product in 1954. The families using margarine increased from 41.4 percent of the sample in 1949 to 62.1 percent in 1954.

Margarine was being substituted for butter on the table. Less butter was being used on the table in 1954 than in 1949. This decrease of butter for table use was balanced to some extent by an increase in margarine for table use.

Margarine was used by many families because it was less expensive than butter. Many families also liked the flavor of margarine. There was no change in the reasons why families liked margarine for table use and flavoring from 1949 to 1954. More families liked margarine for frying and baking in 1954 than in 1949, because it was less expensive and had a desirable flavor. (Table 71, page 163; Table 72, page 164; Table 73, page 165)

Many families prefer butter because of its desirable flavor. Fewer families listed "flavor" as a reason for using butter on the table in 1954 than listed this quality in 1949. This was balanced by the fact that more families in 1954, than in 1949, said that they preferred butter to margarine for table use. (Table 74, page 166)

A desirable flavor seemed to influence more families to use butter for pan frying and baking in 1954 than in 1949. (Table 75, page 167)

Many homemakers went shopping for butter without a definite

TABLE 9

PER CAPITA CONSUMPTION AND EXPENDITURE OF FATS AND OILS FOR ONE WEEK IN THE LANSING AREA IN 1949 AND 1954: SAME 145 FAMILIES LIVING AT SAME RESIDENCE IN 1949 AND 1954

Product	1949		1954	
	Dollars	Percent	Dollars	Percent
Margarine	.047	.147	.068	.214
Butter	.221	.326	.198	.300
Vegetable shortening	.051	.170	.047	.144
Lard	.016	.070	.007	.030
Cooking oil	.012	.029	.019	.052
Total	.347	.742	.339	.740

TABLE 10

COMPARISON OF NUMBER AND PERCENT OF FAMILIES USING FATS AND OILS IN THE LANSING AREA: SAME 145 FAMILIES LIVING AT SAME RESIDENCE IN 1949 AND 1954

Product	1949		1954	
	No. Families	Percent	No. Families	Percent
Margarine	60	41.4	90	62.1
Butter	125	86.2	104	71.7
Vegetable shortening	102	70.4	107	73.8
Lard	44	30.4	24	16.6
Cooking oil	22	15.2	42	29.0

set of qualities in mind in 1954. The "no reason" group had increased in size during the five-year period from 1949 to 1954. Fewer homemakers gave "flavor", "price", "freshness", "brand carried at store" or "high score" as qualities desired in butter in 1954 than gave these qualities in 1949. Seven homemakers said that all butter was the same to them in 1954. (Table 81, page 173)

Butter lost some of its selling points in the minds of the homemaker during the five-year period of this study. More homemakers thought butter was too expensive in 1954 than did in 1949. Fewer homemakers criticised margarine because of poor flavor in 1954 than did in 1949. There were more reasons given for not using butter, and less given for not using margarine in 1954 than in 1949. (Table 82, page 174; Table 83, page 175)

Table 10 indicated that more families were using vegetable shortening and cooking oil in 1954 than did in 1949. Vegetable shortening had replaced lard for baking in many families by 1954. It was impossible to indicate which fat or oil had replaced lard for pan frying in 1954, because more families were using margarine, butter and vegetable shortening for this cooking purpose in 1954 than in 1949. In fact, more families were using fats and oils for pan frying in 1954 than in 1949.

Vegetable shortening was the favorite fat and oil used for deep fat frying in the 145 family sample. (Table 70, page 162) There was no decided change in the reasons for using vegetable shortening during the five-year period of this study. (Table 77, page 169; Table 78, page 170)

Fewer homemakers thought vegetable shortening was too expensive in 1954 than did in 1949. There were no other major changes in the reasons for not using vegetable shortening. (Table 84, page 176)

Many homemakers changed from using lard to using vegetable shortening during the five years of this study. Many homemakers indicated in 1954 that they preferred vegetable shortening to lard. (Table 85, page 177)

The 145 family sample was too small to give much indication of and changes in brands of the various fats or oils.

A comparison of the 145 families pointed out several definite changes during the five-year period from 1949 to 1954. Margarine was replacing butter in families of the Lansing area. Many comparisons made in the same 145 families indicated that margarine was increasing in popularity. This increase in the use of margarine was verified by consumption data, use data and was indicated in the reasons given by the homemakers.

Vegetable shortening was replacing lard. This was very noticeable in the substitution of vegetable shortening for lard in baking.

CHAPTER IX

SUMMARY AND CONCLUSIONS

This is a study of the utilization of fats and oils in the Lansing area. Margarine, butter, vegetable shortening, lard and cooking oils were the fats and oils compared. Data were collected in July of 1949 and 1954 from the same random sample of the Lansing area. The random sample was obtained by systematic selection and contained 503 addresses. There were 424 interviews completed in 1949, and 316 in 1954. The collection of data from the same sample at two different times, five years apart, presented a unique opportunity to observe changes in consumption and use patterns.

There were several objectives for this study. They included: determining the weekly per capita consumption and expenditure for fats and oils; determining what effect family characteristics had upon the utilization of fats and oils; determining how fats and oils were used; determining the reasons given by homemakers for using or not using certain fats or oils; determining the reasons for preferring certain brands of each fat or oil; and determining the change in the utilization of fats and oils of the same 145 families living at the same addresses in 1959 and 1954.

There are indications that certain family characteristics and beliefs had a very important influence upon the consumption of fats and oils and the way in which the fats and oils were utilized.

Age of Homemaker -- Families with homemakers under forty-five years of age tended to consume less total fats and oils than the families with the older homemakers. Margarine and butter were consumed in larger amounts in the families of the older homemakers.

Margarine replaced butter for table use in many of the homes of the younger homemakers during the five-year period from 1949 to 1954. Lard was replaced by vegetable shortening in many of these homes with the homemaker under forty-five years of age.

Size of Family -- Families of two were large consumers of fats and oils. This size of family had the largest per capita consumption of total fats and oils of any sized family group. The total per capita consumption of fats and oils seemed to decrease as the size of the family increased after the two-member size of family.

Families with one member consumed large quantities of margarine and butter for table use and pan frying, but didn't consume much fats or oils for baking purposes. More margarine was consumed in the larger sized families for table use, frying, flavoring and baking in 1954 than in 1949. Butter consumption decreased in the larger sized families during the five-year period.

Education of Homemaker -- There was not much correlation between the total consumption of fats and oils and the education of the homemaker.

Lard seemed to be consumed more in the families in which the homemaker was in a lower education group, and vegetable shortening was used more by homemakers from a higher educational group.

Farm Background -- It was surprising to note that families with a farm background were not the heaviest consumers of butter. There was relatively little difference in the consumption of butter between the families with a farm background and the families without a farm background. Families in which both the homemaker and the head of the household were from the farm were the heaviest consumers of total fats and oils.

Type of Diet -- People who had meat and potatoes in their diets used more total fats and oils than did the fruit-and-vegetable-diet people. They consumed more margarine, butter and vegetable shortening than did the fruit-and-vegetable-diet families. More fats and oils were used on the table, for pan frying, deep fat frying and baking in the meat-and-potato families than in the fruit-and-vegetable-diet families. The meat and potatoes in the diet may have accounted for the extra consumption of fats and oils because there was not much difference in consumption between the meat-and-potato-diet families and the families who used both meat and potatoes and fruit and vegetables.

It should be pointed out that the fruit-and-vegetable people consumed more cooking oil than did the other diet groups.

Income -- The annual income of the family did not have the effect upon the use and consumption of fats and oils that might be expected. There is a possibility that other family characteristics may have more influence on the use of fats and oils than income.

Families with incomes of over 10,000 dollars had a high per capita expenditure and consumption of fats and oils, but there were not enough of these families to place much validity in the data.

The low income families seemed to consume as much, or perhaps a little more, total fats and oils than the rest of the families. They consumed more lard and less vegetable shortening than the higher income families, but they had a larger per capita consumption of margarine, butter and cooking oil.

Margarine made rapid gains during the five-year period of this study. The number of homemakers using margarine increased from 4 in 10 to 6 in 10. Per capita consumption increased from 19.8 percent of the total to 28.1 percent. This made margarine the fat or oil consumed in the second greatest quantity in the families of the Lansing area.

Margarine replaced butter for table use in several cases: younger homemakers, large-size families and families with low incomes. Margarine was also used more for cooking purposes in 1954 than in 1949.

There were several factors pointed out in this study which may explain the increased popularity of margarine: Homemakers liked margarine because it was less expensive than butter. The quality of margarine may be improving because more homemakers thought that margarine could compete very well with butter in flavor. The repeal of the law against selling colored margarine may have also aided the consumption of margarine.

Butter was still the fat or oil consumed in the greatest quantity in homes of the Lansing area, but consumption decreased during the

five-year period--about 12 percent of the families stopped using butter during this time.

Many homemakers still purchased butter because they liked its flavor over margarine, but this was not as important a factor in 1954 as it was in 1949. Many homemakers selected a certain brand of butter mainly because it was sold at their grocery store or delivered by their milkman. The dairy industry may be able to maintain the consumption of butter by making it convenient for the homemaker to purchase butter. The price was an important deterring factor in the consumption of butter. The dairy industry should not expect to increase consumption by maintaining or raising price supports.

Vegetable shortening was used in more homes in 1954 than in 1949, but the per capita consumption declined to some extent over the five-year period. There was an indication that more homemakers were using margarine and cooking oil for cooking purposes in place of vegetable shortening in 1954 than in 1949.

Lard was the fat or oil used in the fewest homes and consumed in the smallest amounts by 1954. Homemakers did not like the results of food prepared with lard. They did not like the odor or taste of food prepared with lard. The low price of lard did not seem to attract many homemakers. One company put hydrogenated lard on the market, but this did not make any big gain in public acceptance in the Lansing area during the five-year period of this study.

"Flavor" and "price" were very important reasons given for using, or not using, most of the fats and oils in this study. These

two reasons were also very important when a homemaker selected a certain brand of a fat or oil.

Many homemakers used margarine because it was cheaper than butter or they thought it had a flavor similar to butter, but many still did not use margarine because they didn't like its taste. Maybe some families were sacrificing a little flavor for a cheaper price. "Flavor" and "price" were the important factors considered by the homemaker in selecting a brand of margarine.

The flavor of butter was still preferred over the flavor of margarine by many homemakers in 1954, but this was not such an important butter advantage in 1954 as it was in 1949.

The reasons given by the homemakers for using vegetable shortening and lard were many, although a large group of homemakers could not give any definite reasons for using these two fats or oils. Results of this study also indicated that the homemakers could not point out many differences among the various brands of lard or vegetable shortening.

The changes in the utilization and consumption patterns of the 145 families living at the same residences during both surveys were similar to the complete sample changes from 1949 to 1954.

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TABLE 11

THE EFFECT OF AGE OF HOMEMAKER ON THE PER CAPITA CONSUMPTION OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker	No. of Families		Margarine ¼ lb.		Butter ¼ lb.		Vegetable Shortening ¼ lb.		Lard ¼ lb.		Cooking oil ¼ lb.		Total ¼ lb.	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
25 or under	47	34	0.42	0.83	1.15	0.74	0.73	0.67	0.24	0.25	0.13	0.25	2.67	2.74
26 - 35	110	67	0.48	0.78	1.08	0.72	0.64	0.87	0.20	0.19	0.09	0.16	2.49	2.72
36 - 45	85	77	0.52	0.70	1.28	1.18	0.78	0.60	0.25	0.15	0.08	0.09	2.91	2.72
46 - 55	77	50	0.67	0.91	1.35	1.23	0.77	0.67	0.33	0.18	0.06	0.20	3.18	3.19
56 - 65	49	45	0.82	0.73	1.44	1.69	0.77	0.59	0.22	0.09	0.10	0.21	3.35	3.31
66 - 75	31	25	0.88	1.04	1.32	1.13	0.72	0.42	0.42	0.27	0.00	0.32	3.34	3.18
76 and over	12	9	1.44	1.06	0.83	1.50	0.46	0.34	0.85	0.00	0.00	0.33	3.58	3.23
No response	13	9	0.23	0.77	2.09	1.31	0.50	0.24	0.15	0.22	0.37	0.00	3.34	2.54

TABLE 12

THE EFFECT OF AGE OF HOMEMAKER ON THE PER CAPITA EXPENDITURE OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
25 and under	47	34	$.034	$.062	$.182	$.109	$.065	$.052	$.014	$.014	$.013	$.027	$.308	$.264
26 - 35	110	67	.042	.060	.197	.120	.048	.067	.011	.017	.008	.011	.306	.275
36 - 45	85	77	.039	.052	.218	.192	.057	.044	.013	.009	.006	.008	.333	.305
46 - 55	77	50	.053	.070	.229	.208	.058	.050	.019	.010	.006	.014	.365	.352
56 - 65	49	45	.059	.055	.240	.259	.058	.054	.014	.006	.009	.016	.380	.390
66 - 75	31	25	.066	.076	.205	.199	.043	.025	.020	.017	.000	.024	.334	.341
76 and over	12	9	.096	.096	.143	.261	.036	.035	.051	.000	.000	.033	.326	.425
No response	13	9	.013	.057	.365	.217	.038	.017	.006	.013	.037	.000	.459	.304

TABLE 13

THE EFFECT OF SIZE OF FAMILY ON THE PER CAPITA CONSUMPTION OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Size of Family	No. of Families		Margarine ¼ lb.		Butter ¼ lb.		Vegetable Shortening ¼ lb.		Lard ⅓ lbs.		Cooking oil ¼ lb.		Total ¼ lb.	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
One	33	23	0.73	0.77	0.97	1.32	0.53	0.42	0.37	0.02	0.06	0.04	2.66	2.57
Two	126	98	0.61	0.70	1.65	1.50	0.84	0.62	0.30	0.15	0.09	0.22	3.49	3.19
Three	100	70	0.47	0.83	1.06	1.10	0.76	0.70	0.24	0.12	0.06	0.17	2.59	2.92
Four	90	55	0.72	0.93	1.47	0.83	0.64	0.58	0.26	0.13	0.08	0.16	3.20	2.63
Five	49	35	0.70	0.83	0.44	0.90	0.60	0.75	0.24	0.06	0.13	0.31	2.11	2.85
Six	18	21	0.57	0.67	0.80	0.63	0.80	0.68	0.05	0.37	0.08	0.05	2.30	2.40
Seven	7	9	0.41	1.19	0.65	0.19	0.14	0.79	0.02	0.25	0.16	0.02	1.38	2.44
Eight	1	5	0.50	0.70	1.00	1.20	0.25	0.54	0.00	0.54	0.07	0.10	1.82	3.08

TABLE 14

THE EFFECT OF SIZE OF FAMILY ON THE PER CAPITA EXPENDITURE OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Size of Family	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
One	33	23	$.049	$.052	$.153	$.189	$.061	$.030	$.023	$.001	$.005	$.004	$.291	$.276
Two	126	98	.054	.057	.264	.246	.068	.055	.015	.009	.011	.019	.412	.386
Three	100	70	.038	.062	.182	.186	.069	.049	.013	.008	.004	.014	.306	.309
Four	90	55	.056	.071	.184	.132	.046	.044	.015	.009	.009	.011	.310	.269
Five	49	35	.050	.057	.075	.145	.046	.060	.016	.004	.035	.026	.222	.292
Six	18	21	.034	.048	.129	.107	.065	.052	.003	.023	.009	.004	.240	.234
Seven	7	9	.029	.087	.115	.026	.011	.054	.001	.015	.009	.003	.165	.185
Eight	1	5	.036	.053	.175	.201	.021	.036	.000	.033	.007	.019	.239	.342

TABLE 15

THE EFFECT OF EDUCATION OF HOMEMAKER ON THE PER CAPITA CONSUMPTION OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Education of homemaker	No. of Families		Margarine ¼ lb.		Butter ¼ lb.		Vegetable Shortening ¼ lb.		Lard ¼ lb.		Cooking oil ¼ lb.		Total ¼ lb.	
Grade	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
6th grade or less	28	10	0.99	0.48	1.11	1.31	0.47	0.30	0.61	0.56	0.03	0.80	3.21	3.45
7th-8th	68	52	0.85	0.82	1.31	0.98	0.97	0.76	0.36	0.20	0.08	0.73	3.57	3.49
9th-10th	55	43	0.60	0.84	1.38	1.23	0.74	0.99	0.28	0.15	0.02	0.15	3.02	3.36
11th-12th	170	135	0.49	0.72	1.26	1.16	0.69	0.57	0.23	0.19	0.14	0.11	2.81	2.75
1-2 yr. college	46	44	0.64	1.32	1.09	1.13	0.70	0.60	0.17	0.13	0.04	0.18	1.74	3.26
Complete college and over	39	23	0.53	0.38	1.22	1.27	0.76	0.60	0.06	0.04	0.09	0.74	2.66	3.03
No response	18	9	0.39	0.91	1.76	1.35	0.26	0.10	0.73	0.00	0.10	0.00	3.23	2.36

TABLE 16

THE EFFECT OF EDUCATION OF HOMEMAKER ON THE PER CAPITA EXPENDITURE OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Education of homemaker Grade	No of Families 1949	No of Families 1954	Margarine 1949	Margarine 1954	Butter 1949	Butter 1954	Vegetable Shortening 1949	Vegetable Shortening 1954	Lard 1949	Lard 1954	Cooking oil 1949	Cooking oil 1954	Total 1949	Total 1954
6th grade of less	28	10	$.069	$.036	$.195	$.176	$.033	$.027	$.035	$.035	$.015	$.060	$.347	$.334
7th-8th	68	52	.061	.082	.211	.150	.068	.050	.020	.013	.009	.068	.369	.363
9th-10th	55	43	.041	.064	.241	.204	.063	.085	.020	.009	.002	.014	.367	.376
11th-12th	170	135	.038	.052	.202	.184	.065	.039	.012	.011	.011	.012	.317	.298
1-2 yr. college	46	44	.051	.094	.174	.161	.052	.043	.006	.009	.004	.014	.287	.321
Complete college and over	39	23	.037	.027	.207	.204	.061	.047	.003	.002	.013	.075	.321	.355
No response	18	9	.028	.023	.292	.223	.025	.006	.042	.000	.008	.000	.395	.252

TABLE 17

THE EFFECT OF FARM BACKGROUND ON THE PER CAPITA CONSUMPTION OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Farm Background	No of Families		Margarine ¼ lb.		Butter ¼ lb.		Vegetable Shortening ¼ lb.		Lard ¼ lb.		Cooking oil ¼ lb.		Total ¼ lb.	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
Head of family	53	55	0.53	0.84	1.17	1.02	0.75	0.64	0.46	0.12	0.08	0.16	2.98	2.78
Homemaker	112	70	0.71	0.89	1.25	1.18	0.74	0.60	0.24	0.08	0.13	0.20	3.07	2.95
Neither	136	110	0.51	0.74	1.33	1.14	0.77	0.66	0.17	0.14	0.14	0.17	2.92	2.85
Both	119	78	0.59	1.18	1.34	1.14	0.70	0.61	0.36	0.34	0.08	0.18	3.07	3.45
No response	4	3	1.00	0.00	1.00	1.12	0.38	0.00	0.13	0.00	0.23	0.00	2.74	1.12

TABLE 18

THE EFFECT OF FARM BACKGROUND ON THE PER CAPITA EXPENDITURE OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Farm Background	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
Head of family	53	55	$.058	$.062	$.176	$.171	$.057	$.055	$.018	$.008	$.004	$.014	$.313	$.310
Homemaker	112	70	.054	.062	.205	.193	.064	.044	.014	.005	.011	.018	.348	.320
Neither	136	110	.039	.054	.225	.173	.059	.058	.010	.008	.012	.013	.345	.306
Both	119	78	.045	.072	.218	.186	.060	.049	.018	.034	.008	.014	.349	.355
No response	4	3	.100	.000	.175	.179	.031	.000	.009	.000	.108	.000	.423	.179

TABLE 19

THE EFFECT OF TYPE OF DIET ON THE PER CAPITA CONSUMPTION
OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Type of Diet	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
			¼ lb.		¼ lb.		¼ lb.		¼ lb.		¼ lb.		¼ lb.	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
Fruit & vegetable	76	25	0.70	0.22	1.11	0.82	0.81	0.40	0.17	0.19	0.10	0.35	2.89	1.98
Meat & potato	116	84	0.53	0.82	1.38	1.15	0.72	0.66	0.31	0.21	0.10	0.10	3.04	2.94
Both	227	204	0.60	0.84	1.26	1.17	0.71	0.65	0.33	0.16	0.09	0.16	2.99	2.98
No response	5	3	0.00	0.00	1.33	1.33	1.23	0.57	0.00	0.00	0.23	0.00	2.79	1.90

TABLE 20

THE EFFECT OF TYPE OF DIET ON THE PER CAPITA EXPENDITURE
OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Type of Diet	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
Fruit & vegetable	76	25	$.050	$.063	.243	$.138	$.062	$.028	$.009	$.011	.008	$.025	$.372	$.265
Meat & potato	116	84	.037	.065	.231	.186	.061	.052	.013	.015	.009	.009	.351	.327
Both	227	204	.051	.066	.212	.187	.074	.052	.018	.011	.009	.016	.364	.332
No response	5	3	.000	.000	.234	.220	.090	.040	.000	.000	.022	.000	.346	.260

TABLE 21

THE EFFECT OF FAMILY INCOME ON THE PER CAPITA CONSUMPTION OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Yearly Income	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
			¼ lb.		¼ lb.		¼ lb.		¼ lb.		¼ lb.		¼ lb.	
Dollars	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
Under 2000	54	40	0.71	1.22	1.16	1.03	0.54	0.56	0.38	0.26	0.01	0.35	2.80	3.42
2001-4000	166	60	0.72	0.99	1.31	0.93	0.79	0.73	0.34	0.13	0.08	0.05	3.24	2.83
4001-5400	80	98	0.54	0.77	1.52	1.08	0.96	0.68	0.23	0.17	0.05	0.15	3.30	2.85
5401-7000	20	50	0.45	0.64	1.38	1.19	0.52	0.61	0.11	0.15	0.05	0.21	2.51	2.80
7001-10000	11	22	0.54	0.77	1.15	1.32	0.65	0.70	0.13	0.06	0.05	0.12	2.52	2.97
10,000 & over	6	6	0.14	0.89	1.67	1.92	1.70	0.68	0.00	0.00	0.08	0.33	3.59	3.82
No response	61	40	0.56	0.76	1.47	1.27	0.75	0.45	0.19	0.26	0.10	0.16	3.07	2.90

TABLE 22

THE EFFECT OF FAMILY INCOME ON THE PER CAPITA EXPENDITURE OF FATS AND OILS DURING ONE WEEK IN THE LANSING AREA IN 1949 AND 1954

Yearly Income	No. of Families		Margarine		Butter		Vegetable Shortening		Lard		Cooking oil		Total	
Dollars	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
Under 2000	54	40	$.056	$.096	$.191	$.150	$.041	$.062	$.033	$.016	$.006	$.023	$.327	$.347
2001-4000	166	60	.058	.088	.223	.146	.059	.056	.018	.007	.026	.009	.384	.306
4001-5400	80	98	.046	.060	.239	.177	.086	.051	.014	.011	.005	.012	.390	.311
5401-7000	20	50	.044	.051	.226	.190	.038	.047	.005	.010	.004	.022	.317	.320
7001-10000	11	22	.047	.056	.197	.224	.067	.051	.008	.003	.004	.011	.315	.346
10,000 & over	6	6	.006	.066	.305	.301	.125	.054	.000	.000	.010	.036	.446	.457
No response	61	40	.039	.058	.168	.218	.066	.033	.010	.016	.011	.017	.294	.342

TABLE 23

THE EFFECT OF THE AGE OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING MARGARINE FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker	25 - under		26 - 35		36 - 45		46 - 55		56 - 65		66 - 75		76 - over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No cases	47	34	110	67	85	77	77	50	49	45	31	25	12	9	13	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	31.9	55.8	30.0	53.7	25.8	42.8	28.8	42.0	32.1	20.0	51.6	40.0	50.0	55.5	15.2	44.4
Frying eggs	6.5	32.3	4.3	29.8	3.5	27.2	7.2	28.0	10.1	22.2	3.2	32.0	0.0	22.2	7.6	44.4
Frying potatoes	4.2	23.4	4.3	29.8	1.1	20.7	7.2	20.0	12.1	15.5	6.4	32.0	8.3	22.2	0.0	22.2
Other pan frying	10.6	0.0	4.3	28.3	2.3	19.4	3.6	14.0	8.0	15.5	9.6	36.0	0.0	33.3	0.0	33.3
Deep fat frying	0.0	2.9	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1
Cake	6.3	5.8	8.6	25.3	5.8	9.0	6.0	18.0	4.0	13.2	9.6	4.0	0.0	11.1	0.0	22.2
Cookies	2.1	5.8	5.4	17.9	7.0	9.0	3.6	14.0	2.0	11.1	0.0	4.0	0.0	0.0	7.6	11.1
Pastries	2.1	0.0	2.7	10.4	0.0	2.4	1.2	6.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0	11.1
Bread	0.0	2.9	0.9	7.4	2.3	1.2	0.0	6.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	11.1
Flavoring	18.9	52.9	22.9	41.7	17.6	36.3	21.6	22.0	30.2	24.4	28.8	36.0	0.0	55.5	15.2	33.3

TABLE 24

THE EFFECT OF THE AGE OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING BUTTER FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker	25 - under		26 - 35		36 - 45		46 - 55		56 - 65		66 - 75		76 - over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	47	34	110	67	85	77	77	50	49	45	31	25	12	9	13	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	80.9	41.1	82.7	58.2	85.8	64.9	72.7	66.0	81.6	77.7	67.7	72.0	50.0	66.7	7.6	77.7
Frying eggs	8.4	17.6	17.2	29.8	16.4	33.7	15.5	30.0	18.3	31.1	9.6	32.0	8.3	22.2	7.6	55.5
Frying potatoes	2.1	8.8	5.4	11.9	5.7	19.4	7.8	24.0	12.2	24.4	3.2	24.0	8.3	11.1	7.6	33.3
Other pan frying	6.3	11.7	11.8	8.9	9.2	19.4	15.5	20.0	8.1	20.0	6.4	16.0	8.3	22.2	7.6	33.3
Deep fat frying	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cake	6.3	8.8	7.2	8.9	5.7	11.6	10.3	16.0	4.1	8.8	0.0	4.0	0.0	0.0	0.0	22.2
Cookies	2.1	2.9	6.3	4.5	4.6	11.6	2.4	10.0	6.1	6.6	0.0	4.0	0.0	0.0	0.0	22.2
Pastries	2.1	5.8	2.7	4.5	2.3	1.2	1.2	2.0	4.1	2.2	3.2	0.0	0.0	0.0	0.0	11.1
Bread	2.1	2.9	0.0	2.9	1.1	1.2	0.0	6.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	11.1
Flavoring	31.9	26.4	12.7	31.3	52.9	35.0	46.7	50.0	34.4	33.3	12.8	20.0	8.3	11.1	0.0	33.3

TABLE 25

THE EFFECT OF THE AGE OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING VEGETABLE SHORTENING FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker	25 - under		26 - 35		36 - 45		46 - 55		56 - 65		66 - 75		76 - over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	47	34	110	67	85	77	77	50	49	45	31	25	12	9	13	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	10.6	29.3	10.0	22.3	11.7	18.1	9.0	24.0	0.0	22.2	9.6	16.0	0.0	55.5	0.0	11.1
Frying potatoes	17.0	44.1	31.8	37.3	16.6	25.9	18.1	28.0	14.1	31.1	12.9	12.0	8.3	55.5	15.2	33.3
Other pan frying	27.6	47.0	39.0	43.2	34.1	38.9	22.0	50.0	28.2	46.6	16.1	28.0	8.3	66.6	7.6	22.2
Deep fat frying	8.5	23.4	7.2	29.8	10.5	31.1	7.7	26.0	6.0	17.7	0.0	4.0	0.0	0.0	15.2	22.2
Cake	38.2	41.1	32.7	44.7	48.2	29.8	31.1	42.0	32.2	28.8	22.5	32.0	8.3	22.2	15.2	33.3
Cookies	23.4	38.2	30.9	34.3	42.3	27.2	23.3	24.0	24.1	28.8	22.5	28.0	24.9	11.1	7.6	11.1
Pastries	21.2	35.2	32.7	23.8	47.0	24.6	35.0	30.0	22.1	28.8	16.1	32.0	24.9	11.1	15.2	11.1
Bread	2.1	5.8	2.7	7.4	3.5	10.3	1.2	4.0	2.0	4.4	3.2	8.0	0.0	0.0	7.6	11.1
Flavoring	0.0	5.8	3.6	4.5	3.5	1.2	2.4	2.0	0.0	2.2	3.2	4.0	0.0	11.1	0.0	0.0

TABLE 26

THE EFFECT OF THE AGE OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING LARD FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Age of Homemaker	25 - under		26 - 35		36 - 45		46 - 55		56 - 65		66 - 75		75 - over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	47	34	110	67	85	77	77	50	49	45	31	25	12	9	13	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	19.1	8.8	5.4	10.4	7.0	3.6	3.6	8.0	2.0	2.2	6.4	4.0	0.0	0.0	7.6	0.0
Frying potatoes	16.9	11.7	11.8	13.4	12.5	4.8	4.8	8.0	4.1	4.4	9.6	4.0	16.6	0.0	7.6	0.0
Other pan frying	8.4	11.7	10.9	16.4	11.4	7.7	8.4	8.0	8.1	4.4	16.0	8.0	16.6	0.0	0.0	0.0
Deep fat frying	4.2	2.9	4.5	8.9	3.5	2.4	2.4	6.0	4.1	4.4	0.0	4.0	0.0	0.0	0.0	11.1
Cake	10.6	0.0	5.4	0.0	2.3	2.4	6.0	0.0	4.1	0.0	6.4	0.0	16.6	0.0	7.6	0.0
Cookies	6.3	0.0	4.5	1.5	1.1	7.7	6.0	0.0	2.0	0.0	6.4	0.0	24.9	0.0	0.0	0.0
Pastries	12.7	8.8	17.2	2.9	12.5	9.0	20.7	8.0	14.3	4.4	12.8	8.0	16.6	0.0	7.6	0.0
Bread	0.0	2.9	0.9	2.9	1.1	4.8	1.2	2.0	0.0	2.2	6.4	4.0	0.0	0.0	0.0	0.0
Flavoring	2.1	2.9	0.9	0.0	3.6	0.0	1.2	2.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

TABLE 27

THE EFFECT OF SIZE OF FAMILY ON THE PERCENTAGE OF FAMILIES USING MARGARINE FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Size of Family	One		Two		Three		Four		Five		Six		Seven		Eight	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No cases	33	23	126	98	100	70	90	55	48	35	18	21	7	9	1	5
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct
Table use	36.0	39.1	30.1	30.6	23.0	40.0	36.6	49.0	42.8	45.7	27.7	57.1	28.5	88.8	100.0	60.0
Frying eggs	3.0	34.6	6.3	21.4	2.0	25.7	10.0	36.3	4.0	37.1	11.1	18.8	0.0	33.3	0.0	60.0
Frying potatoes	0.0	21.7	7.9	17.3	6.0	18.5	6.6	30.9	0.0	31.5	5.5	14.1	0.0	44.4	0.0	20.0
Other pan frying	3.0	13.0	6.3	22.4	6.0	18.5	6.6	34.5	4.0	14.2	0.0	18.8	0.0	22.2	0.0	60.0
Deep fat frying	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Cakes	6.0	4.3	3.9	10.2	8.0	15.7	10.0	12.7	4.0	22.8	5.5	23.8	14.2	22.2	0.0	40.0
Cookies	3.0	8.6	0.7	5.1	4.0	15.7	7.7	14.5	4.0	14.2	5.5	9.4	0.0	0.0	0.0	20.0
Pastries	0.0	0.0	0.7	2.0	1.0	5.7	2.2	7.2	0.0	8.5	0.0	4.7	14.2	0.0	0.0	40.0
Bread	0.0	0.0	0.0	3.0	1.0	4.2	1.1	5.4	2.0	5.7	0.0	4.7	0.0	22.2	0.0	0.0
Flavoring	15.0	34.6	19.2	26.4	19.0	37.1	24.4	41.8	26.5	45.7	33.3	37.7	0.0	44.4	100.0	20.0

TABLE 28

THE EFFECT OF SIZE OF FAMILY ON THE PERCENTAGE OF FAMILIES USING BUTTER FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Size of Family	One		Two		Three		Four		Five		Six		Seven		Eight	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	33	23	126	98	100	70	90	55	48	35	18	21	7	9	1	5
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	72.0	60.8	81.7	71.4	84.0	67.1	81.1	61.8	69.3	51.4	72.2	57.1	71.4	33.3	100.0	80.0
Frying eggs	15.0	47.8	17.4	33.6	17.0	30.0	13.3	30.9	10.2	22.8	16.6	14.1	0.0	11.1	100.0	40.0
Frying potatoes	6.0	17.3	8.7	24.4	5.0	25.7	8.8	14.5	2.0	17.0	0.0	4.7	0.0	0.0	100.0	0.0
Other pan frying	6.0	26.0	11.9	25.5	9.0	12.8	12.2	12.7	10.2	14.2	5.5	9.4	14.2	0.0	100.0	0.0
Deep fat frying	0.0	0.0	0.7	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cakes	0.0	0.0	10.3	9.1	5.0	8.5	8.8	12.7	4.0	11.4	0.0	9.4	14.2	11.1	0.0	80.0
Cookies	0.0	0.0	4.7	5.1	2.0	4.2	7.7	9.0	2.0	11.4	5.5	14.1	0.0	11.1	0.0	40.0
Pastries	3.0	0.0	3.9	2.0	1.0	2.8	3.7	7.2	0.0	5.7	0.0	0.0	0.0	0.0	0.0	20.0
Bread	0.0	0.0	0.7	2.0	0.0	4.2	0.0	1.8	0.0	2.8	0.0	9.4	0.0	0.0	0.0	0.0
Flavoring	39.0	43.4	46.8	37.7	52.0	37.1	34.4	32.7	34.6	28.4	24.4	23.8	28.5	11.1	0.0	60.0

TABLE 29

THE EFFECT OF SIZE OF FAMILY ON THE PERCENTAGE OF FAMILIES USING VEGETABLE SHORTENING FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Size of Family	One		Two		Three		Four		Five		Six		Seven		Eight	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	33	23	126	98	100	70	90	55	49	35	18	21	7	9	1	5
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	6.0	8.6	3.9	22.4	11.0	11.4	11.1	29.0	10.2	28.5	11.1	38.0	0.0	22.2	0.0	40.0
Frying potatoes	6.0	13.0	22.0	28.5	18.0	21.4	26.6	43.6	20.4	34.2	22.2	42.8	0.0	33.3	100.0	40.0
Other pan frying	21.0	21.7	26.1	45.9	30.0	42.8	28.8	43.6	34.6	34.2	27.7	52.3	14.2	55.5	0.0	40.0
Deep fat frying	3.0	4.3	7.9	18.3	7.0	17.1	5.5	30.9	8.1	45.7	11.1	57.1	0.0	33.3	0.0	40.0
Cakes	12.0	26.0	26.9	31.6	38.0	35.7	34.4	34.5	40.8	31.4	55.5	66.6	14.2	22.2	100.0	20.0
Cookies	15.0	8.6	23.8	24.4	26.0	27.1	37.7	25.4	22.4	37.1	61.1	42.8	28.5	22.2	100.0	20.0
Pastries	21.0	17.4	22.2	29.5	26.0	31.4	36.6	25.4	38.7	22.8	61.1	19.0	42.7	11.1	0.0	40.0
Bread	0.0	0.0	0.7	4.0	2.0	10.0	3.7	7.2	4.1	5.7	22.2	9.5	0.0	22.2	0.0	0.0
Flavoring	0.0	4.3	1.4	5.1	2.0	0.0	2.2	1.8	4.1	2.8	5.5	4.7	0.0	0.0	0.0	0.0

TABLE 30

THE EFFECT OF SIZE OF FAMILY ON THE PERCENTAGE OF FAMILIES USING LARD FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Size of Family	One		Two		Three		Four		Five		Six		Seven		Eight	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	33	23	126	98	100	70	90	55	49	35	18	21	7	9	1	5
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	6.0	0.0	4.7	3.1	6.0	7.1	5.5	7.2	10.1	8.5	16.6	14.1	14.2	0.0	0.0	20.0
Frying potatoes	9.0	0.0	7.1	3.1	7.0	7.1	13.3	10.9	12.2	14.2	27.7	14.1	28.5	11.1	0.0	20.0
Other pan frying	15.0	0.0	9.4	3.1	10.0	7.1	8.8	12.7	12.2	8.5	16.6	18.8	0.0	22.2	0.0	40.0
Deep fat frying	0.0	0.0	2.3	2.0	4.0	10.0	5.5	5.4	2.0	0.0	5.5	14.1	0.0	11.1	0.0	20.0
Cakes	0.0	0.0	5.5	1.0	9.0	1.4	6.6	1.8	4.0	2.8	0.0	0.0	14.2	0.0	0.0	0.0
Cookies	0.0	4.3	4.7	0.0	5.0	2.8	6.6	3.6	6.0	0.0	0.0	9.4	0.0	0.0	0.0	20.0
Pastries	0.0	0.0	12.6	4.1	19.0	5.7	21.1	5.4	18.3	8.5	5.5	14.1	28.5	0.0	0.0	40.0
Bread	3.0	0.0	0.7	1.0	1.0	2.8	1.1	5.4	2.0	3.8	0.0	4.7	0.0	11.1	0.0	40.0
Flavoring	0.0	0.0	0.7	0.0	2.0	1.4	3.3	1.8	0.0	0.0	0.0	0.0	28.5	0.0	0.0	0.0

TABLE 31

THE EFFECT OF EDUCATION OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING MARGARINE FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Education of Homemaker	6th grade or less		7th-8th grade		9th-10th grade		11th-12th grade		1-2 yr. college		Completed college		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	28	10	68	52	55	43	170	135	46	44	39	23	18	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	64.2	10.0	47.0	48.0	34.5	41.8	25.8	39.2	50.0	54.5	25.6	30.4	22.2	55.5
Frying eggs	25.0	10.0	4.4	38.4	7.2	32.5	4.1	24.4	6.5	43.1	0.0	13.0	5.5	0.0
Frying potatoes	25.0	20.0	5.8	26.9	5.4	27.9	4.1	20.7	4.3	22.7	2.5	13.0	5.5	11.1
Other pan frying	7.2	20.0	4.4	28.8	3.6	18.6	5.8	20.7	10.8	25.0	5.1	17.2	5.5	22.2
Deep fat frying	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Cakes	7.2	10.0	7.3	15.3	7.2	18.6	3.5	8.1	15.2	25.0	10.2	13.0	0.0	11.1
Cookies	0.0	10.0	1.4	7.6	5.4	11.6	2.9	9.6	10.8	22.7	7.6	8.6	0.0	0.0
Pastries	0.0	0.0	4.4	9.5	1.8	9.3	0.5	2.2	4.3	11.3	5.1	4.3	0.0	0.0
Bread	0.0	0.0	1.4	3.8	0.8	6.9	0.5	2.2	4.3	6.6	0.0	8.6	0.0	0.0
Flavoring	28.5	10.0	17.6	32.6	25.4	39.5	12.9	31.8	39.1	43.1	17.9	26.1	5.5	55.5

TABLE 32

THE EFFECT OF EDUCATION OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING BUTTER FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Education of Homemaker	6th grade or less		7th-8th grade		9th-10th grade		11th-12th grade		1-2 yr. college		Complete college		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	28	10	68	52	55	43	170	135	46	44	39	23	18	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	53.5	100.0	70.5	48.0	67.2	72.0	78.8	68.8	89.1	63.6	84.6	73.9	83.3	44.4
Frying eggs	14.4	20.0	10.2	23.0	14.5	23.2	17.0	31.8	17.3	27.2	7.5	60.8	27.7	22.2
Frying potatoes	7.2	10.0	7.3	19.2	5.4	18.6	7.0	21.4	2.1	15.9	2.5	21.7	16.6	22.2
Other pan frying	7.2	0.0	8.8	11.5	9.0	23.2	8.8	16.2	8.5	18.1	15.3	26.0	22.5	33.3
Deep fat frying	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	5.5	0.0
Cakes	0.0	10.0	2.8	7.6	9.0	11.6	3.5	11.8	13.0	11.3	5.1	13.0	22.2	0.0
Cookies	0.0	10.0	2.8	1.9	5.4	9.3	2.9	8.8	6.5	9.1	5.1	8.6	11.1	0.0
Pastries	0.0	0.0	2.8	1.9	0.8	2.3	0.0	4.4	8.6	2.2	0.0	8.6	5.5	0.0
Bread	0.0	10.0	0.0	1.9	0.0	2.3	0.5	2.9	0.0	6.6	0.0	4.3	0.0	0.0
Flavoring	14.4	50.0	33.8	25.0	32.7	37.2	46.4	41.4	45.6	36.3	48.7	39.1	44.4	44.4

TABLE 33

THE EFFECT OF EDUCATION OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING VEGETABLE SHORTENING FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Education of Homemaker	6th grade or less		7th-8th grade		9th-10th grade		11th-12th grade		1-2 yr. college		Completed college		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	3.6	20.0	7.3	26.9	7.2	18.6	8.2	20.0	4.3	22.7	7.6	13.0	0.0	33.3
Frying potatoes	3.6	20.0	22.0	42.3	12.7	53.4	22.3	34.8	21.6	56.8	22.8	52.1	11.1	33.3
Other pan frying	10.7	0.0	32.3	15.3	21.8	30.2	32.8	24.4	30.4	27.2	30.4	17.2	5.5	0.0
Deep fat frying	7.2	10.0	8.8	36.5	9.0	37.2	7.0	37.7	1.08	38.6	5.1	21.7	0.0	11.1
Cakes	17.8	10.0	30.8	26.9	29.0	27.9	38.2	31.1	34.7	25.0	41.0	30.4	5.5	0.0
Cookies	17.8	10.0	27.9	30.7	21.8	20.9	26.3	25.9	23.9	36.3	33.3	30.4	5.5	0.0
Pastries	7.2	0.0	25.0	3.8	27.0	9.3	28.8	5.9	39.0	15.9	43.6	4.3	11.1	0.0
Bread	0.0	0.0	1.4	3.8	3.6	9.3	2.9	5.9	0.0	15.9	0.0	4.3	11.1	0.0
Flavoring	0.0	0.0	1.4	0.0	1.8	2.3	0.7	5.9	2.1	0.0	0.0	0.0	0.0	0.0

TABLE 34

THE EFFECT OF EDUCATION OF HOMEMAKER ON THE PERCENTAGE OF FAMILIES USING LARD FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Education of Homemaker	6th grade or less		7th-8th grade		9th-10th grade		11th-12th grade		1-2 yr. college		Completed college		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	28	10	68	52	55	43	170	135	46	44	39	23	18	9
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	7.2	20.0	2.9	7.6	14.5	6.9	4.7	6.6	4.3	2.2	2.5	0.0	11.1	11.1
Frying potatoes	10.7	30.0	8.8	5.7	14.5	6.9	8.8	10.3	10.8	2.2	2.5	4.3	16.6	11.1
Other pan frying	10.7	30.0	14.7	7.6	9.0	11.6	6.4	8.7	8.6	6.6	0.0	0.0	11.1	0.0
Deep fat frying	7.2	10.0	4.4	7.5	1.8	4.6	5.2	7.4	2.1	6.6	0.0	0.0	0.0	0.0
Cakes	10.7	0.0	2.9	0.0	5.4	2.3	5.8	2.2	2.1	0.0	0.0	0.0	5.5	0.0
Cookies	10.7	0.0	2.9	3.8	5.4	0.0	3.5	2.9	0.0	0.0	0.0	4.3	5.5	0.0
Pastries	14.2	20.0	16.1	7.6	10.8	4.6	18.2	6.6	8.6	4.4	0.0	4.3	16.6	0.0
Bread	3.6	20.0	1.4	7.6	1.8	4.6	1.7	2.2	0.0	2.2	0.0	0.0	0.0	0.0
Flavoring	0.0	10.0	0.0	0.0	0.0	0.0	0.0	0.7	2.1	0.0	0.0	0.0	5.5	0.0

TABLE 35

THE EFFECT OF FARM BACKGROUND ON THE PERCENTAGE OF FAMILIES USING MARGARINE FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Farm background	Head of Household		Homemaker		Neither		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	53	55	112	70	136	110	119	78	4	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	35.8	45.4	36.6	42.8	27.9	39.0	33.6	48.7	25.0	0.0
Frying eggs	1.8	27.2	6.2	31.4	5.8	27.2	8.4	29.4	0.0	0.0
Frying potatoes	3.6	18.1	6.2	24.2	4.4	24.5	6.7	24.3	0.0	0.0
Other pan frying	5.4	23.6	4.4	27.1	7.3	21.8	4.2	20.5	0.0	0.0
Deep fat frying	0.0	3.6	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Cake	3.6	18.1	6.2	8.5	8.0	10.9	5.8	19.2	0.0	0.0
Cookies	3.6	20.0	3.5	8.5	6.6	8.1	1.6	11.5	0.0	0.0
Pastries	0.0	10.8	1.7	2.8	1.4	3.6	2.5	7.6	0.0	0.0
Bread	0.0	3.6	1.7	1.4	0.7	3.6	1.6	6.4	0.0	0.0
Flavoring	16.9	29.0	13.3	37.1	19.1	32.7	26.0	42.3	25.0	0.0

TABLE 36

THE EFFECT OF FARM BACKGROUND ON THE PERCENTAGE OF FAMILIES USING BUTTER FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Farm background	Head of Household		Homemaker		Neither		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	53	55	112	70	136	110	119	78	4	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	75.4	65.4	76.7	65.7	83.0	66.3	78.1	64.1	100.0	100.0
Frying eggs	9.4	21.8	20.5	28.5	16.1	40.0	12.6	23.0	0.0	0.0
Frying potatoes	3.6	12.7	12.5	20.0	8.1	21.8	5.8	19.2	0.0	0.0
Other pan frying	5.4	9.0	11.6	20.0	8.8	19.0	12.6	17.9	0.0	0.0
Deep fat frying	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Cake	7.5	9.0	8.0	8.5	5.1	14.5	7.5	7.6	0.0	0.0
Cookies	7.5	7.2	6.2	4.3	3.6	11.8	1.6	3.8	0.0	0.0
Pastries	0.0	0.0	1.7	4.3	2.9	8.1	2.5	0.0	0.0	0.0
Bread	0.0	3.6	0.0	1.4	0.7	4.5	0.0	3.8	0.0	0.0
Flavoring	39.6	32.7	43.7	28.5	43.3	42.7	37.8	26.8	25.0	0.0

TABLE 37

THE EFFECT OF FARM BACKGROUND ON THE PERCENTAGE OF FAMILIES USING VEGETABLE SHORTENING FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Farm background	Head of Household		Homemaker		Neither		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	53	55	112	70	36	110	119	78	4	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	3.6	27.2	11.6	24.2	3.6	16.3	9.2	24.3	0.0	0.0
Frying potatoes	20.7	29.0	18.7	30.0	19.8	29.0	17.6	32.0	25.0	0.0
Other pan frying	41.5	49.0	27.6	41.4	28.6	40.9	25.2	41.0	0.0	0.0
Deep fat frying	5.4	30.9	11.6	25.7	7.3	20.9	8.4	21.7	0.0	0.0
Cakes	28.3	23.6	37.5	32.8	31.6	29.0	34.4	47.4	25.0	33.3
Cookies	24.5	21.8	29.4	24.2	24.2	28.1	28.5	33.3	0.0	0.0
Pastries	33.9	29.0	28.5	28.5	26.4	26.3	31.9	28.2	25.0	0.0
Bread	1.8	0.0	1.7	11.4	2.9	4.5	2.5	11.5	0.0	0.0
Flavoring	0.0	1.8	0.0	2.8	2.9	6.3	1.6	1.2	0.0	0.0

TABLE 38

THE EFFECT OF FARM BACKGROUND ON THE PERCENTAGE OF FAMILIES USING LARD FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Farm background	Head of Household		Homemaker		Neither		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	53	55	112	70	36	110	119	78	4	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	0.0	3.6	8.0	2.8	3.6	7.2	7.5	12.4	25.0	0.0
Frying potatoes	5.4	5.4	8.0	2.8	8.8	9.0	14.2	14.8	25.0	0.0
Other pan frying	7.5	5.4	11.6	2.8	7.3	10.9	9.2	14.8	0.0	0.0
Deep fat frying	0.0	7.2	2.6	4.2	3.7	8.4	2.5	6.4	0.0	0.0
Cake s	3.6	1.8	4.4	1.4	5.1	4.8	7.5	0.0	0.0	0.0
Cookies	1.8	3.6	5.3	1.4	5.1	1.8	3.3	3.8	0.0	0.0
Pastries	9.4	5.4	10.6	2.8	13.2	3.6	20.1	10.1	0.0	0.0
Bread	1.8	1.8	0.8	1.4	1.4	2.7	1.7	4.9	0.0	0.0
Flavoring	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.2	25.0	0.0

TABLE 39

THE EFFECT OF THE TYPE OF DIET ON THE PERCENTAGE OF FAMILIES USING MARGARINE FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Type of diet	Fruit & vegetable		Meat & potatoes		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	76	25	116	84	227	204	5	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	39.4	40.0	30.1	44.0	31.2	45.0	0.0	33.3
Frying eggs	3.9	36.0	5.1	30.9	6.6	27.9	20.0	0.0
Frying potatoes	3.9	28.0	1.7	30.9	8.8	23.0	0.0	0.0
Other pan frying	3.9	20.0	3.4	20.2	7.9	25.0	0.0	0.0
Deep fat frying	0.0	0.0	0.0	1.1	0.0	1.4	0.0	0.0
Cake	7.8	16.0	3.4	14.2	7.9	14.7	0.0	0.0
Cookies	2.6	12.0	3.4	9.5	5.2	12.7	0.0	0.0
Pastries	0.0	8.0	0.8	4.7	2.6	5.8	0.0	0.0
Bread	2.6	4.0	0.0	5.9	1.3	3.4	0.0	0.0
Flavoring	22.3	36.0	16.3	36.9	21.1	37.2	0.0	33.3

TABLE 40

THE EFFECT OF THE TYPE OF DIET ON THE PERCENTAGE OF FAMILIES USING BUTTER FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Type of diet	Fruit & vegetable		Meat & potatoes		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	76	25.	116	84	227	204	5	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	83.3	68.0	81.0	69.0	79.2	62.7	100.0	66.6
Frying eggs	15.7	16.0	17.2	32.1	12.3	38.2	40.0	33.3
Frying potatoes	3.9	16.0	7.7	15.4	6.6	19.1	20.0	33.3
Other pan frying	13.1	16.0	10.3	13.0	9.6	18.6	0.0	0.0
Deep fat frying	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0
Cake	5.2	8.0	11.2	13.0	4.8	12.2	0.0	0.0
Cookies	3.9	0.0	8.6	10.7	2.2	7.8	0.0	0.0
Pastries	2.6	4.0	4.3	3.5	0.8	3.4	0.0	0.0
Bread	0.0	4.0	0.8	3.5	0.0	3.9	0.0	0.0
Flavoring	40.7	40.0	45.6	36.9	39.6	38.7	100.0	33.3

TABLE 41

THE EFFECT OF THE TYPE OF DIET ON THE PERCENTAGE OF FAMILIES USING VEGETABLE SHORTENING FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Type of diet	Fruit & vegetable		Meat & potatoes		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	76	25	116	84	227	204	5	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	9.2	16.0	8.6	22.6	6.1	20.5	0.0	66.6
Frying potatoes	17.1	16.0	16.3	33.3	20.7	28.4	0.0	66.6
Other pan frying	26.3	20.0	27.5	47.6	29.0	41.1	0.0	66.6
Deep fat frying	5.2	8.0	9.4	26.1	7.0	24.5	60.0	0.0
Cake	27.6	28.0	34.4	39.2	34.4	32.3	60.0	33.3
Cookies	17.1	20.0	25.0	36.9	28.6	25.0	60.0	66.6
Pastries	25.0	24.0	29.3	23.8	29.5	27.4	20.0	66.6
Bread	2.6	0.0	1.6	2.2	2.6	8.3	0.0	0.0
Flavoring	0.3	4.0	0.8	5.9	2.2	2.8	0.0	0.0

TABLE 42

THE EFFECT OF THE TYPE OF DIET ON THE PERCENTAGE OF FAMILIES USING LARD FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Type of diet	Fruit & vegetable		Meat & potatoes		Both		No response	
	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	76	25	116	84	227	204	5	3
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	11.8	4.0	8.6	7.1	3.9	6.3	0.0	0.0
Frying potatoes	14.4	4.0	12.0	9.4	7.4	8.8	0.0	0.0
Other pan frying	10.4	4.0	13.7	11.8	7.9	8.8	0.0	0.0
Deep fat frying	5.2	12.0	4.3	4.7	1.7	5.8	0.0	0.0
Cake	3.9	0.0	7.7	2.3	5.2	2.4	0.0	0.0
Cookies	1.3	4.0	6.8	2.3	3.9	3.4	0.0	0.0
Pastries	10.4	8.0	18.1	5.9	14.5	8.8	0.0	0.0
Bread	0.0	4.0	0.8	3.5	2.2	3.9	0.0	0.0
Flavoring	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0

TABLE 43

THE EFFECT OF INCOME ON THE PERCENTAGE OF FAMILIES USING MARGARINE FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Income	Under 2000		2001-4000		4001-5400		5401-7000		7001-10000		10000 & over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	54	40	166	60	80	98	20	50	11	22	6	6	61	40
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	44.4	57.5	17.4	53.3	28.7	44.8	5.0	32.0	18.1	31.8	0.0	16.6	32.7	37.5
Frying eggs	5.4	37.5	3.1	36.6	3.7	20.4	0.0	22.0	0.0	22.7	0.0	50.0	6.4	35.0
Frying potatoes	5.4	27.5	1.8	25.0	5.0	23.4	10.0	18.0	0.0	22.7	0.0	50.0	6.4	17.5
Other pan frying	5.4	32.5	2.4	23.3	5.0	21.4	20.0	20.0	0.0	13.6	0.0	33.3	3.2	25.0
Deep fat frying	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	5.0
Cakes	5.4	12.5	3.6	6.6	3.7	13.3	10.0	20.0	18.1	27.2	16.6	16.6	4.8	12.5
Cookies	1.8	5.0	2.4	8.3	2.5	14.3	10.0	12.0	0.0	22.7	0.0	16.6	1.6	7.5
Pastries	1.8	2.5	0.6	3.2	1.3	6.1	5.0	8.0	0.0	18.0	0.0	0.0	0.0	2.5
Bread	1.8	0.0	0.0	5.0	0.0	5.1	5.0	2.0	0.0	13.6	0.0	0.0	0.0	5.0
Flavoring	16.6	55.0	10.8	41.6	21.2	32.6	10.0	30.0	36.3	27.2	33.3	16.6	14.7	27.5

TABLE 44

THE EFFECT OF INCOME ON THE PERCENTAGE OF FAMILIES USING BUTTER FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Income	Under 2000		2001-4000		4001-5400		5401-7000		7001-10000		10000 & over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	54	40	166	60	80	98	20	50	11	22	6	6	61	40
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	70.3	57.5	38.5	56.6	90.0	65.3	95.0	78.0	72.7	68.1	100.0	100.0	80.3	85.0
Frying eggs	9.2	17.5	7.8	26.6	21.2	31.6	5.0	36.0	9.0	40.9	16.6	50.0	26.2	37.5
Frying potatoes	7.4	15.0	4.2	16.6	6.2	21.4	5.0	20.0	9.0	36.3	16.6	33.3	9.8	15.0
Other pan frying	12.9	17.5	5.4	10.0	6.2	21.4	0.0	16.0	18.1	27.2	50.0	33.3	16.3	15.0
Deep fat frying	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cakes	3.6	0.0	6.0	5.0	6.2	12.3	5.0	18.0	18.1	9.0	0.0	33.3	6.4	22.5
Cookies	1.8	0.0	6.0	3.2	1.2	7.2	5.0	14.0	9.0	9.0	0.0	16.6	3.2	10.0
Pastries	0.0	0.0	1.8	1.6	0.2	4.1	0.0	6.0	9.0	4.5	0.0	0.0	1.6	2.5
Bread	0.0	0.0	0.0	0.0	0.0	5.1	0.0	4.0	0.0	0.0	16.1	0.0	0.0	7.5
Flavor	27.7	25.0	22.8	26.6	48.7	34.6	55.0	48.0	54.5	50.0	50.0	66.6	42.6	42.5

TABLE 45

THE EFFECT OF INCOME ON THE PERCENTAGE OF FAMILIES USING VEGETABLE SHORTENING FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Income	Under 2000		2001-4000		4001-5400		5401-7000		7001-10000		10000 & over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No. cases	54	40	166	60	80	98	20	50	11	22	6	6	61	40
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	7.4	20.0	3.6	26.7	13.7	19.3	10.0	30.0	9.0	9.0	0.0	0.0	4.9	20.0
Frying potatoes	11.1	25.0	7.2	31.6	37.5	25.4	30.0	42.0	27.2	27.2	16.6	0.0	11.4	35.0
Other pan frying	24.0	42.5	11.4	38.3	43.7	35.6	25.0	52.0	18.1	63.6	33.3	50.0	27.8	40.0
Deep fat frying	1.8	5.0	3.6	23.3	10.0	21.4	10.0	38.0	0.0	45.4	16.6	0.0	9.8	17.5
Cakes	18.5	27.5	18.6	28.3	45.0	39.7	15.0	40.0	54.5	31.8	50.0	16.6	26.2	32.5
Cookies	14.8	17.5	12.6	21.6	35.0	31.6	30.0	44.0	36.3	27.2	16.6	16.6	22.9	22.5
Pastries	20.3	27.5	10.8	16.6	38.7	28.5	20.0	34.0	36.3	36.1	50.0	50.0	29.5	20.0
Bread	0.0	7.5	1.2	5.0	2.5	7.1	0.0	6.0	0.0	4.5	0.0	16.6	3.2	10.0
Flavoring	3.6	0.0	0.6	3.2	1.2	1.0	0.5	6.0	0.0	9.0	0.0	16.6	0.0	2.5

TABLE 46

THE EFFECT OF INCOME ON THE PERCENTAGE OF FAMILIES USING LARD FOR DIFFERENT USES IN THE LANSING AREA IN 1949 AND 1954

Income	Under 2000		2001-4000		4001-5400		5401-7000		7001-10000		10000 & over		No response	
	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954	1949	1954
No cases	54	40	166	60	80	98	20	50	11	22	6	6	61	40
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Table use	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frying eggs	12.9	7.5	4.2	8.3	2.5	10.2	0.0	2.0	9.0	4.5	0.0	0.0	3.2	0.0
Frying potatoes	18.5	10.0	6.6	8.3	3.7	14.3	5.0	4.0	9.0	4.5	0.0	0.0	4.9	2.5
Other pan frying	20.3	7.5	4.8	11.6	5.0	15.3	10.0	4.0	0.0	0.0	0.0	0.0	6.4	7.5
Deep fat frying	7.4	7.5	1.8	3.2	2.5	10.2	0.0	6.0	9.0	4.5	0.0	0.0	1.6	7.5
Cakes	12.9	0.0	3.0	1.6	1.3	6.1	0.0	0.0	0.0	4.5	0.0	0.0	1.6	0.0
Cookies	11.1	2.5	3.0	1.6	0.0	4.1	0.0	2.0	9.0	0.0	0.0	0.0	3.2	2.5
Pastries	25.9	7.5	7.2	5.0	8.7	8.1	5.0	8.0	9.0	4.5	0.0	0.0	11.4	7.5
Bread	1.8	5.0	0.6	1.6	0.0	5.1	0.0	2.0	0.0	0.0	0.0	0.0	0.0	5.0
Flavoring	0.0	2.5	0.0	1.6	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0

TABLE 47

REASONS WHY HOMEMAKERS USED MARGARINE ON THE TABLE AND FOR FLAVORING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Table Use		Flavoring	
	1949	1954	1949	1954
No. families using margarine for:	141	137	117	113
	No.	No.	No.	No.
Less expensive	56	55	20	42
Flavor	39	34	32	35
Mix with butter	12	4	1	1
Good as butter	0	7	0	5
Doesn't like butter	11	3	3	4
Doesn't become rancid	3	0	1	0
Medical reasons	1	4	0	3
Short of butter	1	2	0	1
Prefer margarine	4	6	0	0
Prefer to vegetable shortening	0	0	0	3
Easy to spread	1	0	0	0
Not salty	0	1	0	0
Butter too rich	0	1	0	0
Habit	0	1	0	1
Adds color	0	1	0	1
For popcorn	0	0	0	2
No reason	12	18	21	9

TABLE 48

REASONS WHY HOMEMAKERS USED MARGARINE FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying Eggs 1949	Frying Eggs 1954	Frying Potato 1949	Frying Potato 1954	Other pan 1949	Other pan 1954	Deep Fat Fry 1949	Deep Fat Fry 1954
No. families using margarine for:	24	90	20	73	16	71	0	4
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	10	31	7	25	8	26	0	0
Flavor	3	27	6	23	7	21	0	0
Mix with vegetable shortening	0	0	1	1	0	2	0	0
Mix with lard	1	0	1	0	1	0	0	0
Prefer to lard	0	0	1	0	3	0	0	1
Use instead of butter	0	5	0	6	0	1	0	1
Doesn't burn	0	3	0	1	0	0	0	0
Browns nicely	0	1	0	1	0	4	0	1
High food value low price	0	1	0	1	0	1	0	0
Prefer to vegetable shortening	1	2	1	3	1	5	0	0
Not salty	0	1	0	1	0	1	0	0
Out of lard	0	1	0	0	1	0	0	0
Husband alergic to butter	1	0	0	0	0	0	0	0
Less greasy	3	0	0	0	0	0	0	0
Won't stick	0	0	1	0	0	0	0	0
No reason	4	18	4	11	2	12	0	1

TABLE 49

REASONS WHY HOMEMAKERS USED MARGARINE FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using margarine for:	26	44	17	35	4	18	3	12
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	9	15	10	10	4	5	2	6
Flavor	5	12	3	14	0	4	1	2
Prefer to lard	2	2	0	1	0	0	0	0
Recipe calls for	2	0	1	0	2	0	0	1
Baking substitute	2	0	2	1	0	1	2	1
Good as butter	0	2	0	1	0	1	0	0
Prefer to vegetable shortening	0	1	0	2	0	1	0	0
Out of vegetable shortening	0	1	0	1	0	1	0	0
Use for frosting	0	1	0	0	0	0	0	0
Saves butter	0	0	0	1	0	0	0	0
Butter too rich	0	0	0	0	0	1	0	0
Mix with vegetable shortening	0	0	1	0	0	0	0	0
Habit	0	0	0	1	0	0	0	0
No reason	3	5	0	4	1	3	0	2

TABLE 50

REASONS WHY HOMEMAKERS USED BUTTER ON THE TABLE AND FOR FLAVORING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Table Use		Flavoring	
	1949	1954	1949	1954
No. families using butter for:	336	202	171	109
	No.	No.	No.	No.
Flavor	241	134	95	104
Prefer to margarine	18	34	4	2
Habit	9	6	0	1
More nutritious	12	8	7	3
Mix with margarine	7	3	0	1
Husband prefers butter	2	6	1	1
Farm background	0	2	0	1
Not greasy	1	3	1	1
For guests	2	0	0	0
Corn on cob	3	0	0	0
Medical reasons	1	4	1	1
More digestible	1	1	0	0
Out of margarine	1	2	0	0
Mix with vegetable shortening	1	0	0	0
Doesn't like to mix margarine	1	0	0	0
Easy to spread	1	1	0	0
No reason	46	20	64	5

TABLE 51

REASONS WHY HOMEMAKERS USED BUTTER FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying Eggs		Frying Potato		Other pan		Deef fat Fry	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using butter for:	62	96	38	59	42	53	0	0
	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	46	72	23	43	30	38	0	0
More nutritious	5	7	0	3	3	4	0	0
Prefer to margarine	0	5	0	3	0	3	0	0
Browns nicely	2	2	2	1	1	1	0	0
Habit	1	2	0	1	0	2	0	0
Mix with vegetable shortening	1	1	1	2	0	1	0	0
Mix with margarine	0	1	0	1	0	1	0	0
Out of margarine	0	1	0	1	0	1	0	0
Medical reasons	0	2	0	2	1	2	0	0
Not greasy	1	2	0	2	0	1	0	0
Better results	0	2	0	0	0	1	0	0
Farm background	0	1	0	1	0	1	0	0
Husband prefers butter	1	1	0	1	0	1	0	0
No reason	7	5	2	6	7	4	0	0

TABLE 52

REASONS WHY HOMEMAKERS USED BUTTER FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using butter for:	26	33	15	24	9	9	1	10
	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	13	12	10	16	4	9	0	12
Recipe calls for	3	8	4	10	0	1	0	0
Habit	1	1	0	3	0	8	0	1
Better results	7	0	3	1	1	0	0	0
More nutritious	3	1	2	1	2	1	0	1
Mix with vegetable shortening	2	1	1	0	0	0	0	0
For frosting	2	0	1	2	0	0	0	0
Mother used it	1	0	0	0	0	0	0	0
Medical reasons	1	0	1	0	0	0	0	0
Not greasy	0	1	0	1	0	1	0	1
Farm background	0	1	0	1	0	0	0	0
No reason	4	2	1	4	3	1	1	1

TABLE 53

REASONS WHY HOMEMAKERS USED VEGETABLE SHORTENING FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying Eggs 1949	Frying Eggs 1954	Frying potato 1949	Frying potato 1954	Other pan 1949	Other pan 1954	Deep fat fry 1949	Deep fat fry 1954
No. families using vegetable shortening	41	71	84	99	123	136	37	76
	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	6	2	23	2	34	7	8	5
Less expensive	2	10	8	17	13	20	7	9
Better results	3	6	3	9	2	18	1	3
Prefer to margarine	1	7	1	10	1	8	0	4
More digestible	2	3	10	5	16	12	5	9
Prefer to lard	1	8	3	13	8	18	2	10
Habit	4	8	6	8	6	9	2	6
Doesn't burn	9	4	20	6	25	11	9	5
Mix with butter	1	4	3	6	0	8	0	1
Mix with margarine	0	2	1	1	0	2	0	2
Creamier	1	0	4	0	3	2	2	0
Recipe calls for	0	1	0	1	0	4	0	6
Clean look	1	0	1	0	1	0	0	0
Out of bacon drippings	1	0	2	0	2	0	0	0
Mother used it	0	0	1	0	2	0	1	0
No strong odor	0	0	2	0	3	0	1	0
No refrigeration	1	0	1	0	1	0	1	0
No reason	2	13	8	11	16	17	8	10

TABLE 54

REASONS WHY HOMEMAKERS USED VEGETABLE SHORTENING FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using vegetable shortening for:	126	114	108	91	109	85	5	22
	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	12	5	13	3	11	4	1	1
Less expensive	10	6	11	6	7	7	0	2
Better results	56	27	42	18	52	19	2	2
More digestible	5	7	3	8	7	8	1	1
Prefer to lard	8	7	5	8	10	8	1	4
Habit	11	7	12	8	10	13	0	3
Mix with butter	2	4	1	1	1	0	0	0
Creamier, easy to mix	37	0	26	0	13	0	1	0
Recipe calls for	3	24	4	17	1	6	0	2
Mother used it	1	0	1	0	1	0	0	0
Not as fattening	1	0	1	0	2	0	0	0
No refrigeration	2	0	2	0	1	0	0	0
No reason	6	18	6	16	11	21	1	4

TABLE 55

REASONS WHY HOMEMAKERS USED LARD FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying Eggs 1949	Frying Eggs 1954	Frying Potato 1949	Frying Potato 1954	Other pan 1949	Other pan 1954	Deep fat fry 1949	Deep fat fry 1954
No families using lard for:	28	19	42	24	43	29	12	16
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	6	3	5	5	5	4	1	5
Flavor	8	2	14	2	11	3	5	4
Habit	5	6	8	7	8	7	0	3
Doesn't burn	5	2	6	1	6	1	3	3
Prefer to butter	1	0	1	0	0	0	0	0
Saves butter	1	0	0	0	4	0	0	0
Convenient	1	0	1	0	2	0	0	0
Browns better	1	0	1	0	0	0	0	0
Farm background	1	1	1	1	0	1	0	1
Mixes with butter	1	0	2	0	0	0	0	0
Mixes with margarine	1	0	1	0	1	0	0	0
Not as rich	0	0	1	0	0	0	0	0
Not soggy	2	0	2	0	2	0	0	0
Out of vegetable shortening	1	0	2	0	2	0	0	0
Vegetable shortening bad taste	0	1	0	1	1	1	0	0
No reason	-	5	1	9	1	8	1	2

TABLE 56

REASONS WHY HOMEMAKERS USED LARD FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using lard for:	31	2	28	7	69	20	4	10
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	5	2	5	1	7	2	2	1
Flavor	1	0	2	0	4	1	1	1
Habit	6	0	5	0	12	0	0	1
Flakier crust	0	0	0	0	30	8	0	0
Blends well	1	1	0	3	1	4	0	0
Better results	6	0	6	0	0	0	1	2
Convenient	0	0	0	0	3	0	0	0
Farm background	1	0	0	0	2	1	0	0
Mother used	0	0	1	0	1	0	1	0
Saves butter	1	0	0	0	0	0	0	0
No reason	4	0	2	2	4	2	1	4

TABLE 57

QUALITIES DESIRED BY HOMEMAKERS IN PURCHASING BUTTER IN THE LANSING AREA IN 1949 AND 1954

Qualities	1949	1954
No. families using butter	344	220
	No.	No.
Flavor	66	22
Price	61	20
Brand carried at store	25	1
Freshness	24	12
Sweet cream butter	22	5
Color	18	10
High score	18	10
Mild flavor	11	8
Desirable odor	9	5
In ¼ lb. sections	9	12
Quality	8	4
In crock	7	0
Delivered by milkman	4	0
Brand name	4	6
Well wrapped	3	0
Never buys sale butter	3	0
Texture	6	0
Sour cream	2	0
Salty	3	3
Food value	4	0
Moisture content	2	1
2 lb. carton	1	1
Solid pack	3	3
All butter same	15	10
Nothing	56	60
No response	15	27

TABLE 58

REASONS WHY HOMEMAKERS DO NOT USE MARGARINE
IN THE LANSING AREA IN 1949 AND 1954

Reasons	1949	1954
No. families not using margarine	254	125
	No.	No.
Doesn't like taste	75	40
Prefer butter	41	25
Husband doesn't like margarine	16	9
Didn't use last week	13	5
Never tried margarine	8	8
Low food value	10	0
Farm background	8	2
Doesn't like to mix in color	8	0
Poor texture	4	6
Use butter for medical reasons	4	0
Doesn't have to economize	3	1
Prefer vegetable shortening for baking	2	4
Can't stand smell	0	1
Husband works in dairy	0	1
Can't afford margarine	1	0
No reason	8	20

TABLE 59

REASONS WHY HOMEMAKERS DO NOT USE BUTTER
IN THE LANSING AREA IN 1949 AND 1954

Reasons	1949	1954
No. families not using butter	80	96
	No.	No.
Too expensive	46	61
Margarine as good	5	14
Butter turns rancid	4	5
Doesn't like butter taste	2	3
No sale this week	0	2
Margarine replaced butter	0	2
Butter varies in quality	1	2
Doesn't like milk products	0	1
Doesn't like city butter	0	1
Margarine cleaner	0	1
Out of habit	1	2
Margarine now colored	0	1
Medical reasons	0	2
Didn't eat any bread	0	1
Too much moisture	1	0
Won't use butter until let us color margarine	1	0
No reason	24	6

TABLE 60

REASONS WHY HOMEMAKERS DO NOT USE VEGETABLE SHORTENING IN THE LANSING AREA IN 1949 AND 1954

Reasons	1949	1954
No. families not using vegetable shortening	137	85
	No.	No.
No occasion to use last week	37	28
Prefer lard	27	18
Too expensive	16	1
Doesn't like flavor	6	5
Prefers margarine	6	3
Prefers cooking oil	1	4
Prefers butter	3	1
Prefers bacon drippings	3	1
On diet	4	4
Out of vegetable shortening	2	0
Can't digest	2	0
Sticks to pan	0	2
Mother never used it	1	0
Not oily enough	0	1
Not healthful	0	1
No reason	31	15

TABLE 61

REASONS WHY HOMEMAKERS DO NOT USE LARD
IN THE LANSING AREA IN 1949 AND 1954

Reasons	1949	1954
No. families not using lard	306	258
	No.	No.
Doesn't like flavor	64	39
Doesn't like smell	14	28
Prefer vegetable shortening	19	30
No occasion to use lard	14	45
Not healthful	2	19
Not as digestible	31	19
Too greasy	19	12
Too rich	13	0
Medical reasons	4	8
Must be refrigerated	8	10
Religious reasons	3	7
Prefer bacon drippings	5	0
Prefer margarine	1	1
Prefer butter	0	1
Doesn't mix well	8	2
Soggy results	3	1
Out of lard	5	0
Out of habit	5	0
Old fashioned	1	0
No reason	76	50

TABLE 62

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF MARGARINE IN THE LANSING AREA IN 1949

Brand	A	B	C	D	E	All Others	No preference	Total
No. families using brand	56	33	17	13	12	22	17	170
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	5	4	1	0	0	10	3	23
Flavor	15	4	5	4	0	0	0	28
Color bag mixes easily	11	10	2	1	3	0	2	29
Habit	6	1	1	3	2	0	0	13
Tastes like butter	5	2	1	1	0	1	0	10
No oily taste	3	2	0	0	0	1	1	7
Doesn't melt	2	0	0	0	0	0	0	2
Brand carried at grocery store	1	1	0	0	0	1	0	3
Better texture	1	2	1	0	0	0	0	4
Mixes with butter	1	0	0	0	0	0	0	1
Prefer to butter	0	0	0	0	0	1	0	1
No reason	8	7	6	5	7	9	11	55

TABLE 63

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF MARGARINE IN THE LANSING AREA IN 1954

Brand	A	B	C	D	E	All Others	No preference	Total
No. families using brand	33	32	35	21	10	28	32	191
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	6	2	3	1	0	13	1	26
Flavor	3	3	7	3	0	1	1	18
Habit	4	4	1	1	3	0	0	13
Tastes like butter	1	5	6	0	0	0	0	12
Brand carried at grocery store	0	3	1	0	0	1	1	6
Spreads when cold	0	1	0	6	0	1	0	8
Less greasy	1	2	0	0	0	0	0	3
Like foil wrapper	0	3	0	0	0	0	0	3
Doesn't like foil wrapper	1	0	0	0	0	0	1	2
On sale	2	0	0	0	0	0	0	2
Saves coupons	0	1	0	0	0	0	0	1
Follows ads	0	1	0	0	0	1	0	2
Better texture	0	0	1	0	0	0	0	1
¼ lb. packages	1	0	0	0	0	0	0	1
Mother used it	1	0	0	0	0	0	0	1
No reason	15	10	16	10	8	11	29	99

TABLE 64

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS OF BUTTER IN THE LANSING AREA IN 1949

Brand	A	B	C	D	E	F	G	H	All Others	No preference	Total
No. families using brand	11	69	25	24	22	20	37	22	55	63	344
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	3	16	3	9	3	5	4	8	8	6	65
Brand carried at grocery store	1	6	5	1	4	5	4	2	5	6	39
Delivered	0	11	3	0	0	0	0	7	0	0	21
Less expensive	1	1	0	3	4	6	12	1	10	5	43
Habit	0	5	1	3	0	0	0	1	5	1	16
Freshness	1	3	2	2	1	1	1	8	6	1	26
¼ lb. packages	0	4	0	0	0	0	2	0	2	0	8
No reason	6	23	11	6	10	4	14	3	20	45	142

TABLE 65

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF BUTTER IN THE LANSING AREA IN 1954

Brands	A	B	C	D	E	F	G	H	All Others	No preference	Total
No. families using brand	42	22	12	16	3	8	9	7	36	65	220
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	4	0	0	2	0	0	0	0	1	0	7
Brand carried at grocery store	15	3	4	1	2	3	6	2	9	15	60
Delivered	0	12	7	0	0	0	0	0	1	2	22
Less expensive	6	0	0	0	0	0	0	1	4	1	12
Habit	2	2	0	1	0	0	0	0	2	0	7
Freshness	2	1	0	1	2	0	0	0	0	0	6
¼ lb. packages	0	0	0	0	0	1	2	0	1	0	4
Comes in 2 lb. crock	0	0	0	6	0	0	0	0	0	0	6
Better quality	3	0	0	1	0	0	0	0	0	1	5
On sale	0	0	0	0	0	0	0	0	0	5	5
High score	2	1	0	0	0	0	0	0	1	1	5
No reason	8	4	1	4	0	4	2	4	22	41	90

TABLE 66

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF VEGETABLE SHORTENING IN THE LANSING AREA IN 1949

Brands	A	B	A or B	All Others	No preference	Total
No. families using brand	177	73	29	4	4	287
	No.	No.	No.	No.	No.	No.
No preference	50	21	16	0	0	87
Habit	24	2	2	0	0	28
Creamier, easy to mix	32	17	0	0	0	49
Better results	21	5	2	0	0	28
More digestible	6	0	1	0	0	7
Flavor	8	4	0	0	0	12
Appearance	5	1	0	0	0	6
On sale	2	1	0	0	0	3
Advertising	2	1	0	0	0	3
Brand carried at grocery store	2	0	1	2	0	5
No odor	3	0	0	0	0	3
Mother used it	0	1	0	0	0	1
No reason	38	27	7	2	4	78

TABLE 67

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF VEGETABLE SHORTENING IN THE LANSING AREA IN 1954

Brands	A	B	A or B	All Others	No preference	Total
No. families using brand	116	53	34	13	8	231
	No.	No.	No.	No.	No.	No.
No preference	7	1	5	0	0	13
Habit	17	12	3	1	0	33
Better results	7	3	5	1	0	16
More digestible	3	1	1	0	0	5
Flavor	7	2	0	0	0	9
Appearance	1	0	0	0	0	1
On sale	6	1	2	0	0	9
Advertising	3	0	2	0	0	5
Brand carried at grocery store	1	3	0	0	0	4
Save coupons	3	1	0	0	0	4
Mother used it	1	2	0	0	0	3
No reason	57	27	16	11	8	119

TABLE 68

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF LARD IN THE LANSING AREA IN 1949

Brands	A	B	C	D	E	Home rendered	All others	No preference	Total
No. families using brand	27	23	6	7	4	9	8	34	118
	No.	No.	No.	No.	No.	No.	No.	No.	No.
Brand carried at grocery store	4	0	0	2	0	0	0	1	7
Creamier	3	1	0	1	0	0	0	0	5
Sweet taste	4	1	0	0	0	0	0	0	5
Gets from home farm	0	0	0	0	0	9	0	0	9
Habit	0	0	1	0	1	0	0	0	2
Less expensive	1	1	0	0	0	0	0	0	2
Better pastry	2	1	0	0	0	0	0	1	4
Trying out	0	4	0	0	0	0	0	0	4
Use for frying	1	0	0	0	0	0	0	1	2
Advertised	0	1	0	1	0	0	0	0	2
Likes container	0	2	0	0	0	0	0	0	2
On sale	0	0	0	1	0	0	0	0	1
Uses with oleo	0	0	0	0	0	0	0	1	1
Doesn't like vegetable shortening	0	0	0	0	1	0	0	0	1
No reason	12	12	5	2	2	0	7	31	70

TABLE 69

REASONS GIVEN BY HOMEMAKERS FOR BUYING CERTAIN BRANDS
OF LARD IN THE LANSING AREA IN 1954

Brands	A	B	C	D	E	Home rendered	All others	No preference	Total
No. families using brand	14	7	2	2	8	3	6	16	58
	No.	No.	No.	No.	No.	No.	No.	No.	No.
Brand carried at grocery store	0	0	0	1	2	0	2	3	8
Less expensive	0	1	1	0	1	0	0	0	3
Stands up better	1	0	0	0	0	0	0	0	1
Not steamed	0	0	1	0	0	0	0	0	1
Taste	0	0	0	0	1	0	0	0	1
Better pastry	0	1	0	0	0	0	0	0	1
Comes in pail	0	0	0	0	0	0	1	0	1
On sale	0	1	0	0	0	0	0	0	1
Doesn't seem as rich	0	1	0	0	0	0	0	0	1
Habit	1	1	0	0	0	0	0	0	2
Gets from home farm	0	0	0	0	0	2	0	0	2
No reason	12	2	0	1	4	1	3	13	36

TABLE 70

COMPARISON OF THE USES FOR FATS AND OILS BY THE SAME 145 FAMILIES IN THE LANSING AREA IN 1949 AND 1954

Use	Margarine		Butter		Vegetable Shortening		Lard	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using	60	90	125	104	102	107	44	24
	No.	No.	No.	No.	No.	No.	No.	No.
Table use	53	59	119	100	0	0	0	0
Frying eggs	9	40	19	48	11	33	6	5
Frying potatoes	7	31	11	27	28	43	14	7
Other pan frying	5	34	16	28	43	61	14	10
Deep fat frying	0	2	0	0	14	33	5	11
Cakes	12	20	11	20	58	51	9	3
Cookies	7	20	8	15	43	41	6	4
Pastries	1	8	4	4	46	41	24	7
Bread	1	4	0	6	4	12	2	4
Flavoring	30	47	60	58	0	3	1	0

TABLE 71

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED MARGARINE FOR TABLE USE AND FLAVORING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Table Use		Flavoring	
	1949	1954	1949	1954
No. families using margarine for:	53	59	30	47
	No.	No.	No.	No.
Less expensive	19	19	10	15
Flavor	19	16	16	16
Mix with butter	3	2	0	1
Good as butter	0	4	0	3
Doesn't like butter	1	3	0	3
Doesn't become rancid	1	0	1	0
Medical reasons	1	1	0	0
Prefer to vegetable shortening	0	0	0	1
Easy to spread	1	0	0	0
Adds color	0	0	0	1
No reason	8	14	4	7

TABLE 72

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED MARGARINE FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying eggs		Frying potato		Other pan frying	
	1949	1954	1949	1954	1949	1954
No. families using margarine for:	9	40	7	31	5	34
	No.	No.	No.	No.	No.	No.
Less expensive	3	16	3	12	2	13
Flavor	2	11	3	9	1	9
Use instead of butter	0	2	0	1	0	0
Browns nicely	0	1	0	1	0	3
Prefer to vegetable shortening	0	1	0	1	0	2
Out of lard	0	1	0	0	0	0
No reason	4	8	1	7	2	7

TABLE 73

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED MARGARINE FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using margarine for:	12	20	7	20	1	8	1	4
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	3	6	3	7	0	3	0	4
Flavor	6	7	3	8	0	1	1	0
Recipe calls for	2	0	0	0	0	0	0	0
Good as butter	0	1	0	1	0	1	0	0
Prefer to vegetable shortening	0	1	0	1	0	1	0	0
No reason	1	5	1	3	1	2	0	0

TABLE 74

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES
USED BUTTER FOR TABLE USE AND FLAVORING
IN THE LANSING AREA IN 1949 AND 1954

Reasons	Table Use		Flavoring	
	1949	1954	1949	1954
No. families using butter for:	119	100	60	58
	No.	No.	No.	No.
Flavor	88	54	44	44
Prefer to margarine	4	22	0	4
Habit	4	3	0	1
More nutritious	7	1	1	1
Mix with margarine	4	2	0	1
Not greasy	1	1	0	1
Medical reasons	0	2	0	1
Out of margarine	0	2	0	0
Easy to spread	0	1	0	0
No reason	13	12	15	5

TABLE 75

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED BUTTER FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying eggs 1949	Frying eggs 1954	Frying potato 1949	Frying potato 1954	Other pan frying 1949	Other pan frying 1954
No. families using butter for:	19	48	11	27	16	28
	No.	No.	No.	No.	No.	No.
Flavor	16	27	9	13	12	14
More nutritious	2	3	0	2	1	2
Prefer to margarine	0	5	0	3	0	2
Browns nicely	0	0	1	0	1	0
Habit	0	2	0	1	0	1
Mix with margarine	0	0	0	0	0	1
Out of margarine	0	1	0	1	0	1
Medical reasons	0	2	0	2	0	2
Not greasy	1	1	0	2	0	1
Better results	0	2	0	1	0	0
No reason	2	7	1	3	2	3

TABLE 76

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED BUTTER FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using butter for:	11	20	8	15	4	4	0	6
	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	6	9	3	5	2	2	0	4
Recipe calls for	3	7	4	6	0	0	0	0
Habit	1	1	0	1	0	0	0	1
Better results	2	0	1	0	1	0	0	0
More nutritious	1	0	1	0	1	0	0	0
Not greasy	0	1	0	1	0	1	0	1
No reason	1	2	1	2	1	1	0	0

TABLE 77

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED VEGETABLE SHORTENING FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Frying eggs		Frying potato		Other pan frying		Deep fat frying	
No. families using vegetable shortening for:	1949	1954	1949	1954	1949	1954	1949	1954
	11	33	28	43	43	61	14	33
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	2	5	2	6	4	5	4	2
Flavor	2	0	10	0	10	2	3	0
Better results	3	2	6	3	7	6	1	1
Prefer to margarine	0	4	0	5	0	3	0	1
More digestible	0	0	1	2	3	7	1	3
Prefer to lard	0	4	0	7	0	10	0	5
Habit	1	4	3	4	1	6	0	3
Doesn't burn	4	2	6	4	10	5	4	5
Mix with butter	0	0	1	2	0	2	0	1
Mix with margarine	0	1	0	0	0	1	0	1
Creamier	0	0	2	0	2	1	0	0
Recipe calls for	0	1	0	1	0	2	0	1
No reason	0	10	1	9	6	11	1	11

TABLE 78

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED VEGETABLE SHORTENING FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
No. families using vegetable shortening for:	1949	1954	1949	1954	1949	1954	1949	1954
	58	51	43	41	46	41	4	12
	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	5	2	6	0	8	0	1	0
Less expensive	7	4	7	4	7	2	0	2
Better results	12	9	7	9	17	8	2	3
More digestible	4	4	2	4	6	3	0	1
Prefer to lard	0	1	0	2	0	2	0	1
Habit	4	3	4	2	2	7	0	1
Mix with butter	1	1	1	0	1	0	0	0
Creamier., and easy to mix	23	0	16	0	10	0	0	0
Recipe calls for	3	11	2	5	1	4	0	1
No refrigeration	2	0	2	0	1	0	0	1
No reason	1	16	2	15	3	15	1	3

TABLE 79

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED LARD FOR FRYING IN THE LANSING AREA IN 1949 AND 1954

Reasong	Frying eggs		Frying potato		Other pan frying		Deep fat frying	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using lard for:	6	5	14	7	14	10	5	11
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	2	0	1	1	2	1	0	3
Flavor	1	1	4	1	2	1	1	2
Habit	0	2	1	3	1	3	0	3
Doesn't burn	2	0	3	0	5	0	3	0
Convenient	1	0	1	0	1	0	0	0
Mixes with butter	0	0	1	0	1	0	0	0
Out of bacon drippings	0	0	1	0	1	0	0	0
Out of vegetable shortening	0	0	1	0	1	0	0	0
Vegetable shortening has bad taste	0	1	0	1	0	1	0	0
No reason	0	1	1	1	1	4	1	3

TABLE 80

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES USED LARD FOR BAKING IN THE LANSING AREA IN 1949 AND 1954

Reasons	Cakes		Cookies		Pastries		Bread	
	1949	1954	1949	1954	1949	1954	1949	1954
No. families using lard for:	9	3	6	4	24	7	2	4
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	1	2	1	1	1	1	1	1
Flavor	0	0	1	0	2	1	0	0
Habit	1	0	1	0	4	0	0	0
Flakier crust	0	0	0	0	8	3	0	0
Blends well	1	1	0	0	1	0	0	0
Better results	2	0	3	0	0	0	0	1
Convenient	0	0	0	0	3	0	0	0
Farm background	0	0	0	0	1	0	0	0
No reason	4	0	1	3	4	2	1	2

TABLE 81

QUALITIES DESIRED IN BUTTER BY THE SAME 145 FAMILIES IN THE LANSING AREA IN 1949 AND 1954

Qualities	1949	1954
No. families using butter	125	104
	No.	No.
Flavor	32	15
Price	16	10
Brand carried at store	10	0
Freshness	15	9
Sweet cream butter	8	7
Color	3	6
High score	10	6
Mild flavor	3	0
In ¼ lb. sections	4	6
Quality	0	4
In crock	3	0
Brand name	0	4
Well wrapped	1	0
Texture	1	0
Sour cream	1	0
Salty	2	1
Moisture content	2	1
2 lb. carton	0	1
Solid pack	0	2
All butter same	3	7
No response	15	29

TABLE 82

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES
DID NOT USE MARGARINE IN THE LANSING AREA
IN 1949 AND 1954

Reasons	1949	1954
No. families not using margarine	85	55
	No.	No.
Doesn't like taste	36	17
Prefer butter	19	11
Husband doesn't like margarine	7	3
Didn't use last week	7	3
Never tried margarine	2	3
Low food value	4	0
Farm background	2	1
Doesn't like to mix in color	4	0
Poor texture	1	1
Use butter for medical reasons	2	0
Doesn't have to economize	2	1
Prefer vegetable shortening for baking	1	0
No reason	6	15

TABLE 83

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES
DID NOT USE BUTTER IN THE LANSING AREA
IN 1949 AND 1954

Reasons	1949	1954
No. families not using butter	20	41
	No.	No.
Too expensive	12	21
Margarine as good	2	3
Butter turns rancid	2	4
Doesn't like butter taste	0	2
Margarine cleaner	0	1
Margarine has replaced butter	0	2
Medical reasons	0	2
Doesn't like milk products	0	1
No reason	8	5

TABLE 84

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES DID NOT USE VEGETABLE SHORTENING IN THE LANSING AREA IN 1949 AND 1954

Reasons	1949	1954
No. families not using vegetable shortening	43	38
	No.	No.
No occasion	12	9
Prefer lard	8	5
Too expensive	9	0
Doesn't like flavor	1	2
Prefer margarine	1	2
Prefer cooking oil	0	2
Prefer bacon drippings	0	1
On diet	1	1
Can't digest	1	2
Sticks to pan	0	1
Not healthful	0	1
No reason	11	12

TABLE 85

COMPARISON OF REASONS WHY THE SAME 145 FAMILIES
DID NOT USE LARD IN THE LANSING AREA
IN 1949 AND 1954

Reasons	1949	1954
No. families not using lard	101	121
	No.	No.
Doesn't like flavor	19	16
Doesn't like smell	7	0
Prefer vegetable shortening	10	22
No occasion to use lard	14	14
Not healthful	3	3
Not digestible	13	5
Too rich	9	0
Medical reasons	2	7
Must be refrigerated	4	3
Religious reasons	3	4
Prefer bacon drippings	2	0
Doesn't mix well	2	0
Soggy results	2	1
Too coarse	1	1
Too expensive	1	0
Causes cancer	1	0
Out of habit	1	0
Old fashioned	1	0
No reason	6	45

TABLE 86

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF MARGARINE IN THE LANSING AREA IN 1949

Brand	A	B	C	D	E	All others	No preference	Total
No. families using brand	27	7	6	6	4	6	4	60
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	1	1	0	0	0	2	0	4
Flavor	9	2	3	4	0	0	0	18
Color bag mixes easily	7	4	1	1	3	1	0	17
Habit	2	0	0	0	1	0	0	3
Tastes like butter	2	0	0	0	0	0	0	2
Mixes with butter	1	0	0	0	0	0	0	1
No reason	5	0	2	1	0	3	4	15

TABLE 87

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF MARGARINE IN THE LANSING AREA IN 1954

Brand	A	B	C	D	E	All others	No preference	Total
No. families using brand	24	14	12	7	7	10	15	90
	No.	No.	No.	No.	No.	No.	No.	No.
Less expensive	3	1	1	1	0	5	2	13
Flavor	2	2	2	2	2	0	1	11
Habit	0	2	1	0	0	1	0	4
Tastes like butter	0	2	1	0	0	1	0	4
Better texture	1	0	1	0	0	0	1	3
Spreads when cold	0	0	0	0	2	0	1	3
Less greasy	1	0	0	0	0	0	0	1
On sale	2	0	0	2	0	0	0	4
No reason	15	7	6	2	3	3	11	47

TABLE 88

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF BUTTER IN THE LANSING AREA IN 1949

Brand	A	B	C	D	E	F	G	H	All Others	No preference	Total
No. families using brand	5	27	6	9	7	8	6	9	36	12	125
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	0	8	0	1	0	2	1	4	5	0	21
Delivered	0	4	1	0	0	0	0	0	1	0	6
Brand carried at grocery store	2	2	3	0	2	4	3	0	5	0	21
Habit	0	2	0	2	0	0	0	1	0	0	5
Freshness	0	2	0	1	0	1	1	0	1	0	6
Less expensive	1	0	0	2	4	1	1	0	6	0	15
No reason	2	9	2	3	2	2	3	4	18	12	57

TABLE 89

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF BUTTER IN THE LANSING AREA IN 1954

Brand	A	B	C	D	E	F	G	H	All others	No preference	Total
No. families using brand	20	13	6	8	1	6	4	2	20	23	104
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	0	0	0	1	0	1	0	0	4	0	6
Brand grocery carries	7	1	1	0	1	3	2	0	3	7	25
Delivered	0	6	5	0	0	0	0	1	4	1	17
Habit	3	1	0	0	0	0	0	0	2	0	6
Freshness	2	0	0	1	0	0	0	0	1	0	3
Less expensive	6	0	0	0	0	0	0	0	1	3	10
¼ lb. packages	0	0	0	0	0	1	0	0	0	0	1
Comes in 2 lb. crock	0	0	0	2	0	0	0	0	0	0	2
Better quality	1	0	0	0	0	0	0	0	0	0	1
On sale	0	0	0	0	0	0	0	0	1	0	1
No reason	2	5	0	4	0	2	2	1	5	12	33

TABLE 90

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF VEGETABLE SHORTENING IN THE LANSING AREA IN 1949

Brand	A	B	A or B	All others	No preference	Total
No. families using brand	63	25	12	2	0	102
	No.	No.	No.	No.	No.	No.
No preference	19	6	6	0	0	31
Habit	7	1	3	0	0	11
Creamier, easy to mix	13	8	0	0	0	21
Better results	8	1	0	0	0	9
More digestible	4	1	1	0	0	6
Flavor	1	1	0	0	0	2
On sale	1	0	0	0	0	1
Advertising	1	1	1	0	0	3
No odor	1	0	0	0	0	1
Mother used it	1	0	0	0	0	1
No reason	8	6	2	2	0	18

TABLE 91

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF VEGETABLE SHORTENING IN THE LANSING AREA IN 1954

Brand	A	B	A or B	All others	No preference	Total
No. families using brand	50	25	17	9	6	107
	No.	No.	No.	No.	No.	No.
No preference	13	6	6	1	0	26
Habit	7	6	3	0	0	16
Better results	3	2	4	0	0	9
More digestible	2	1	0	0	0	3
Flavor	4	1	0	0	0	5
Less expensive	0	0	0	4	0	4
No reason	21	9	4	4	6	44

TABLE 92

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF LARD IN THE LANSING AREA IN 1949

Brand	A	B	C	D	E	Home rendered	All others	No preference	Total
No. families using brand	9	9	4	5	1	2	1	14	44
	No.	No.	No.	No.	No.	No.	No.	No.	No.
Brand carried at grocery store	3	0	0	0	0	0	0	1	4
Sweet taste	1	0	0	0	0	0	0	0	1
Habit	0	0	0	0	1	0	0	0	1
Less expensive	1	0	0	0	0	2	0	0	3
Trying out	0	2	0	0	0	0	0	0	2
On sale	0	1	0	0	0	0	0	0	1
No reason	4	6	4	5	0	0	1	13	33

TABLE 93

COMPARISON OF REASONS GIVEN BY HOMEMAKERS OF THE SAME 145 FAMILIES FOR BUYING CERTAIN BRANDS OF LARD IN THE LANSING AREA IN 1954

Brand	A	B	C	D	E	Home rendered	All others	No preference	Total
No. families using brand	5	4	2	2	2	2	1	6	24
	No.	No.	No.	No.	No.	No.	No.	No.	No.
Flavor	1	0	0	1	0	0	0	0	2
Habit	1	1	0	1	0	1	1	0	5
Brand carried at grocery store	0	0	1	1	0	0	0	0	2
No reason	3	3	1	0	2	1	0	6	16

TABLE 94

PERCENT AND NUMBER OF THE HOUSEHOLDS
IN THE LANSING AREA USING COOKING OILS
FOR EACH OF THE VARIOUS USES IN 1949 AND 1954:
COMPLETE SAMPLE

Uses	1949		1954	
No. families using:	63		93	
	No.	Percent	No.	Percent
All pan frying	4	6.3	16	17.2
Deep fat frying	5	7.9	15	16.1
Cake	4	6.3	6	6.5
Pastries	3	4.8	4	4.3
Bread	0	0.0	6	6.5
Salads	31	49.2	38	40.9
Pop corn	13	20.7	16	17.2

APPENDIX B

The Questionnaire

UTILIZATION STUDY

Name _____

Address _____

Date of call:

1. Identification No.

(1.) _____ 1st _____

(2.) _____ 2nd _____

(3.) _____ 3rd _____

(4.) _____ 4th _____

2. Month (5.) _____

3. Year (6.) _____

4. Card No. (7.) _____

5. Ward No. (8.) _____

6. Precinct (9.) _____

7. Number of calls (10.) _____

8. Interviewer No. (11.) _____

9. Time of day: (12.) _____

1. Morning - before 10:30
2. Morning - after 10:30
3. Afternoon - before 2:30
4. Afternoon - after 2:30

Good morning:

"I'm _____ representing Michigan State College. We're beginning work on a survey about people's food consumption and some related factors which will be conducted all over the city of Lansing.

First of all, I'd like to tell you a little bit about the project so that you'll know why I'm asking you these questions. The Agricultural Economics department at Michigan State is beginning work on this survey in which we will study the relationship between people's eating habits and some of their family characteristics. We have taken a selected sample, or "Miniature" of the City of Lansing, and your name has been chosen.

In case you night wonder who will be interested in this information or of what good it will be, we are going to try to give the farmers, producers, and distributors the consumer's viewpoint. They of course are interested in what you buy, and differences in what you and your neighbor buy.

Your name will not be connected with anything you tell us, but we would like to have it for our records.

10. So to start with, I'd like to know how many people are living in this household? (13 - 14) _____

11.

NAME	AGE (15---23)	RELATIONSHIP TO HOMEMAKER (23)

12. What was the last grade or year that you completed in school?

	HOMEMAKER	HEAD OF FAMILY
0. No schooling		
1. 1st, 2nd, 3rd, 5th		
2. 5th or 6th		
3. 7th, 8th		
4. 9th, 10th		
5. 11th, 12th		
6. 1 year college		
7. 2 years college		
8. 4 years college		
9. 1 - years graduate or professional training		
X. No response		
Y. Don't know		

13. Did you or your husband ever live on a farm? (37)

1. Head of family
2. Homemaker
3. Neither
4. Both
9. Refusal
X. No response
Y. Don't know

14. About what was the total yearly income of your household last year from all sources after federal income taxes were deducted?

( ) A. Under 2,000 dollars
( ) B. 2,001 - 4,000 dollars
( ) C. 4,001 - 5400 dollars
( ) D. 5400 - 7,000 dollars
( ) E. 7,001 - 10,000 dollars
( ) F. 10,000 and over

"Since this is a study which is concerned with people's eating habits, I'd like to know some things about your family."

Is anyone in the family on a special diet? _____ Yes _____ No.
(46)

____1. Homemaker
____2. Head of family
____3. Child
____4. Grandparent
____5. Other _____

Why is the diet necessary?
Medical diets: (47)

____1. Diabetic
____2. Ulcers
____3. High, low blood pressure
____4. Glandular disturbance
____5. Kidney disturbance
____6. Gall Bladder trouble
____7. Allergy
____8. Arthritus
____9. _____
____10. No one on a diet

Non-medical diets: (48)

____1. Reducing
____2. Baby diet
____3. Vegetarian
____4. General
____5. Stomach upset
____6. _____
____0. No one on a diet

Would you say that you were a "meat-and-potato" eating family, or that you concentrated more on fruits, salads, and vegetables? (49)

____1. Fruits and vegetables
____2. Meat and potatoes
____3. Both -- can't distinguish

What is your food bill in an average week? (not including milk)
(50-51) _____

What was the total number of meals eaten awan from home by members of the household last week? (52-53) _____

What was the total number of meals served to guests during last week? (54-55) _____

Now we are interested in finding out a number of things about the use of some food items in your home. We want to know what you use and how you use it as well as your reasons for using what you do.

In the first place I have some questions about the fats and oils which you used last week.

MARGARINE -- Did you use any margarine last week? (56) ___ Yes ___ No

If No, ask: Why didn't you use any? _____

(57-58) (59-60) (61)
If Yes, ask: Amount _____ Price _____ Brand _____

Why do you prefer this brand of margarine to the other brands? _____

What did you use the margarine for? (62-63)

___ 1. Table use
___ 2. Frying eggs
___ 3. Pan frying potatoes
___ 4. Other pan frying
___ 5. Deep fat frying
___ 6. Cake
___ 7. Cookies
___ 8. Pastries
___ 9. Bread and Quick Breads
___ 10. Flavoring other cooking

Why do you like to use it for? (Indicate number (1 - 10) and write in the reason following)

( ) _____
( ) _____
( ) _____
( ) _____

BUTTER -- Did you use any butter last week? (8) ___ Yes ___ No

If no, ask: Why didn't you use any butter? _____

(9-10) (11-12) (13)
If yes, ask: Amount _____ Price _____ Brand _____

Why do you prefer this brand of butter to the other brands? _____

What are the things you look for when you buy butter? _____

What did you use the butter for? (14-15)

___ 1. Table use
___ 2. Frying eggs
___ 3. Pan frying potatoes
___ 4. Other pan frying
___ 5. Deep fat frying
___ 6. Cake
___ 7. Cookies
___ 8 Pastries
___ 9. Bread and Quick Breads
___ 10. Flavoring in other cooking

What did you use the butter for and why do you like to use it?
(Indicate number and write in the reason following)

( ) _____
( ) _____
( ) _____
( ) _____

VEGETABLE SHORTENING -- Did you use any vegetable shortening last week? _____ Yes _____ No

If no, ask: Why didn't you use any? _____

If yes, ask: (17) Amount _____ (18-19) Price _____ (20) Brand _____

Why do you prefer this brand of shortening to the other brands? _____

Why did you use the shortening for? (21-22)

____ 1. Table use
____ 2. Frying eggs
____ 3. Pan frying potatoes
____ 4. Other pan frying
____ 5. Deep fat frying
____ 6. Cake
____ 7. Cookies
____ 8. Pastries
____ 9. Bread and Quick Breads
____ 10. Flavoring other cooking

Why do you like to use it for: (Indicate number and write in the reason following)

( ) _____
( ) _____
( ) _____
( ) _____
( ) _____

LARD -- Did you use any lard last week? (23) ____ Yes ____ No

If no, ask: Why didn't you use any? _____

If yes, ask: (24) Amount _____ (25-26) Price _____
(27) Brand _____

Why do you prefer this brand of lard to the other brands? _____

What did you use the lard for? (28-29)

____ 1. Table use
____ 2. Frying eggs
____ 3. Pan frying potatoes
____ 4. Other pan frying
____ 5. Deep fat frying
____ 6. Cake
____ 7. Cookies
____ 8. Pastries
____ 9. Breads and Quick breads
____ 10. Flavoring other foods

Why do you like to use it for: (Indicate number and write in the reason following)

( ) _____
( ) _____
( ) _____
( ) _____
( ) _____

COOKING OIL -- Did you use any cooking oil last week? (30) ____ Yes
____ No

If you ask: (31) Amount _____ (32-33) Price _____
(34) Brand _____

What did you use it for? _____
_____

OTHER FATS -- Did you use any other fats last week? (35) ____ Yes
____ No

If yes, ask: What kind (36) _____
What did you use it for? _____

Now for one final question:

Was your family living at the present address in the summer of 1949? _____ Yes _____ No