

The World's Largest Open Access Agricultural & Applied Economics Digital Library

# This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search http://ageconsearch.umn.edu aesearch@umn.edu

Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.

Staff Contribution 7-16

GIANNIN, FOUNDATION OF

# Miscellaneous Staff Contribution of the Department of Agricultural Economics

Forgerd

Purdue University Lafayette, Indiana

For information concerning additional available publications write: Librarian, Department of Agricultural Economics

# Partial Bibliography of

### Research in the General Field of

# Consumer Economics

The following is a bibliography compiled during the process of research in the general area of consumer economics. Though it certainly is not exhaustive, it is offered as a help for those interested in this broad area.

## BIBLIOGRAPHY 1/

#### Part I - General Reference List

- "Better Informed Consumers", U.S.D.A. Federal Extension Service Circular 502, December, 1955.
- Bevan, L.A., "The Place of the Extension Service in the Marketing Field", Outline for the Extension Summer School, Cornell University, 1954.
- "Food Consumption of Urban Families in the United States, Spring 1948", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics Food Consumption Survey Preliminary Report No. 5, May 30, 1949.
- "Income Distribution in the United States, 1950-53", <u>Survey of Current</u> <u>Business</u>, U.S. Department of Commerce, Office of Business Economics, March, 1955.
- Kohls, R. L., "Marketing of Agricultural Products", The Macmillan Company, New York, N.Y., 1955.
- Leftwich, Richard H., "The Price System and Resource Allocation", Rhinehart and Company, Inc., New York, N.Y., 1955.
- Norris, Ruby T., "The Theory of Consumer's Demand", Revised Edition, Yale University Press, New Haven, Conn., 1952.
- Reports of the First through Twelfth Meetings, Extension Marketing Committee, dated periodically from February 9-11, 1948 to October 7-9, 1954.
- U. S. Bureau of the Census, U. S. Census of Population: 1950. Vol. II, Characteristics of the Population, Part 14, Indiana, Chapter B.
- Wilson, M.C., and Gladys Gallup, "Extension Teaching Methods", U.S.D.A. Federal Extension Service Circular 495, August, 1955.
- All other references are listed in Parts II and III of the Bibliography.
- 1/ Minden, Mary Beth, "The Consumption Decision and Implications for Consumer Education Programs", (unpublished thesis) Purdue University, January, 1957.

#### BIBLIOGRAPHY

#### Part II - Special Reference List Contributing to Theoretical Discussion

- 1. Abbott, Lawrence, "Quality and Competition", Columbia University Press, New York, N.Y., 1955.
- Bayton, James A., "Perspective on Motivation Research in Marketing", Technical Series No. 4, National Analysts, Inc., Philadelphia, Penn., 1955.
- Bilkey, Warren J., "The Basic Relationships in Consumer Expenditure Behavior", Harvard Studies in Marketing Farm Products, No. 4-H, Cambridge, Mass., October, 1951.
- 4. Cochrane, Willard W., and Carolyn Shaw Bell, "The Economics of Consumption", McGraw-Hill Book Company, Inc., New York, N.Y., 1956.
- 5. "Consumer Behavior, Volume I. The Dynamics of Consumer Reaction", Edited by Lincoln H. Clark, New York University Press, New York, N.Y., 1954.
- 6. "Consumer Behavior, Volume II. The Life Cycle and Consumer Behavior", Edited by Lincoln H. Clark, New York University Press, New York, N.Y., 1955.
- 7. Duesenberry, James S., "Income, Saving and the Theory of Consumer Behavior", Harvard University Press, Cambridge, Mass., 1949.
- 8. Fitzsimmons, Cleo, "The Management of Family Resources", W. H. Freeman and Company, San Francisco, Calif., 1950.
- 9. Hoyt, Elizabeth E., "Consumption in our Society", McGraw-Hill Book Company, Inc., New York, N. Y., 1938.
- Katona, George, "Psychological Analysis of Economic Behavior", McGraw-Hill Book Company, Inc., New York, N. Y., 1951.
- 11. Katona, George, and Eva Mueller, "Consumer Attitudes and Demand", 1950-1952.
- 12. Knight, Frank H., "Risk, Uncertainty, and Profit", Houghton Mifflin Company, New York, N. Y., 1921.
- 13. Kyrk, Hazel, "A Theory of Consumption", Houghton Mifflin Company, Boston and New York, 1923.
- 14. "Market Information A Report of the National Marketing Workshop, August 26 to September 3, 1954, Cornell University", Report of Work Group X, Consumer Behavior and Preferences, U.S.D.A. Agricultural Marketing Service Publication, undated.

#### -2-

- 15. Morgan, James N., "Consumer Economics", Prentice-Hall, Inc., New York, N.Y., 1955.
- 16. Norris, Ruby T., "The Theory of Consumers' Demand", Revised Edition, Yale University Press, New Haven, Conn., 1952.
- 17. Noyes, C. Reinold, "Economic Man in Relation to His Natural Environment", Volume I, Columbia University Press, New York, N.Y., 1948.
- 18. Reid, Margaret G., "Consumers and the Market", Third Edition, Appleton-Century-Crofts, Inc., New York, N. Y., 1942.
- 19. Reid, Margaret G., "Food for People", John Wiley and Sons, New York, N. Y., 1943.
- 20. Scitovsky, Tibor, "Welfare and Competition", Richard D. Irwin, Inc., Chicago, Ill., 1951.
- 21. "Theory in Marketing; Selected Essays", Edited by Reavis Cox and Wroe Alderson, Richard D. Irwin Company, Chicago, Ill., 1950.
- 22. Thorndike, Edward L., et al., "The Psychology of Wants, Interests and Attitudes", D. Appleton-Century Company, Inc., New York, N. Y., 1935.
- 23. Waite, W. C., and R. C. Cassady, "The Consumer and the Economic Order", McGraw-Hill Book Company, Inc., New York, N. Y., 1949.
- 24. Wilson, Meredith C., and Gladys Gallup, "Extension Teaching Methods", U.S.D.A. Extension Service Circular 495, August, 1955.
- 25. Veblen, Thorstein, "The Theory of the Leisure Class", The Macmillan Company, New York, N.Y., 1919.

#### BIBLIOGRAPHY

#### Part III - Special Reference List of Sources of Secondary Data

- Bakken, Henry H., and R. A. Kelley, "Color as a Factor in Consumer Preferences for Potatoes", Potato Growers of Wisconsin, Inc., Antigo, Wis., July, 1951.
- Bakken, Henry H., and R. A. Kelley, "Consumer Preferences for and Definitions of Potato Sizes", Wisconsin Potato Growers, Inc., Antigo, Wis., 1950.
- 3. Baum, E. L., and I. L. Corbridge, "An Economic Study of Dairy Products Consumption, Seattle, Washington", Washington State College Agricultural Experiment Station Bulletin 8, January, 1953.
- 4. "Better Informed Consumers", U.S.D.A. Extension Service Circular 502, December, 1955.
- 5. Bilkey, Warren J., "The Basic Relationships in Consumer Expenditure Behavior", Harvard Studies in Marketing Farm Products No. 4-H, Cambridge, Mass., 1951.
- 6. Birmingham, E., D. E. Brady, S. M. Hunter, J. C. Grady, and E. R. Kiehl, "Fatness of Pork in Relation to Consumer Preferences", University of Missouri Agricultural Experiment Station Bulletin 549, May, 1954.
- 7. Blakley, Leo V., L. Don McMullin, and Kenneth B. Boggs, "Consumer Preferences for Dairy Products and Services in Oklahoma City", Oklahoma Agricultural Experiment Station Bulletin B-464, November, 1955.
- 8.Brinegar, George K., "Effect of Changes in Income and Price on Milk Consumption", University of Connecticut Agricultural Experiment Station Bulletin 280, July, 1951.
- 9. "Canned Foods in the Home", Research Department, The Crowell-Collier Publishing Co., New York, N. Y., 1954.
- 10. "Citrus Fruit Consumed by City Families", U.S.D.A., Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 8, March, 1950.
- 11. "Citrus Preferences among Household Consumers in Louisville and in Nelson County, Kentucky", U.S.D.A., Information Bulletin No. 2, January, 1950.
- 12. "Consolidated Consumer Analysis, 1955", reproduced from reports made by twenty U. S. newspapers, 1955.

#### -4-

- 13. "Consumer Acceptance of and Preferences for Potatoes", North Central States Agricultural Experiment Station Bulletin 374, North Dakota Agricultural College, April, 1952.
- 14. "1955 Consumer Analysis", The Indianapolis Star and Indianapolis News Report, Indianapolis, Ind., 1955.
- 15. "Consumer Analysis of the Indianapolis Metropolitan Market", an Indianapolis Star and Indianapolis News Report, Indianapolis, Ind., 1951.
- 16. "Consumer Analysis of the Greater Milwaukee Market", Milwaukee Journal Report, Milwaukee, Wis., 1951.
- 17. "Consumer Expenditures for Meat by Cities", American Meat Institute Leaflet, 1951.
- 18. "Consumer Preferences Regarding Apple and Winter Pears", U.S.D.A. Information Bulletin No. 19, 1950.
- 19. "Consumers: Use of and Opinions about Citrus Products", U.S.D.A. Bureau of Agricultural Economics Information Bulletin No. 50, October, 1951.
- 20. Cunningham, Ross M., "Brand Loyalty What, Where, How Much?", <u>Harvard Business Review</u>, Vol. 34, No. 1, Jan. - Feb., 1956, p. 116-128.
- 21. "Dairy Products in City Diets", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 6, February, 1950.
- 22. "Digest of Principal Research Department Studies", Research Department Report, Vol. IV, Curtis Publishing Company, 1946-1949.
- 23. Dominick, Bennett A., Jr., "Merchandising McIntosh Apples in Retail Stores", Cornell University Agricultural Experiment Station Bulletin No. 895, May, 1953.
- 24. Downie, E. D., and H. R. Treinish, "Consumer Buying Practices and Preferences for Purchasing Oranges by Weight or Count in Selected Cities", U.S.D.A. Production and Marketing Administration, Marketing and Facilities Research Branch, June, 1950.
- Dwoskin, Philip B., "Milk Products Consumer Purchase Patterns and Use - Memphis, Tennessee", U.S.D.A. Bureau of Agricultural Economics Marketing Research Report 39, May, 1953.
- 26. "Eggs and Poultry in City Diets", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 4, October, 1949.

- 27. "Facts about your Super Market Customers", Saturday Evening Post Leaflet, Curtis Publishing Company, Philadelphia, Pa., 1949.
- 28. "Family Food Consumption in Four Cities, Winter, 1948", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, 1948 Food Consumption Survey Preliminary Report No. 7, September, 1949.
- 29. "Fats and Oils Consumed by City Families", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 2, August, 1949.
- 30. "Food Consumption of Urban Families in the United States, Spring 1948", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, 1948 Food Consumption Surveys Preliminary Report No. 5, May, 1950.
- 31. "Food Consumption of Urban Families With Children and of Families with No Children, United States, Spring 1948, U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, 1948 Food Consumption Surveys Preliminary Report No. 14, January, 1950.
- 32. "Food Staff Presentation", Batten, Barton, Durstine, and Osborne, Inc., Bulletin No. 13, undated.
- 33. "Food Staff Presentation", Batten, Barton, Durstine, and Osborne, Inc., Bulletin No. 14, undated.
- 34. "For Americans Today Money Is to Spend", Special Report, Business Week, June 16, 1956, p. 104-110; 115-118; 123-128; 133-138; 142.
- 35. Ford, K. E., "Brands, Retail Prices, and the Quality of Canned Collard Greens", Georgia Agricultural Experiment Station Bulletin N.S. 15, January, 1956.
- 36. Ford, K. E., "Brands, Retail Prices, and the Quality of Canned Field Peas", Georgia Agricultural Experiment Station Bulletin N.S. 13, January, 1956.
- 37. Ford, K. E., "Brands, Retail Prices, and the Quality of Canned Turnip Greens", Georgia Experiment Station Bulletin N. S. 14, January, 1956.
- 38. "Fruit Selections of City Families", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Cormodity Summary No. 9, 1950.
- 39. Fugett, Kenneth A., James A. Bayton, and H. Wayne Bitting, "Citrus Preferences among Customers of Selected Stores", Texas Agricultural Experiment Station Bulletin 722, June, 1950.

-7-

40.

- Fruits and Vegetables Produced in the Northeast, Fart I", Cornell University Agricultural Experiment Station Bulletin 870, July, 1951.
- 41. "Grain Products Consumed by City Families", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 3, October, 1949.
- 42. Greig, William Smith, "Grading Potatoes for Mealiness and its Effect on Retail Sales", Cornell Agricultural Experiment Station A.E. 762, November, 1950.
- 43. Halton, Richard H., "The Supply and Demand Structure of Food Retailing Services, A Case Study", Harvard Studies in Marketing Farm Products No. 10-H, Cambridge, Mass., June, 1954.
- 44. "Highlights from a Continuing Study of your Supermarket Customers", Saturday Evening Post Leaflet, Curtis Publishing Company, Philadelphia, Pa., undated.
- 45. "Home Food Preservation by City Families, 1947", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, 1948 Food Consumption Survey Preliminary Report No. 15, November, 1950.
- 46. "Homemaker Preferences for Pies and Canned and Frozen Cherries in Dallas, Detroit, and Kansas City", U.S.D.A. Agricultural Marketing Service, Marketing Research Report No. 116, April, 1956.
- 47. "Homemaking Survey", Homemakers Guild of America for Owens Illinois Glass Company, <sup>T</sup>oledo, Ohio, 1951.
- 48. "Homemakers! Acceptance of Nutrition Information in an Urban Community", U.S.D.A. Bureau of Agricultural Economics, February, 1948.
- 49. "Household Practices in the Use of Foods Three Cities, 1953", U.S.D.A. Agricultural Research Service, Agricultural Information Bulletin No. 146, April, 1956.
- 50. "If I were a Grocer", Batten, Barton, Durstine and Osborne, Inc., Food Staff Publication No. 18, January, 1955.
- 51. "Impulse Buying", Information Section Leaflet, Research Department, Curtis Publishing ompany, Philadelphia, Pa., February 19, 1952.
- 52. Jasper, A. William, "Some Highlights from Consumer Egg Studies", U.S.D.A. Production and Marketing Administration Bulletin 110, June, 1953.

- 53. Katz, Elihu, and Paul F. Lazarsfeld, "Person Influence", The Free Press, Glencoe, Ill., 1955.
- 54. Kelley, R. A., H. O. Werner, F. A. Krantz, Perry Hemphill, and M. E. Cravens, "Relationship of Price and Quality of Potatoes at Retail Level", Minnesota Agricultural Experiment Station Bulletin 406 and University of Minnesota North Central Regional Publication No. 16, November, 1949.
- 55. Kohls, R. L., and Norman Oppenheimer, "Quality Recognition and Purchasing Habits of Egg <sup>C</sup>onsumers", Purdue University Agricultural Experiment Station Bulletin 592, July, 1953
- 56. Kolshorn, Agnes M., and Viola K. Hansen, "A Survey of Some Foods and Nutrition Practices of Oregon Extension Unit Members", Oregon State Extension Service Mimeographs HE 3-003 and HE 3-005, February and September, 1953.
- 57. Larzelere, H. E., and J. B. Leaver, "Consumer Response to Chickens in 1948", Michigan State College Agricultural Experiment Station Quarterly Bulletin, Vol. 51, No. 4, May, 1949, p. 409-415.
- 58. Larzelere, H. E., and W. A. Nichols, "What Consumers Think About the Eggs They Buy", Michigan State College Agricultural Experiment Station Quarterly Bulletin, Vol. 32, No. 4, May, 1950, p. 513-519.
- 59. Larzelere, H. E., and J. D. Shaffer, "Purchases of Turkey by Families of the M.S.U. Consumer Panel, 1951-54", Michigan State University Agricultural Experiment Station Quarterly Bulletin, Vol. 38, No. 1, August, 1955, p. 104-109.
- 60. Lasby, Fred G., Elmer <sup>R</sup>. Kiehl, and <sup>D</sup>. E. Brady, "Consumer Preference for Beef in Relation to Finish", University of Missouri Agricultural Experiment Station Research Bulletin 580, March, 1955.
- 61. "Latest Facts about Today's Purchases in Super Markets", E. I. DuPont de Nemours & Company, Inc., Report No. 5, 1955.
- 62. "Latest Facts about Today's Shopper in Super Markets", E. I. DuPont de Nemours & Company, Inc., Impulse Buying Study No. 5, Series 1, 1954.
- 63. "Livestock and Meat Marketing Conference", Oregon State Extension Service Report, 1954.
- 64. Matthews, J. L., and Gale Ueland, "Food Buying Habits of Families in Louisville", U.S.D.A. Federal Extension Service Circular 501, December, 1955.
- 65. Matthews, J. L., and Gale Ueland, "How Consumers Got Information in Louisville", U.S.D.A. Federal Extension Service Circular 499, June, 1955.

- 66. "Meat Selections of City Families", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 1, August, 1949.
- 67. "Meat Variations in Consumption and Interrelationships with Other Foods", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 11, April, 1951.
- 68. Merchant, Charles H., "Consumers! Acceptance of Sized Potatoes", University of Maine Agricultural Experiment Station Bulletin 465, December, 1948.
- 69. Meyer, T. O., and M. E. Ensminger, "Consumer Preference and Knowledge of Quality in Retail Beef Cuts", Washington State Agricultural Experiment Station Circular 168, September, 1952.
- 70. Miller, Jarvis E., and Clifton B. Cox, "Retailing Meats in Indiana Towns", Purdue University Agricultural Experiment Station Bulletin 586, March, 1953.
- 71. "Minnesota Homemaker Survey No. 4", Minneapolis Star and Tribune Report, Minneapolis, Minn., 1955.
- 72. Moore, Erman M., "Purchasing Practices and Quality Recognition for Eggs, Rochester, N. Y., 1952", Cornell University Agricultural. Experiment Station AE 947, June, 1954.
- 73. Neu, James W., and Raymond C. Scott, "A Study of Customer's Knowledge of Certain Apple Varieties, Purchasing Habits, Uses of Apples in the Home, and Related Factors, Six Selected Stores, Columbus, Ohio, December, 1950, and January, 1951", Ohio State University Department of Agricultural Economics and Rural Sociology Mimeo, Bulletin 229, October, 1951.
- 74. "Nutritive Content of City Diets", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Special Report No. 2, October, 1950.
- 75. "Nutritive Value of Diets of Urban Families, United States, Spring, 1948, and Comparison with Diets in 1942", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, 1948 Food Consumption Surveys Preliminary Report No. 12, November, 1949.
- 76. "Nutritive Value of Family Diets, Four Cities, Winter 1948, I. Average Values for Families Classified by Income", U.S.D.A. Department of Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, 1948 Food Consumption Surveys Preliminary Report No. 6, June, 1949.

- 77. "Nutritive Value of Family Diets, Four Cities, Winter 1948, II. Distribution of Families Classified by Nutritive Content of Diets, Four Cities", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Homê Economics, 1948 Food Consumption Surveys Preliminary Report No. 13, February, 1950.
- 78. Ogden, Kenneth E., "An Analysis of Household Purchases of Citrus Products", U.S.D.A. Bureau of Agricultural Economics Report, December, 1951
- 79. "Oregon Consumer Study", Oregon State Extension Service Report, 1955.
- 80. Phillips, C. D., "Buying Practices of Louisville Consumers for Sweetpotatoes, Sweet Corn, and Potatoes", Kentucky Agricultural. Experiment Station, Bulletin 574, December, 1951.
- 81. "Potatoes and Sweetpotatoes Consumed by City Families", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 7, February, 1950.
- 82. "Pros and Cons of Prepackaged Meats", E. I. DuPont de Nemours & Company, Inc., Report, 1950.
- 83. "Public Attitudes and Uses of Dairy Products", Highlights Study No. 3, American Dairy Association, Chicago, Ill., 1954.
- 84. "Public Attitudes and Uses of Dairy Products", Highlights Study No. 4, American Dairy Association, Chicago, Ill., 1955.
- 85. "Public Attitudes and Uses of Dairy Products", Highlights Study No. 5, American Dairy Association, Chicago, Ill., 1955.
- 86. Quackenbush, G. G., and J. D. Shaffer, "Factors Affecting Purchases of Ice Cream for Home Use", Michigan State College Agricultural Experiment Station Technical Bulletin 249, April, 1955.
- 87. "Retail Merchandising Practices and Attitudes on Dairy Products Among Retail Food Store Owners and Managers", Food Store Survey, American Dairy Association, Chicago, Ill., 1955.
- 88. Rhodes, V. James, Elmer R. Kiehl, and D. E. Brady, "Visual Preferences for Grades of Retail Beef Cuts", University of Missouri Agricultural Experiment Station Research Bulletin 583, June, 1955.
- 89. "Rice Preferences Among Household Consumers", U.S.D.A. Bureau of Agricultural Economics Agricultural Information Bulletin 15, July, 1950.
- 90. Riley, H. M., and R. C. Kramer, "What Consumers Are Saying About Prepackaged, Fresh, and Frozen Meats", Michigan State University Agricultural Experiment Station Special Bulletin 406, December, 1955.

- 91. Saunders, Richard F., "Consumer Poultry Meat Studies in the Northeast", Northeast Regional Publication No. 22, University of Maine Agricultural Experiment Station Bulletin 536, January, 1955.
- 92. Scott, R. C., "An Analysis of Frozen Food Purchases in Three New York Areas", Cornell University Agricultural Experiment Station Bulletin 861, September, 1950.
- 93. "Seasonal Patterns of <sup>F</sup>ood Consumption, City Families, 1948", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Special Report No. 3, February, 1951.
- 94. Seltzer, R. E., "Consumer Preferences for Beef", University of Arizona Agricultural Experiment Station Bulletin 267, October, 1955.
- 95. Shaffer, J. D., and G. G. Quackenbush, "Consumer Purchases of Butter and Oleomargarine", Michigan State College Agricultural Experiment Station Technical Bulletin 248, April, 1955.
- 96. Shaffer, J. D., and G. G. Quackenbush, "A Supplementary Survey of Consumer Purchases of Fresh Apples, October, 1955", Michigan State University Consumer Panel Report No. 24, November, 1955.
- 97. Shaffer, J. D., and G. G. Quackenbush, "Where M.S.U. Consumer Panel Families Bought Fresh Fruits and Vegetables, Sept. 25 - Oct. 1, 1955", Michigan State University Agricultural Experiment Station Quarterly Bulletin Reprint, February, 1956.
- 98. "The Shopper Looks at Prepackaged Produce", E. I. DuPont de Nemours & Company, Inc., Studies of Buying Habits Series, 1951.
- 99. Shull, S. C., and M. R. Godwin, "Consumer Shopping Habits", Maryland Extension Service Bulletin 137, June, 1950.
- 100. Slocum, Walter L., and Howard S. Swanson, "Egg Consumption Habits, Purchasing Patterns and Preferences of Seattle Consumers", Washington State Agricultural Experiment Station Bulletin 556, December, 1954.
- 101. Sloop, Frieda A., Elmer R. Kiehl, and D. E. Brady, "Preferences for Self-Service Meat Among Household Consumers in Metropolitan St. Louis", University of Missouri Agricultural Experiment Station Research Bulletin 512, November, 1952.
- 102. Smith, Harold D., "Consumer Preference and Buying Nabits for Chicken", University of Maryland Miscellaneous Extension Publication No. 8, September, 1951.
- 103. Smith, Harold, and Harold Hoecker, "Retail Merchandising and Consumer Acceptance of Eggs and Poultry", University of Maryland Agricultural Experiment Station and Extension Service Bulletin X-6, September, 1951.

- 104, Smith, Kenneth S., "Shopping Habits of Human Female Pose Puzzler for Retailers", <u>The Wall Street Journal</u>, Vol. XXXVI, No. 91, February 23, 1956, p. 1.
- 105. "Stop, Look, and Buy", E. I. DuPont de Nemours & Company, Inc., Studies of <sup>B</sup>uying Habits Series, 1949.
- 106. "Store Decisions Won or Lost?" E. I. DuPont de Nemours & Company, Inc., Studies of <sup>B</sup>uying Habits Series, 1949.
- 107. "The Study of the Male Influence in Grocery Shopping", Batten, Barton, Durstine and Osborne, Inc., Food Staff Presentation No. 16, undated.
- 108. "Sugars and Sweets in City Diets", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 5, November, 1949.
- 109. "Supplement for 1954 to Consumption of Food in the United States, 1909-52", U.S.D.A. Agricultural Marketing Service, Agricultural Handbook No. 62, October, 1955.
- 110. Taylor, F. R., A. L. Owens, and A. William Jasper, "Consumer Egg Buying Consumption and Preference Patterns", University of Rhode Island Agricultural Experiment Station Bulletin 321, May, 1954.
- 111. Taylor, F. R. and A. L. Owens, "Consumer Preferences and Buying Habits for Poultry Meats", Rhode Island Agricultural Experiment Station Bulletin 323, February, 1955.
- 112. "True Confessions Food Forum", Fawcett Publications, Inc., New York, N. Y., December, 1953.
- 113. "Vegetable: Selections of City Families", U.S.D.A. Agricultural Research Administration, Bureau of Human Nutrition and Home Economics, Commodity Summary No. 10, June, 1950.
- 114. Vrooman, C. W., "Consumer Report on Pork Products", Oregon State Agricultural Experiment Station Bulletin 521, August, 1952.
- 115. "When A Woman Shops, What's On Her Mind?", Printers Ink, Vol, 254, No. 3, January 20, 1956, p. 25-27, 68-71.
- 116. "Whither Frozen Foods?", <u>The Nielsen Researcher</u>, A. C. Nielsen Company, June, 1955.
- 117. Minden, Mary Beth, Consumer Survey, Three Indiana Cities, June 1956. (Data reported in this manuscript).