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## The Use of the Rural Grocery Store as a Food Source in Hancock County, Tennessee

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To the Graduate Council:

I am submitting herewith a thesis written by Jo Annetta Schar entitled "The Use of the Rural Grocery Store as a Food Source in Hancock County, Tennessee." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Food Science and Technology.

Mary A. Bass, Major Professor

We have read this thesis and recommend its acceptance:

Marjorie P. Penfield, Helen M. Reed

Accepted for the Council:

Carolyn R. Hodges

Vice Provost and Dean of the Graduate School

(Original signatures are on file with official student records.)

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Marjorie P. Penfield

Helen M. Reed

Accepted for the Council:

Hilton A. Smith

Vice Chancellor

Graduate Studies and Research

THE USE OF THE RURAL GROCERY STORE AS A FOOD SOURCE  
IN HANCOCK COUNTY, TENNESSEE

A Thesis  
Presented for the  
Master of Science  
Degree  
The University of Tennessee, Knoxville

Jo Annetta Schar

June 1976

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## ABSTRACT

The purpose of this study was to investigate selected environmental factors influencing food purchasers' use of the rural grocery store, the variety of food items available and the variety bought by the food shoppers. Forty-nine food purchasers were interviewed by the researcher. An interview schedule composed of questions concerning food shopping practices and a selected list of food items available in the largest Hancock County grocery store were used.

The rural grocery store in Hancock County serves many of the functions today that are reported in the literature for the early 19th century. Interviews with community leaders and examination of country store ledgers of Hancock County from the 1920's and the 1930's confirmed this.

Twelve of the 37 grocery stores within Hancock County, reported as the major suppliers of food for the interviewed families were investigated. The number of selected food items on the list available in each of the twelve stores ranged from 17 to 204 out of a possible 213. Canned pork and beans, granulated sugar, self-rising white cornmeal, self-rising white flour and unsweetened ready-to-eat cereals were the five food items sold at all the rural grocery stores investigated.

Food shopping practices of the family food purchasers were studied. The homemaker was the major food buyer in 28 families and the husband was the main shopper in eight families. The number of purchased selected items on the list for each food shopper ranged from 16 to 102

out of a possible 213 food products. Variety and prices were the main factors influencing the choice of a grocery store. The unavailability of fresh meats and produce at certain rural grocery stores were reasons given for shopping at more than one store.

Annual family income was significantly correlated ( $p < .01$ ) with the variety of purchased selected food items. The family food purchaser's age and educational level, the number of family members in a household, the number of meals consumed by the family food purchaser yearly at home and the variety of selected food items available in the grocery store shopped were not significantly related.

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## CHAPTER I

### INTRODUCTION

Many sources of food are available to the homemaker today. These include food produced at home, food gathered or hunted from the wild, food received through barter and food purchased from a neighbor, another individual, or the commercial grocery store (USDA, 1968a; Phillips, 1973; Kolasa, 1974). Some homemakers have access to all of the above sources while others have a limited choice of sources.

Food markets have been one method of food distribution to the consumer since the early days of the United States (Burk, 1969; Giffit, 1972). Quantity and quality of marketed food items vary among food stores (Giffit, 1972). A variety of raw, processed and prepared foods can be purchased by the family's food buyer from most grocery stores during the year. (Jerome, 1970).

Food choices determined by availability also may be influenced by other environmental factors. Family composition, age, educational level, and family income may affect the selection of food purchased from a grocery store (Lewin, 1943; Dickins, 1965; Huenemann, 1973).

The consumption of available food items is an important aspect of human foodways. Food and nutrition educators need to know the variety of foods purchased by a population and how this is related to other viable means of obtaining food within a family.

Studies of various aspects of the foodways of Hancock County residents have been conducted by Kolasa (1974), McConnell (1974), and

Phillips (1973). Phillips (1973) noted the following comments from rural homemakers in Hancock County concerning the inaccessibility of a grocery store:

just can't go to the store everytime I need something  
can't just go to the store anytime  
don't see how people survive have to buy everything.

Sneedville, population 847, is the county seat and also the county's largest village. Total population of Hancock County includes 6,719 rural residents; 1,768 families reside in the county (University of Tennessee, 1971a). Family median income is \$1,442, the second lowest in the state (University of Tennessee, 1971b).

The purpose of this study was to investigate the relationship of selected environmental factors and food procurement practices of Home Demonstration Club (HDC) members and Expanded Food and Nutrition Education Program (EFNEP) participants in Hancock County, Tennessee.

More specifically the objectives of this study were:

1. To investigate the factors influencing the rural homemaker's use of the rural grocery store.
2. To investigate the variety of food products purchased by the rural homemaker.
3. To investigate the variety of food products available to the rural homemaker in a rural grocery store.

Furthermore, it was hypothesized that:

1. The variety of food products purchased is positively associated with a rural family's income in Hancock County, Tennessee.

2. The variety of food products purchased is positively associated with the age of the family's major food buyer in Hancock County, Tennessee.
3. The variety of food products purchased by the rural homemaker in Hancock County, Tennessee is positively associated with the variety found at the rural grocery store in which she shops.

## CHAPTER II

### REVIEW OF LITERATURE

#### I. FOOD RETAILING

In the early days of our nation, trade was vital to the settlers. Groups of men, commonly called peddlers, made possible the first exchange of home produced surplus for material goods badly needed by the frontier population (Scull, 1965; Johnson, 1961; Bell, 1967; Groner, 1972). In the South, though, at this time peddlers were distrusted and referred to as "Yankee peddlers" (Scull, 1956). The peddler's pack or trunk, containing his trade ware, was carried on his shoulder (Scull, 1956; Dolan, 1964; Groner, 1972). A general line of housewares and notions (pots, pans, axes, handmade nails, thread, buttons, scissors, and combs) was commonly carried. Bits of lace, ribbon, gingham and calico cloth, mirrors, tea, coffee, and spices were popular items for trade with the early settlers. Farm surplus (grain, honey, and homemade woodenware) received from trade with the settlers made the peddler's load even heavier. Such items received in trade were carried back to the peddler's home base and sold to merchants. As roads within the colonies improved, peddlers began to use a pack horse or a wagon. This enabled them to supply more and take a greater volume of goods in trade or barter.

Trading posts were often established by the itinerant peddler (Hampe and Wittenberg, 1964; Atherton, 1969). Small communities soon surrounded this retailing center. Bartering by the community inhabitants



for salt, spices, tea, cloth, and tools from the trading post was common. In return, fur pelts, salt pork, grain, whiskey, butter, potash, and lard were used as exchange by the local trappers and farmers.

The early country general store closely resembled the frontier trading post (Bogart and Kemmerer, 1942; Hampe and Wittenberg, 1964). The American Marketing Association (1960) defines the term "general store" as:

A small retailing business unit, not departmentized, usually locally in a rural community and primarily engaged in selling a general assortment of merchandise of which the most important line is food and the more important subsidiary lines are notions, apparel, farm supplies, and gasoline. These stores are often known as "country general stores."

Many times, in the late 1700's and early 1800's, the country store was situated at an important crossroads or located within an already growing village (Watson, undated). It has been attributed as being directly responsible for enhancing the growth of communities (Clark, 1951; Hampe and Wittenberg, 1964; Atherton, 1969). Hampe and Wittenberg (1964) stated that the general store played a vital role in the economic, cultural, social, and political life of America.

The typical general store is described nostalgically in the literature (Harger, 1905; Dana, 1934; Bogart and Kemmerer, 1942; Fenner, 1945; Gould, 1946; Curtis, 1949; Clark, 1951; Freeman, 1955; Carson, 1954; Johnson, 1961; Hampe and Wittenberg, 1964; Atherton, 1969). Clark (1944), (1945) and Atherton (1968) described the Southern country store. The architecture of general stores possessed commonalities (Grossholz, 1972). Their structure was characteristically a rough-hewn,

wooden frame building one or two stories high. A porch was attached to the building's street side. Inside, the general store often was no more than one large room. The wide assortment of goods as displayed on shelves, stacked on or under the counter, hung from ceiling rafters, or stored in the cellar in a cluttered manner (Cahn, 1969). Most items traded were displayed or stored in the bulky wooden boxes or barrels as received from the shipper (Smallerized, 1965). This then made it necessary to weigh out the food item which was carried home by the house wife wrapped in brown paper or was carried in a plain paper bag.

Various accounts list the multitude of available merchandise (Campbell, 1921; Rose, 1926; Cummings, 1940; Clark, 1945; Clark, 1951; Carson, 1954; Freeman, 1955; Bell, 1967; Atherton, 1968; Atherton, 1969). Staple foods, hardware, leather harnesses, farm tools, ready-to-wear clothing and sewing materials were characteristically traded in the general store (Mueller and Garvian, 1961). Molasses, vinegar, salted pork, salt mackerel, and crackers were customarily shipped in barrels. There were also boxes of raisins, oranges, apples and hoops of cheese. Salmon and sardines were sold in tin cases. Included for baking needs were chocolate, white sugar, and spices. White flour and feed for animals were sold in cloth sacks. The country store did not sell milk or other cold beverages at this time since the refrigerator was yet to be invented. From trade with customers, storekeepers received farm eggs, bacon, hams, live chickens, butter, field peas, corn, wheat and every other kind of produce which could be resold. Cahn (1969) described the country store as being a combination drug, dry goods, liquor, hardware and grocery store.

The general store was a logical gathering place for the community (Clark, 1945; Freeman, 1955; McClelland, 1962; Hampe and Wittenberg, 1964). Loungers, though, were not always encouraged by store owners (Atherton, 1937). Yet, wooden benches were customarily placed outside on the store's long front porch. By the mid-1850's, the large pot belly stove was the central feature of a general store's interior (Freeman, 1955). Around this was arranged nail kegs and any number of chairs. An eating counter was sometimes present (Clark, 1945).

The local post office was often tucked away in one corner of the general store (Atherton, 1937, Carson, 1954; Cahn, 1969). A fourth class postmaster's position was accepted readily by the country store owner (Clark, 1945; Atherton, 1969). In actuality, store business was helped by the presence of the post office within the country store (Freeman, 1955). A barber shop might also be added to the backroom of the old-fashioned general store. Serving as local banker in supplying credit to farm families was another assumed responsibility of the general store owner (Atherton, 1937; Bell, 1967; Atherton, 1969).

The rural South has been credited for still possessing the country store as part of its retailing system (Watson, undated; Morris, 1975). Yet, the country store, once commonplace in rural America has decreased in number (Matthews, 1975). A major cause of the decline was the availability of the automobile for transportation (Hampe and Wittenberg, 1964). Towns and cities were brought closer together thus, increasing a customer's trading area (Clark, 1951). Population shifts also brought changes to retail trade (Bogart and Kemmerer, 1942). Credit no longer

was dispersed from just the general storeowner, but now independent credit facilities provided even less expensive loans (Clark, 1951). Country storeowners too, were unable to equal the wide assortment of goods as compared to nearby speciality shops, i.e., department stores or chain food stores (Freeman, 1955). The specialty shops were more economical and efficient methods of retailing (Bogart and Kemmerer, 1942). The increasing availability of packaged processed goods changed the appearance of the cluttered general store (Cummings, 1940).

Eating habits were changed also (Hampe and Wittenberg, 1964). Availability of packaged processed foods increased the variety usable (Smallerized, 1965). Fresh food items were available for longer periods of the year, too.

## II. CHANGES IN RETAILING PRACTICES

Methods of distribution of food continued to change (Hampe and Wittenberg, 1964). Existing retail stores became specialized in their line of products sold to the customer. Meat markets, produce markets and bakeries respectively supplied meats, fresh produce, and baked goods (bread, cakes, pies). At this time, grocery stores specifically carried "dry groceries." The new products featured for example, were bar soap, canned foods, catsup, commercially packaged jellies, and canned milk. The development and expansion of the railroad system in the United States in the latter part of the 19th century meant more wheat and beef were available to the eastern public (Bell, 1967). In return some of the products in the east were available to the westerner.

In 1859, the Great Atlantic and Pacific Tea Company (A & P), America's first retail grocery chain was established. Twenty-five stores were in operation by 1865 (Mueller and Garvian, 1961; Hampe and Wittenberg, 1964). In 1862, the Great Western Tea Company (The Kroger Company) was initiated. Meat, fresh produce, dairy products, and dry groceries were sold again under one roof in the early 1920's. Self-service operations originated during the same time.

In the early 1930's, the combination of selling all food products under one roof and self-service resulted in today's supermarket. The term, retail food chains has been defined in the literature (American Marketing Association, 1960) as:

A corporate entity under one ownership and one management, with eleven or more retail units that carry a common store name and engage in group operating and merchandising activities.

The term, supermarket has been defined (Hampe and Wittenberg, 1964) as:

A large retailing business unit selling mainly food and grocery items on the basis of the low margin appeal, wide variety and assortments, self-service, and heavy emphasis on merchandise appeal.

Comment: At the time of this report the latest figures indicate that the average store recognized by the Supermarket Institute as belonging to the class has annual sales of somewhat under \$2,010,000 and that about 45 percent of them sell more than that amount each year.

Correspondence with Mr. Don Haynes (1975), Vice-President of The Red Food Stores, Inc. of Chattanooga, Tennessee, provided further historical background information concerning the early rolling grocery store in city neighborhoods.

Back in 1922, when the Rolly Red Stores covered the most populous areas of the cities of Chattanooga and Knoxville, we considered ourselves "modern" in our approach to merchandising. Twenty-five rolling Red Stores laden with canned goods, fresh fruits and vegetables, as well as some cuts of cured meats, drove regularly into the residential areas of the cities and sounded a special spark plug whistle attached to the engine of the truck. Housewives, familiar with the sound of the whistle, dropped their ironing, brooms and the like, came out into the street and bought their daily needs directly from the trucks. Refrigeration was a rare thing in the home, yet some of the better neighborhoods had ice boxes that did a relatively poor job of refrigerating food; thus it was mandatory that our rolling stores visit these neighborhoods every day.

During the Rolly Red days, small Red Stores were also operated in neighborhoods to accommodate the people. Usually these small stores were located at some of the main stops along street car lines so that when getting off the street car the wife and/or husband, with shopping list in hand, would step into our stores and take home sufficient food for the night meal, as well as breakfast. This was repeated each day due to the lack of adequate refrigeration.

H. G. Hill, of Nashville, came to the rescue of the Red Stores in 1923 when the State Legislature, County and City placed an impossible tax on rolling stores, making it necessary to discontinue the operation of them. Mr. T. G. Parham remained as the operator and General Manager of the neighborhood stores. In 1942 Mr. Parham and two of his associates bought the thirty-five Hill Red Stores from the H. G. Hill Company and renamed them the Red Food Stores, dropping the name Hill.

In keeping up with the times and the trend, and when the day of the automobile, refrigeration and mobile, as well as affluent society, came about—it was again time to move to another era. While the first Red Stores had approximately 1,000 square feet of floor space, the new ones have 30,000 square feet of floor space, as well as a ratio of four square feet of parking area to every square foot of selling space. Back in 1922, grocery stores could be opened and stocked for a few hundred dollars. Today a modern supermarket costs from \$500,000 to \$750,000 before you can open the doors for business.

There are 28 modern Red Food Stores in Chattanooga and surrounding area. The Company presently has approximately 1,300 employees.

The Company and its predecessors have had long standing policies against the utilization of trading stamps, games, and such other promotional techniques as tie-in sales which are widely used by supermarkets and by many of its competitors.

The Company believes that the savings from avoiding such promotional techniques have allowed it to operate at somewhat lower gross margins than generally prevail in the supermarket industry and nevertheless to maintain a profitable level of operation. The Company's principal means of advertising is in the daily newspapers and, to a lesser degree, on television and radio and through direct mail and other printed media.

Sayres (1950) described wagon-route selling as "an inspiration from the early peddler and his cart filled with dry goods, notions and housewares." Stock for trade with city housewives included coffee, tea, baking powder, flavoring extracts, spices, and a few packaged staple groceries. Later, the line of products was expanded to include such items as soaps, cleansers, baking supplies, packaged desserts, prepared baking mixes, macaroni products, cereals, cookies, crackers, candy, paper specialities, cosmetics, and various other grocery and toiletry items.

According to Sayres (1950), the feasibility of operating home-service routes in rural communities was impractical. It was neither economical nor profitable to serve homemakers with this method of distribution.

### III. BUYING PRACTICES OF HOMEMAKERS

Buying practices of homemakers tended to change as the availability of the food supply changed. The emergence of retail food chains influenced the individual American's consumption of staple food items (Bell, 1967). Prior to the 19th century, locally grown grain and meat products comprised the daily diet. The availability of home produced fruits and vegetables year round was limited.

Housewives customarily purchased the majority of merchandise in bulk (Smallerized, 1965). Frequently, the food item was directly transferred from an open barrel or bin to the buyer's container. For instance, dried cod was either sold by piece or two pound bricks (Bell, 1967). Butter was purchased in two pound pails. Quality for a food item could not possibly be assured. Today, technological advances in commercially processed foods have made it possible to assure a certain level of quality.

Canning factories in the 1820's and other food processing plants for mass production enabled stores to stock foods with standard quality (Bitting, 1937). In the 1930's, about 850 food items were commonly sold by one grocery store (Sherck, 1971). Today, a variety of food items in a variety of food stores is available to the homemaker in most situations.

Approximately 8,000 food items are sold in supermarkets today (Sherck, 1971). By 1980, 10,000 food items are predicted to be on display in supermarkets (Bloom, 1973). According to Hampe and Wittenberg (1964) 40 percent of convenience foods today were unknown ten years ago. Prior to World War II, 60 percent of convenience foods available during the 1960's were nonexistent. The U.S. Department of Agriculture (Sloane, 1973) defines convenience foods as "foods which have services added to the basic ingredients to reduce the amount of home preparation required." Examples included white loaf bread, cookies, washed fresh vegetables, and whole frozen dinners.



## IV. CONSUMPTION PATTERNS

The availability of food, food preference, and cultural heritage; have fundamental influences upon establishing an individual's food behavior (Eppright, 1947; Van Schaik, 1964; Dickens, 1965; Jerome, 1970; Stare and McWilliams, 1973). Niehoff (1969) noted that the kinds of food considered edible, the preparation methods and the manner in which the food is consumed is deeply embedded in each culture's behavioral system. The influence of an individual's socioeconomic and cultural background upon the types and amounts of foods consumed by a person has been investigated (Cassel, 1957; Pangborn and Bruhn, 1971; Steelman, 1974). An individual's regional origin within the United States was found to influence personal food preferences (Pilgrim, 1957; Huenemann, 1973). Cussler and deGive (1942) reported attitudes existing toward foods consumed in the South. Acceptance and aversion to purchased food items were discovered in a sample of Georgian families. Both material influences and intangible influences were noted by de Garine (1972) as sociocultural factors affecting an individual's food consumption.

Food consumption as a process has been defined in the literature (Stubbs, 1972) as:

a patterned series of family activities and interactions involving the communication of food wants and the management of resources in the purchase, preparation, eating and evaluation of food. . . .

Ferber and Lee (1974) noted that the family is not a homogenous unit but is a collection of individuals whose interrelationships affect purchasing behavior. The 1965 Household Food Consumption Study showed

that the amount spent for food by families varied with income, place of residence, region, and family size or composition (Hammett and Van De Mark, 1972).

Regional food consumption patterns within the U.S. have also been studied (USDA, 1968a). Families in the South spent less money for food than Northeastern families (USDA, 1968a; Hammett and Van De Mark, 1972). Purchasing patterns revealed that the Southern family spent more of the food dollar for cereals, bakery goods, or the items used in baking (fats, oils, sugar, eggs) and beverages (Clark, 1970). Hiemstra (1969) noted per capita consumption in the South in 1965 exceeded the U.S. average for pork, poultry, fishery products, melons, fresh vegetables, sweet potatoes, dry beans and peas.

#### V. FOOD SHOPPING ATTITUDES

Homemakers responded as enjoying food shopping trips for several reasons (Hammett and Van De Mark, 1972). Their personal attitudes included a chance to get out of the house, a chance of informally visit friends and a chance to see what's new in the food store. Sofer (1965) stated that a homemaker's view of food shopping as a chore or something positively enjoyed depended upon the need of the housewife for social stimulation outside the household and upon the stimulation personally received from her environment.

#### VI. MAJOR FAMILY FOOD PURCHASER

Traditionally, it has been the homemaker's responsibility to decide what to buy and to purchase the food (Cussler and deGive, 1942; Garrison

and Hutchison, 1948; Marple, 1968; Lamkin, 1970; Hammett and Van De Mark, 1972; Stubbs, 1972). Garrison and Hutchinson (1948) studied the food shopping practices of 600 Knoxville, Tennessee families. Seventy-five percent of the homemakers purchased most of the family's groceries, 13 percent of the husbands and 7 percent of wives and husbands shopped together. In a study of 361 Tennessee farm and nonfarm families, Moore (1957) found that 40 percent of the farm homemakers were responsible for the family's food purchasing. Blansett (1967) noted in a sample of 140 Tennessee low-income homemakers that most often the homemaker shopped alone when purchasing food for the family. Kolasa (1974) investigated the food shopping practices of 32 East Tennessee mothers and their adult daughters. Most respondents did their own food shopping. Fifty-five percent of the mothers and 80 percent of their adult daughters responded as being the food purchaser. In a sample of 34 Tennessee food stamp recipients, approximately 94 percent of all food purchasing was done by the homemaker (Shepard, 1973). Davis et al. (1969) reported that 54 percent of married students in university housing shopped together for food. The homemaker did the food shopping alone in 46 percent of the families.

John (1956) suggested that six motives or values (functional, status-giving, self-esteem, sentimental, aesthetic, economic) influence the homemaker in the purchase of consumer goods. Lackey (1974) found that food purchasing practices were influenced by many factors other than economics.

## VII. FOOD SHOPPING PRACTICES

Homemakers' reasons for the selection of a particular food store have been noted in the literature. Garrison and Hutchison (1948) reported that urban Tennessee families ranked convenient location of store, lowest prices, personal reasons, delivery service, most complete stock, best quality, and charge account as the most important reasons for patronizing a grocery store. Farm family homemakers listed convenience, quality and the selection and variety of foods, prices and personal factors, credit, parking space and delivery as influential in their choice (Moore, 1957).

Kolasa (1974) found rural East Tennessee mothers (27 percent) based their choice of a food store in which to shop upon the variety of food items present. Their adult daughters (40 percent) were influenced more by a store's prices.

Convenience, less expensive foods and preferred brands were listed as important in the choice of a food store in the sample studied by Hammett and Van De Mark (1972). Klein and Murphy (1972) noted price, convenience of the store's location, courtesy of the store's personnel and the quality of the food stocked as important considerations for the homemaker to make in choosing a food store. More than half of urban homemakers in a study by Lamkin (1970) listed food prices and weekly sales as their first consideration and kind and quality of products next.

Among a sample of 327 married student-wives, the choice of a food store was one factor influencing their buying habits (Davis et al., 1969). Price of the groceries, neatness and cleanliness of the store, the variety

of available groceries and the quality of the meat available were the most important reasons to the student-wives at New Mexico State University. It was noted that price was significantly in the lead. Convenience of the store's location, the quality of available produce, trading stamps and services provided by the food store were of less importance.

Moore (1957), Blansett (1967), Lamkin (1970) and Kolasa (1974) reported that most homemakers purchased food items one time a week. Many of the homemakers commented that they "ran to the store when they ran out" of a needed item (Kolasa, 1974).

#### VIII. FAMILY INCOME

Family income has been reported in the literature as among many of the factors affecting food buying decisions (Moore, 1957; USDA, 1968b; Davis et al., 1969; Lamkin, 1970; Stubbs, 1972; de Garine, 1972; Hammett and Van De Mark, 1972; Bloom, 1973; Steelman, 1974). Interrelationships among income, family size, education of the family's principle provider, the family life cycle stage and employment of the homemaker are reported (Hammett and Van De Mark, 1972).

It is stated in Engel's Law that as family income increases the expenditure for food generally increases but proportionally less than the increase in income (Davis et al., 1969; Marion et al., undated). Twice as much of the family income is spent for food (more expensive, better quality, more highly processed) per person by higher income levels than lower income groups (Marion et al., undated). Davis et al. (1969) noted that the percentage of total income allocated for food

decreased in the higher income groups. Lower-income families must spend a larger percentage of their income for food (Marion et al., undated). Low-income consumers must carefully plan their food purchases to obtain the maximum benefit from limited resources (Briggs, 1969; Bruhn, 1971). Homemakers in low-income families only served food which the family members preferred while higher-income homemakers were more likely to try new products (Hammett and Van De Mark, 1972).

Comparison between the 1955 and 1965 U.S. Household Food Consumption Surveys revealed a change in the dietary level of low and high income urban, rural nonfarm and rural farm households (USDA, 1968b; Clark, 1970; Leverton, 1971). Leverton (1971) reported that at each successively higher income level, a greater percentage of U.S. households had good diets. A higher percentage of poor diets was found among the low income families (Clark, 1970). Clark (1970) reported that 40 percent of Southern families with incomes under \$3,000 had poor diets.

#### IX. FAMILY FOOD PURCHASER'S AGE

The age of the family's major food buyer has been reported in the literature as influential upon the food buying decisions within a family (Moore, 1957; Lamkin, 1970; Hammett, 1971a; Hammett, 1971b; Van De Mark and Hammett, 1972; Stubbs, 1972; Kolasa, 1974; Steelman, 1974). Van De Mark and Hammett (1972) noted that the homemaker's age was somewhat meaningless if not related to the stage (establishment, expansion, stable, contraction, and aging or retirement) of the family life cycle. Families of similar composition should be compared in

research studies (Hammett, 1971a). This enables the age of the homemaker to be a more reliable indicator.

Hammett (1971a) noted that annual income has a tendency to increase with the age of the homemaker, particularly when the homemaker is in her 50's. The family's budgeting of money for food usually is most important when homemakers are between 25 and 45 years of age (Hammett, 1971a). At this time, the family is most likely composed of four or five people with most of the children under 13 years of age. Van De Mark and Hammett (1972) reported that the influence of teens upon per capita meal cost increased when the homemaker was between 35 and 44.

Older homemakers experience an increase in per capita income as each child leaves home even though annual income has decreased (Hammett, 1971a; Hammett, 1971b). These same homemakers find adjustment to reduced nutritional health needs and smaller family size difficult because food buying habits have been established (Hammett, 1971a). Stubbs (1972) noted the tendency for older homemakers to be less flexible concerning food buying decisions.

Personal preferences were noted by Van De Mark and Hammett (1972) of homemakers under and over 40 years of age. The convenience of prepackaged food items was liked more by the younger homemakers. This meant the homemaker did not have to wait for individual service and the exact weight and cost were clearly evident on the package's exterior. For example, when prepackaged meat was clearly visible to the homemaker, the meat was ready to cook without further preparation such as trimming away excess fat and the homemaker believed that the meat was more sanitary.

"Time-saving" was an important attribute to the young homemaker. Homemakers over 40 preferred individualized treatment from food store employees. Older homemakers prided themselves in personal selection of food items.

The later influence of the homemaker's preference of foods served to her as a child upon food purchases for the family was noted by Sofer (1965), Van De Mark and Hammett (1972) and Steelman (1974). It was assumed that the homemakers identified more with their own childhood food pattern than those of their husbands (Steeleman, 1974). However, Yetley (1974) found husbands' knowledge of nutrition directly affected the variety of foods consumed by their wives. Husbands reinforced wives' food behavior by encouraging them to prepare a variety of foods which were consumed by the couple.

Moore (1957) found that frequency of food buying, reasons for patronizing a certain food store, the use of credit and the distance traveled to the store were related to age. At every age level most farm and nonfarm wives shopped one time a week. For nonfarm homemakers over 60 years of age, two times a month ranked second.

Young farm family homemakers under 30 years of age and over 60 purchased the family food items from only one store. The same was true for nonfarm homemakers (under 30 years and 45-59 years). Convenience was ranked first among farm homemakers over 30 in the choice of a food store. Young farm homemakers (under 30 years) felt personal factors most important. Nonfarm family homemakers ranked quality, selection, and variety of foods available first.



Use of credit in the purchase of food items was evident in the 30-44 year old group of farm homemakers. Nonfarm homemakers (under 30-44 years) utilized credit more frequently.

Young farm homemakers commonly traveled seven or more miles to a food store. As the homemaker's age increased in years the distance from the family's residence to the food store decreased. At all age levels of nonfarm homemakers, the distance of one to 3.9 miles from the homemaker's residence to the grocery store ranked first.

#### X. OTHER FUNCTIONS OF A GROCERY STORE

A town's market, from the past to the present, has been noted as one of the housewives' principal places for social contact outside the home (McClelland, 1962; Sofer, 1965). Likewise, store owners felt the need for personal interaction with customers largely to satisfy personal desires to be sociable (Sofer, 1965).

Small counter service stores and the smaller self-service stores provided the atmosphere needed for human contact (McClelland, 1962; Sofer, 1965). The customer's contact with others would be made in several instances. Examples include personal interaction with the store clerk, personal greeting from the store manager, and conversation with other customers in the store at the time (McClelland, 1962).

Grocery stores have adopted a new look since the 1940's (Miller, 1962). Major changes have taken place in the size and physical layout. Stores are now usually self-service with no one standing between the consumer and the products. Sofer (1962) noted that the removal of the

removal of the sales counter in small self-service food stores left storeowners concerned about the loss of contact with customers.

McClelland (1962) reported a loss of personalized contact within a food store larger than previously shopped by a homemaker and a farther distance from her residence. Homemakers experienced less chance of meeting others they know and making acquaintance with people they do not know.

A mixture of social classes and income group shops at supermarkets in contrast to smaller self-service food stores (McClelland, 1965). Small ethnic neighborhood food stores or stores patronized by one income group exist in urban areas (Coltrin and Bradfield, 1970).

#### XI. SMALL NEIGHBORHOOD GROCERY STORES IN URBAN AREAS

The rural food store closely resembles the small urban neighborhood grocery store. Small stores in the area are more convenient for the surrounding inhabitants (Captain and McIntire, 1969). Coltrin and Bradfield (1970) noted neighborhood food stores were mainly used as "fill-in stores" for immediately needed items.

Lack of personal transportation prohibited some consumers from patronizing chain food stores not conveniently located within walking distance (Captain and McIntire, 1969; Coltrin and Bradfield, 1970; Bloom, 1973). Such circumstances are a major problem to residents interested in obtaining better value for their food dollar (Captain and McIntire, 1969). Neighborhood food stores are then a major source of food for these families (Coltrin and Bradfield, 1970).

A variety of other services not offered by a chain store may be furnished by a small neighborhood store. The atmosphere of a small grocery store was described by Leinwand (1970) as personal, intimate, sometimes warm and friendly. Similarities of racial and ethnic background between customers and the store owner influence consumers in patronization of a particular neighborhood grocery store (Coltrin and Bradfield, 1970; Leinwand, 1970; Bloom, 1973). Captain and McIntire (1969) reported that neighborhood food stores provided credit to customers, provided delivery service and were open on Sunday. Bloom (1973) noted the extension of credit to the ghetto shopper by small store owners.

The concern for food costs and food quality of items sold at small neighborhood grocery stores was shown in the literature (Captain and McIntire, 1969; Coltrin and Bradfield, 1970; Leinwand, 1970; Klein and Murphy, 1972; Bloom, 1973). Small food stores are more likely to charge higher food prices than chain food stores (Captain and McIntire, 1969; Leinwand, 1970; Klein and Murphy, 1972). Small store merchants are not able to take advantage of or pass on savings in dollars made possible by buying in bulk or by a fast turnover of stock (Leinwand, 1970). Bloom (1973) reported that market owners make greater profit by selling frozen foods, fancy produce and health and beauty aids than they do by selling coffee, bread, potatoes and milk. Low income families cannot afford to include such items in their budget. The basic food items are sold at cost to approximately 10 percent gross profit in the average market. Grocery store owners face an imbalance of high operating costs and low gross margin.

Captain and McIntire (1969) noted differences in the availability, quality and cost of foods in defined poverty and nonpoverty urban areas. Six classes of food items were studied. These included staples (flour, sugar, salt, pepper), breads and cereals, fresh fruits and vegetables, canned fruits and vegetables, dairy products and a miscellaneous group (macaroni, spaghetti and dry beans). Cost and quality varied for each group of food items. Results indicated that foods used extensively by low-income families such as pasta, legumes, ground meat, potatoes and oranges were of higher price, of lower quality and of lower yield. Leinwand (1970) noted the limited choice of sizes and brands of food items usually found in small neighborhood grocery stores. Bloom (1973) reported that small sizes of food items were preferred more by low-income homemakers than somewhat less expensive larger sizes.

Characteristics found to be similar among the small neighborhood food stores studied by Captain and McIntire (1969) were summarized. These included poorer sanitation, higher food prices and higher cost of quality food items when available. A larger number of small stores were distributed widely throughout poverty areas.

## CHAPTER III

### METHODS AND PROCEDURES

Participant observation was used by the researcher to become familiar with the language and customs of the residents of Hancock County, Tennessee (Kolasa and Bass, 1974). Contact with area families, professionals, and local businessmen and participation in community activities provided insight into community life. These community leaders were interviewed concerning the changes in the county's grocery stores within the past 60 years.

#### I. SELECTION OF GROCERY STORES

Family food purchasers were interviewed for information concerning shopping practices from June 1974 to June 1975. Twelve of the 37 available grocery stores within Hancock County were reported by the family shoppers as the major suppliers of purchased food. These twelve stores were investigated.

#### II. DEVELOPMENT OF FOOD LIST FOR GROCERY STORES

A list of selected foods in fresh, frozen and canned forms was used to investigate the variety available in a grocery store (Appendix B, Form A). All of the food items in the various forms on the list were available at the largest food store in Hancock County. The total number

of food items on the list available in a grocery store was used to indicate variety.

### III. FAMILY FOOD PURCHASER

Hancock County homemaker participants in a previous study of home food preservation practices by Phillips (1973) served as the sample for the present study. All of the county's Home Demonstration Club (HDC) members (24) and a random sample of the county's Expanded Food and Nutrition Education Program (EFNEP) participants (30) comprised the sample.

Five homemakers of the original sample were not interviewed for this study. Two homemakers no longer resided in Hancock County, two homemakers were not available on two separate occasions and one homemaker had died. The sample for this study consisted of 23 HDC members and 26 EFNEP participants.

### IV. DEVELOPMENT OF INTERVIEW SCHEDULE FOR FAMILY FOOD PURCHASER

The interview schedule consisted of open-ended and closed questions developed through a review of the literature and to meet the objectives of the study (Appendix B, Form B). The interview schedule was pretested for clarity (June, 1975) with housewives at the University of Tennessee Memorial Hospital Outpatient Clinic, Knoxville, Tennessee and revised. It was then pretested with homemakers in Hancock County. Revisions were made as needed for clarity and to meet the objectives of the study. The

list of food items used to record the variety of food items present in each grocery store was utilized to measure the variety and frequency of food products purchased.

#### V. ADMINISTRATION OF THE INTERVIEW SCHEDULE

Interviewing of the selected Hancock County homemakers was begun in June 1975 and continued until September 1975. Each family's main food purchaser was interviewed by the researcher in their home. The male head of one household, in his wife's presence, answered the questions on the interview schedule. Probing questions were used to aid in the collection of valid data.

Following the interview, observations of the home environment and each homemaker's response were noted to validate and to gain further insight into the situation. In appreciation, two University of Tennessee Extension food preservation pamphlets were presented to each homemaker.

#### VI. ANALYSIS OF DATA

The data were coded onto computer sheets and transferred to computer cards for statistical analysis using the Statistical Package for the Social Sciences (Nie, et al., 1975). Frequencies were tabulated to determine the variety of food items bought by each food purchaser from a grocery store. The total number of purchased food items was determined for each family.

The Pearson product-moment correlation coefficients (" $r$ ") between selected sample characteristics and the variety of food items purchased

from the selected list were determined. The family food purchaser's age and educational level, the number of family members in the household, the annual family income and the number of meals consumed yearly by the food purchaser were correlated with the variety of selected food items bought from a grocery store.



## CHAPTER IV

### RESULTS AND DISCUSSION

Homemakers and local store owners in Hancock County reported that pack-carrying peddlers operated in the area in the early years of this century. These men who carried mostly notions were replaced by a peddler operating the "rollin' store." A "mule-drawn, canvas covered wagon," then later a "flat bed truck" transported the assortment of nonperishable items. One homemaker said that

salt, soup beans, sugar, coffee, coal oil, soap, sewing thread, matches, carpet tacks and snuff were contained on the shelves lining the conveyance's interior. Baskets filled with produce were placed on the floor.

The rolling store peddler purchased "dried applies, dried peaches, walnut meats, salt-cured bacon and ham, fresh butter and cakes of cheese" from rural housewives. Live chickens and eggs were commonly used to trade for goods sold on the rolling store and at country stores by the homemaker.

Additional services were provided by the rolling store to the rural population. On occasion, rail freight was delivered by the rolling store to rural families.

Disappearance of the early rolling store from Hancock County's retailing system seemed to result from pressure by established, local, country store owners. One homemaker commented that cheaper prices for items sold by the rolling store led the country store owners to apply pressure toward discontinuation of the rolling store. A country grocery

owner noted that currently modern day peddlers sold "notions and drinks" to the country stores.

One rolling grocery store services Hancock County's northeastern residents at present (Gilpin, 1975). One time per week, the rolling store (a converted school bus) disembarks from Lee County, Virginia, which borders Hancock County. Those homemakers living on the rolling store's route utilize it as a commercial source of food.

"Just a little bit of everything" describes the variety of food items randomly shelved in the rolling store. However, more canned and staple food items were stocked than fresh or frozen items. The few fresh or frozen items were held in a small freezer and cooler in the rear of the bus. According to the rolling store owner, fresh produce was not carried during the summer months because so many of the route's customers had it in their gardens. Fresh fruit (apples, oranges, bananas), lettuce, and cabbage were carried in the winter months.

The researcher observed women, men and children buying food and nonedible items from the rolling store. The rolling store owner took the food items from the shelf as the customer called it from a list or as he read the list himself.

The rolling store owner cashed checks, delivered messages, delivered purchases into the homes of older homemakers and "traded" for eggs. He would allow passengers to ride to destinations on his route. He reported stocking items for special events, i.e., Christmas holidays or if specifically asked for by a customer. The rolling store owner perceived himself as a "handy dandy man" while on his Tennessee route, willing to provide assistance when needed.

Handwritten notes by Hancock County residents dating from 1923 to 1936 to S.M. (Sterling Mark) Hoskins, a country store owner in the county's northeastern section provided further insight into the early operations of a country store. A variety of available food items and goods are recorded in the store's Day Books or ledgers (Hoskins, 1923). Entries showed that this country store owner provided credit. Farmers paid hired men by requesting credit for the hired man and accounted to the farmer from the country general store. Such credit was given in the form of food items, articles of clothing or money to a hired farm hand. Paid and charged purchases were listed. The pages (Figures 1 and 2) from three ledgers dated 1926, 1928 and 1934 list daily business transactions occurring at S. M. Hoskins' country store. Figures 3, 4 and 5 show the functions of a country store exemplified in notes to S. M. Hoskins from local residents.

Thirty-seven grocery stores were listed as being active in retail trade of Hancock County, Tennessee (Tennessee Department of Revenue and TVA, 1972). The majority of the county's grocery stores are distributed throughout its rural area and four are located within Sneedville. Two Sneedville grocery stores (Carroll, 1976; Seals, 1976) reported selling approximately 1,000-1,500 edible food items in comparison to the third store, a larger "supermarket" offering about 3,000 edible food items (Green, 1976). The fourth food store located in Sneedville sells only a minimum number of food items. Stores in the county stock snack foods, staple food items, and only those canned and fresh food items which are in demand. Kolasa and Bass (1974) reported similar findings. Edmond (1975) believes that the number of rural grocery stores operating in Hancock County is on the decline (Appendix C).

# A G Montgomery

10	4	Dr amount brought for-	80 45	33 28
	2	Cr come after cattle		1 00
	4	Dr wine by Grant	90	
		Dr Ink of Wam	10	
		Dr Lard & Beul Wamdr	1 00	
		Hyad & Buttons & 2 aspirins	17	
10	20	Dr Lard	87	
	21	Dr coffee 30 Bakery P 15- by Roy	45	
		Dr 1 collar pad 50 mule shen 22	72	
	27	Dr flour-point by El	85	
		Dr Sugar of Wamda 1900th	1 85	
		Dr 1 horse shoe no 3 of El	11	
1	1	Dr Lard by Wm	55	✓
	3	Dr Beans	50	
	4	Dr 7 horse shoes	75	
	5	Dr Sugar baking P. Spice by Wam	1 00	
	5	Dr Meat 100 Lard 50 by Wam	1 50	
	11	Dr Salmon 20 crackers	30	
	6	Dr Coffee by Porter	36	
	8	Dr Bismark by Wam good	1 40	
	12	Dr Oil 2 Gal 40 by Wam	40	
	13	Dr Cal pad 50 home struy 25-	75	
	14	Dr snuff Wam	10	
		Dr 1 bottle machine oil by need	15	
		Dr 1 horse shoe by El	11	
		Dr coffee 30 Sugar 85 by El	55	
	22	Dr Nails	10	
	24	Dr Wagon tire	2 00	
	24	Cr CK		2 00
	25	Cr CK		3 20
		Dr 2 lap links	05-	
		Dr 1 horse shoe by El	11	
		Dr snuff by Grant	10	
		Dr 1 Pair Sox of Wamda	1 25	
11	30	Dr 1 horse S 11	103 51	39.48
		(P. 63)		

Figure 1. Entries from S. M. Hoskin's country grocery store ledgers dated 1926 and 1928.

John Buell		Dr	Dr
7	21 forward	11 81	8 25
	21 Dr shoes + skirt	5 00	
	23 Dr coffee	35-	
	24 Cr put up hay		50
	25 Dr tob 10 soap	15-	
	26 Dr meat 5 1/2 #	1 10	
	26 Cr Road work		50
	Dr Job	10	
	Dr Soda	05-	
	26 Dr sugar Bess	10	
	Dr Oil "	05-	
	27 Dr Tob 8"	10	
	30 Dr Meat 7 #	1 40	
	30 Dr peanut butter + crackers	30	
	31 Cr Ewing + Bushed	1	1 00
8	1 Dr tob by Bess	05-	
8	1 Dr thrashed wheat + Bush		1 00
	2 Dr Salmon + Cracker	45-	
	3 Dr thread + soap Bess	10	
	3 Dr sugar 5-	25-	
	4 Dr Coal Oil tob Bess	15-	
	5 Dr coffee	30	
	5 Dr Meat 8 #	1 60	
	5 Cr cut Bushes 1/4		50
	8 Dr Salt by Bess	5	
	8 Cr Bushed 1/2		50
	9 Dr Soap by Bess	5-	
	9 Dr sugar " "	25-	
	9 Cr cut Bushes 1		1 00
	8 Dr 20¢ 10 comonds	10	
	9 Dr 20¢ blood land	10	
	10 Cr cut Bushes 1/2 day		50
		<u>24 45</u>	<u>13 75</u>

Figure 1. (continued)

		61
<i>374 Sherman Surber</i>		
3	7 Dr Dry Good + Thread & conly	2 10
3	9 Dr 2 pair hose	45-
3	12 Dr Stud (w/ty)	5
3	20 Cr cash	05 <sup>c</sup>
	Cr cash	<u>2 50</u>
		2 60 2 60
5 21	Dr 2 towels n	20
1	Dr 2 wash Rags	10
1	Dr hose	50
1	Dr Vanilla	10
1	Dr Dish pan	10
1	Dr Dishes	30
6 11	Dr shoes + twine	2 95-
	Dr tot + cartulges	<u>30</u>
6 12	Cr cash	4 55-
6 23	Cr cash	1 30
7 2	Dr 2 Dry gar caps	60
1	Dr 4 " " Rings	20
1	Dr fruit acid	10
1	Dr 1/2 Ice Vinegar	<u>15-</u>
1	Cr Eggs 2 Dr	<u>2 35-</u>
9 14	Dr 2 Vanilla (by Janice)	20
3 20	Dr Stud by Janice	10
9 18	Cr eggs	20
9 21	Dr flour, Palmor, coffee	43
		<u>3 08</u>
11 28	Cr Cash	44
		<u>2 64</u>

*Paid*

2 00  
1 25-  
3 25-

Figure 2. Entries from S. M. Hoskin's country grocery store ledger dated 1934.

\$1.50

Mr Sterl  
 Let fields have  
 one dollar and half  
 and oblige  
 J. M. Overton  
 By Ida

(a)

S. M. Hoskins. Bob Fletcher  
 wants \$4.00 worth of goods I will stand  
 with him for it

June 28<sup>th</sup> 32 J. M. Overton

(b)

Figure 3. The country store as a credit agency.

J. M. Hiskins,  
Lit Cole Pendleton Lane  
Two Dollars in mds  
✓ Charged to Me,  
Jan 28<sup>th</sup> 1932  
J. M. Austin

(c)

Figure 3. (continued)



June 11-1931  
Mrs J M Hoskins  
Please pay  
George Lindsay .70  
Cents and charge  
to me.  
yours truly  
Bryant  
mise

(d)

Figure 3. (continued)

Can pink salmon 15'  
Biddle flaming vanilla 10  
Pope dad cup coffee 15'  
dont charge & will  
send pay next week

Mina

(e)

Figure 3. (continued)

Steel;  
Let the boy  
have a pair of  
shoes - the best  
you can at a  
reasonable price  
we will settle  
for them when  
I come down  
Sds A.

(f)

Figure 3. (continued)

2 Boxes of powdered sugar.  
2 1/2 lbs. Brown sugar.  
1 Bottle of Vanilla Pure extract  
not imitations.  
1 Bottle of Lemon.  
1 Box cocoa.  
3 cakes of tub soap.  
Sugar 25 lbs. white.  
1 spool of white thread no. 16 or 20  
Please charge to Noah Hatfield.

(g)

Figure 3. (continued)

meal 1 Bag.  
 sugar 75<sup>-</sup>  
 2 loaves Bread  
 1 lb. coffee  
 70 cts in Snapps twf.  
 15<sup>-</sup> in Stud.  
 10 cts. in crackers  
 cake laundry soap.  
 Pkg. chewing gum.  
 Mr Hoskins - Please charge  
 This to me.  
 Gene Ramsey

(h)

Figure 3. (continued)

2 lb coffee. 1 plug apple Tob.  
1 plug mule. 2 twists 1 bag stud.  
3 yards of Dress print and bias  
binding to match.  
Charge the remainder.

Mr. Hoskins: please keep  
that vinegar barrel for  
me. I'll come after it as  
soon as I can. I'm busy  
in the meadow now. Be  
sure and keep it for me.  
Millard.

(i)

Figure 3. (continued)

Box of soda 5-  
 can of Baking powder 10¢  
 pane of Bread 5-  
 box of Loaves 5-

Read this  
 Hobart

10
5-
5-
5-
5-
2 5-

9 1/2

(j)

Figure 3. (continued)

1 can Baking powder 10  
 1 Box Soda 5  
 Sugar 50  
 1 lb. Wine Drip Coffee .35  
 2 plugs apple Tob. 1 twist 40  
 1 pair overalls for Armour  
 what the chickens and eggs  
 dont pay charge to me  
 Millard Surber

Figure 4. The country store as a "trading center."



4 lb Bucket Lard	65¢
Con Clabber girl Buttery P.	10¢
But Soda	5¢
But Matches	5¢
fine Comb	10¢
pair Mens shoes no 5,	
1 doz ½ gal fruit jars	\$1.15
3 yards dress goods	60¢
Candy	5¢

Mr Hoskins I was aiming to  
 come myself and I am  
 pushed in a Bush job  
 and thought I would send  
 the children today.

Yours truly, H

Jess Burch,

4<sup>30</sup> K

(a)

Figure 5. The country store as a combined grocery, dry goods and a drug store.

Arch Surber  
 Black Draught 15  
 Candy 5  
 By Doyle

(b)

sugar 50 ✓  
 Beans 50 ✓  
 Coffee 1 pound ✓  
 spool white thread no 48  
 1/2 gal. coal oil ✓  
 plug snapps tob.  
 25 cts in stud ✓  
 pkg chewing gum ✓  
 cake laundry soap ✓

(c)

Figure 5. (continued)

S. M. please  
send me A  
Bottle of proxide  
will Be over in  
day or so to pay  
for it,  
Chas. Cole,

---

(d)

Figure 5. (continued)

Homemakers wishing to purchase food from larger grocery stores outside the county could travel to Morristown, Rogersville and Tazewell which are 32 miles, 24 miles and 28 miles respectively from Sneedville (Phillips, 1973). It is necessary though to travel over one or two ridges and/or winding roads to reach the nearest cities and town. Eight of the 49 food purchasers in this study bought the family's food outside of Hancock County. One rural homemaker who shopped for food outside Hancock County spoke of using the small country grocery stores as "fill-in" stores. Another rural homemaker remarked that she shopped in a larger town than Sneedville only when there on other business.

#### I. TERMINOLOGY

A Hancock County homemaker related the phrase "to trade" as meaning the exchange of chickens and eggs for items sold by the rolling store peddler. Terms used by the sample for buying groceries included: "to trade," "going to town," "going to the store," "going to get groceries," "buying groceries," "get out and go," and "going to shop for groceries." Family food purchasers listed various names for the term peddler. Fruit truck, fruit place, man who sells . . . , and peddler were included. "Standing in the store" was used by a country store owner to refer to the store clerk's position. Collecting food items or other goods sold from a store's shelves was termed as "gathering up" by local residents. The rolling store was mentioned as a "mobile market" by one rural homemaker. Local residents' use of the country grocery store was described as "odds and ends" and "pick-me-up" by one store owner and a

rural homemaker respectively. Another store owner reported that the country store was "more of a convenience anymore" and "becoming a part of our country's past." She noted the country grocery store was used mainly as a "fill-in" store. The store owner perceived that low income families tended to buy the majority of their food at the beginning of the month at a larger grocery store or supermarket where a wide variety was present. When the family ran out of money toward the end of the month, the family "traded" at country grocery stores on credit.

Various services were offered by grocery stores observed in Hancock County. The services provided by the grocery stores shopped by food purchasers in the sample studied are listed in Table 1.

TABLE 1  
SERVICES PROVIDED BY SELECTED HANCOCK  
COUNTY GROCERY STORES

Services	Number of Stores (N=12)
Provides credit	12
Provides table and chairs, or chairs or sofa for the customers	8
Sells gasoline	5
Sells sacked animal feed	4
Sells hardware items	3
Delivers groceries	3
Makes meat sandwiches	3
Serves as an advertisement center	3
Provides public telephone	3
Provides clerk rather than self-service	2
Trades for farm eggs	1

Personal comments from Hancock County homemakers interviewed by this researcher provided additional insight into their perception of the rural grocery store.

### Self-Sufficiency

One homemaker prided herself in not having to buy much from a grocery store because of her home produced and preserved food. Another noted that she did not need to buy much from a country grocery store since "I have everything." A third homemaker reported "I can all I can get, if my family won't eat it, I give it away. I just like to can."

### Economic Awareness

One rural homemaker noted that there was no sales tax levied on food in Kentucky so she occasionally shopped there since the grocery bill would be less. The male food purchaser in one household remarked that he "gets food which goes the farthest and the best there is." A rural homemaker reported that "times are hard—can hardly get anything; 25¢ won't buy even a bag of sugar." Another homemaker remarked that she "liked to fill up her grocery basket if I have the money." This homemaker left purchased groceries in one store while shopping at a second store to take advantage of cheaper prices on particular food items. One rural homemaker noted that "prices were higher at the country stores and in many instances large sizes of particular food items were not generally carried."

### Social Center

One homemaker remarked that there always was a group of men congregated at the country grocery stores. A country grocery store owner

reported that in the summertime families come more at night to visit with neighbors. Another homemaker noted that groups of men sit and talk at country grocery stores late in the evening, especially during the summer. A rural homemaker pointed out that "I go to the store to get groceries and not to gossip!" One rural homemaker remarked that she seldom knew the people in larger supermarkets.

Topics of conversation mentioned by family food purchasers occurring within a grocery store are varied. These include: food prices—10 individuals, whatever on my mind—7 individuals, the weather—2 individuals, farm crops—2 individuals, the garden, family news and the scarcity of canning supplies—one individual each.

#### Services Provided

One homemaker noted that a Sneedville grocery store sliced the family's home-produced meat for her. Another rural homemaker remarked that the delivery service offered by one Sneedville grocery store was the "handiest way to get my groceries to me." A rural homemaker and her husband who recently sold a country grocery store commented upon the convenience of having it nearby. When some item was needed from the store, a family member ran next door, got it and paid for it. Another rural homemaker noted that country stores carry more fresh produce during the winter months than in the summer months. One homemaker reported that at times she would leave a package or pick-up dry cleaning left at the country store for her. Another homemaker commented that a Sneedville grocery store was a good publicity center. Posters announcing upcoming events were hung in the store's front windows.

Customer Loyalty

One rural homemaker remarked that she personally knew the owner of the grocery store at which she shopped and traded with him for this reason. Another homemaker believed that Hancock County residents "ought to patronize the county" and not travel outside the county to purchase groceries.

## II. CHARACTERISTICS OF FAMILY FOOD PURCHASERS

Age

The 51 to 55 year old age range contained the largest number of food purchasers. Sixty-six to 70 years and older was the next largest. Only one food shopper fell into the 26 to 30 year age range. The mean, median, range and standard deviation for age of the sample are listed in Table 2.

TABLE 2  
CHARACTERISTICS OF FAMILY FOOD PURCHASERS

Characteristics	Mean	Median	Range	Standard Deviation
Age, years	52.25	52.25	62	13.20
Number in family	3.92	3.13	15	2.78
Education, years	8.30	8.19	15	4.14
Income	\$4,500	\$2,750	-	\$3,120
Number of meals eaten per year at home by family food purchaser	1,015	1,088	1092	181



### Number in Family

Thirteen families in the sample contained two individuals and twelve families were comprised of three persons. Seven families had five members. One family each contained 10, 11 and 13 members. Table 2 lists the mean, median, range and standard deviation for the number of family members.

### Educational Level

The years of education varied for the family food purchasers. Eleven of the 49 shoppers completed the twelfth grade and eight completed the eighth grade. Seven food purchasers had additional education beyond high school. The mean, median, range and standard deviation for years of education are listed in Table 2.

### Annual Family Income

Yearly income ranged from no income to \$15,000 and greater. Twelve families reported an annual income of \$2,000-\$2,999 and ten families reported \$9,000-\$9,999 as their yearly earnings. Three families had incomes exceeding \$10,000 per year. Three food purchasers interviewed were not able to estimate their family's annual income. Table 2 lists the mean, median, and standard deviation for family income.

### Number of Meals Consumed by Food Purchaser

Twenty-nine family food purchasers interviewed consumed three meals a day in their homes. Twelve meals per year were consumed by six food purchasers away from home. One family food shopper consumed 627 meals

yearly (52 meals a month) from other sources. The mean, median, range and standard deviation for the number of meals consumed away from home are shown in Table 2, page 52.

Figure 6 shows the location of the 12 grocery stores listed by the 49 family food purchasers as where they purchased most of their food products within Hancock County. The rural grocery stores were distributed throughout the county.

Table 3 lists the selected grocery stores in order beginning with the store stocking the largest number of selected food items to the smallest number. The range of selected food items stocked was from 204 to 17. Nineteen homemakers reported patronizing the Sneedville grocery store which stocks 204 of the 213 food items checked. One homemaker shopped from grocery stores handling 67 or less of the food items.

Seventy-three food items listed in Table 4 were stocked in six or more of the grocery stores investigated. Canned pork and beans, unsweetened ready-to-eat cereals, granulated sugar, self-rising white flour and self-rising cornmeal were sold in all 12 Hancock County grocery stores. The number of stores stocking each of the selected food items may be found in Table 22, Appendix D.

Table 5 lists the number of selected food items individually bought by the family food purchasers. The number of purchased selected items on the list for each food shopper ranged from 16 to 102 out of a possible 213 food products.



County Subdivision or Town <sup>1</sup>	Population 1970
Big War division	1,666
Kyles Ford division	1,134
Powell Valley division	907
Sneedville division	3,012
Sneedville town	874

Figure 6. The twelve selected Hancock County grocery stores.

<sup>1</sup>Emond, 1975.

TABLE 3  
 NUMBER OF SELECTED FOOD ITEMS AVAILABLE IN GROCERY  
 STORES MOST FREQUENTLY SHOPPED

Grocery Store and Location (N=12)	Number of Food Items (possible=213)	Number of Family Food Purchasers Using Grocery Store (N=49)
Green's Supermarket, Sneedville	204	19
L. R. Trent's, Duck Creek	116	3
Clifford Seals, Sneedville	114	3
Mac Brewer's, Sneedville	112	5
Brewer's, Treadway	94	3
Gilpin's Rolling Store, Atlanthus Hill	88	2
S and F, Evanston	67	1
Tyler Seals, Back Valley	65	1
Steve Gibson's, Evanston	59	1
Paul Lynch's, Mulberry	45	1
Arkie Byrd's, Panther Creek	32	1
Claude Parkey's, Mulberry	17	1

TABLE 4

SELECTED FOOD ITEMS AVAILABLE IN SIX OR MORE GROCERY  
STORES MOST FREQUENTLY SHOPPED

Food Item	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
Granulated Sugar		12			
Pork and Beans	12				
Unsweetened ready-to-eat cereals		12			
Self-rising white cornmeal		12			
Self-rising white flour		12			
Bologna				1	10
Brown sugar		11			
Corn syrup	11				
Evaporated milk	11				
Ice cream				11	
Lard	11				
Macaroni		11			
Oatmeal		11			
Peanut butter	11				
Yellow whole kernel corn	11				
White loaf bread			11		
Buttermilk					10
Canned biscuits					10
Carbonated beverages	10				
Coffee	10				
Eggs					10
Grapefruit juice	10				
Hamburger buns			10		
Hot-dog buns			10		
Kool-aid		10			
Margarine					10
Nonfat dry milk		10			
Orange juice	10				
Pancake syrup	10				
Processed cheese					10
Tea	10				
Tomato juice	10				
Whole milk					10
Whole yams	10				

TABLE 4 (continued)

Food Item	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
Yellow kernel creamed style corn	10				
Halved peaches	9				
Sweet peas	9				
Applesauce	8				
Cooking oil	8				
Cut green beans	8				
Hamburger				7	1
Pinto beans		8			
Pinto beans with pork	8				
Prune juice	8				
Rice		8			
Sausage				7	1
Sauerkraut	8				
Shortening	8				
Sliced Pineapple	8				
White hominy	8				
Bananas			7		
Crushed pineapple	7				
Cut and shellie green bean combination	7				
Great northern beans	7				
Honey	7				
Jelly	7				
Mixed beans		7			
Red kidney beans	7				
Bacon					6
Breaded fish fillets				6	
Brown-n-serve rolls			6		
Cranberry sauce	6				
Creecy greens	6				
French fry cut potatoes				6	
Fruit cocktail	6				
Great northern beans		6			
Lettuce			6		
Mustard greens	6				

TABLE 4 (continued)

Food Item	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
Natural cheeses					6
Onions			6		
Potatoes			6		
Prunes		6			
Sliced ham					6
Spaghetti		6			
Tomatoes	6		6		
Whole fryers				1	5

TABLE 5  
 NUMBER OF SELECTED FOOD ITEMS BOUGHT BY  
 FAMILY FOOD PURCHASERS

Number of Food Items (N=213)	Number of Purchasers (N=49)	Number of Food Items (N=213)	Number of Purchasers (N=49)	Number of Food Items (N=213)	Number of Purchasers (N=49)
16	1	42	2	58	2
17	1	44	1	59	1
19	1	45	2	61	1
24	1	47	2	62	1
27	1	48	1	63	1
30	1	49	4	65	1
31	1	50	2	66	1
32	1	51	3	68	1
33	1	52	3	69	1
37	2	53	1	75	1
38	1	54	1	84	1
40	1	55	1	102	1



### III. TRANSPORTATION TO GROCERY STORE

Table 6 shows that 37 food purchasers were driven by another family member in either a car or truck to the grocery store. Sixteen husbands provided transportation for their wives while 12 homemakers drove themselves in the family car or truck. Five daughter-in-laws and two daughters assisted in transportation. One each of the following individuals provided assistance: a son, a sister-in-law, a niece and a neighbor.

TABLE 6  
METHOD OF TRANSPORTATION TO GROCERY STORE  
MOST FREQUENT SHOPPED

Method	Number of Families (N=49)
Walk	8
Car/truck driven by family member	27
Drive car/truck	12
Other	2

Distance traveled to the grocery store most usually patronized varied. Twenty-six of the family food purchasers traveled more than three miles to shop. Less than one-half mile was traveled by 10 food shoppers from their residence to the grocery store at which they traded. Table 7 shows the mileage ranges and the number of food purchasers in each category.

TABLE 7  
 DISTANCE TO GROCERY STORE MOST  
 FREQUENTLY SHOPPED

Distance	Number of Families (N=49)
Less than 1/2 mile	10
1/2 to 1 mile	4
1 to 2 miles	4
2 to 3 miles	5
3 miles or more	26

Purchased food items were most commonly transported by the same means as the family food purchaser. Nine families relied on home delivery by various grocery stores. The rolling store serviced two of the nine families. Three family food purchasers hand-carried the food items from country stores to their homes. Table 8 shows the methods transporting the families' purchased food items to their homes.

TABLE 8  
 METHOD OF TRANSPORTING  
 FOOD ITEMS HOME

Method	Number of Families (N=49)
Carry	3
Car/truck	37
Delivery by store	9

## IV. MAJOR FAMILY FOOD PURCHASER

The homemaker was the major family food purchaser in twenty-eight families as shown in Table 9. Eight husbands were responsible for the main food shopping. Both the homemaker and husband were involved in the purchasing of food items in three families. Two families' food items were purchased by the children residing in the household. Blansett (1967), Hammett and Van De Mark (1972), Kolasa (1974), Shepard (1972) and Stubbs (1972) noted similar findings.

TABLE 9  
FAMILY MEMBER PURCHASING MOST FOOD  
ITEMS FOR FAMILY

Family Member	Number of Families (N=49)
Homemaker	28
Husband	8
Both homemaker and husband	3
Child or children	2
Other	8

Twenty-eight homemakers shopped alone for food items while 21 homemakers shopped with another member of the family. Six husbands accompanied their wives. Four families shop as a unit including husband, wife, son and/or daughter. The daughter and homemaker in three families operated as a pair when shopping for food items and several children accompany the homemaker to shop for food in three families. Sister-in-laws were food shopping companions in two families. The following were

each listed by one food purchaser as shopping companions: daughter-in-law, sister, mother-in-law, homemaker, and husband plus daughter-in-law.

#### V. FOOD SHOPPING ATTITUDES

Reasons for patronizing the grocery store where most of a family's food items are purchased by its food purchaser are depicted in Table 10. The greatest number said that they chose a grocery store because of the variety offered. Davis (1969) and Kolasa (1974) had similar findings.

TABLE 10  
REASONS FOR PATRONIZING GROCERY STORE MOST  
FREQUENTLY SHOPPED

Reasons	Number of Families
Wide variety of foods	39
Cheaper	29
Close, convenient	27
Always have	26
Fresh food	26
Home delivers	11
Credit	10
Parking facilities	2
Other	11

Reasons given for homemakers both enjoying and not enjoying to shop for food were varied. They are listed in Table 11.

TABLE 11  
 FOOD SHOPPERS' REASONS FOR LIKING AND  
 DISLIKING TO SHOP FOR FOOD

Reasons Why	Number of Families
<u>Like to Shop for Food</u>	
Chance to go to town	8
Like to see new products	6
Simply like to	5
Like to get what I want	3
Like to get what I do not have	3
Compare food prices	2
Like to spend money when I have it	2
Necessity	2
Exercise	1
Purchase what family prefers	1
Purchase nutritionally adequate food products	1
<u>Dislike to Shop for Food</u>	
Food prices	17
Just do not like to	8
Tiresome when have to go so much	3
Do not always feel well	3
No one to stay with children	2
No way to get to a store	2
Routine, hurried shopping	1
Husband always has	1

## VI. OTHER GROCERY STORES FREQUENTED

Table 12 lists other Hancock County grocery stores patronized by the sample. Green's Supermarket in Sneedville was utilized by 16 food purchasers as an alternative store while one food purchaser shopped at each of five smaller country grocery stores.

TABLE 12

OTHER GROCERY STORES FREQUENTED BY  
FAMILY FOOD PURCHASERS

Stores	Number of Families
Green's Supermarket, Sneedville	16
Mac Brewer's, Sneedville	3
Clifford Seal's, Sneedville	2
Brewer's, Treadway	2
S and F, Evanston	1
Steve Gibson's, Evanston	1
Paul Lynch, Mulberry	1
Tom Holt's, Mulberry	1
L. R. Trent's, Duck Creek	1

Family food shoppers reported that fresher produce would be a major advantage of purchasing food items from larger grocery stores. The nonextension of credit from larger grocery stores patronized by the family food purchasers was reported as the main disadvantage. Table 13 lists the advantages and disadvantages with the number of food purchasers for each category.

TABLE 13  
 ADVANTAGES AND DISADVANTAGES OF PURCHASING FOOD  
 ITEMS FROM LARGER GROCERY STORES  
 THAN THOSE PATRONIZED

Reasons	Number of Families
<u>Advantages</u>	
Fresher produce	14
Wider variety	2
Cheaper	1
Cleaner	0
<u>Disadvantages</u>	
No credit given	10
Unfamiliar with store layout	3
Distance	2
Other	6

## VII. FOOD SHOPPING PRACTICES

Twenty family food purchasers usually shopped one time a week as shown in Table 14. Friday and Saturday were popular shopping days for ten and four individuals respectively as depicted in Table 15. Twenty-eight persons shopped for food items on any day of the week that it was convenient. Moore (1957), Blansett (1967), Lankin (1970) and Kolasa (1974) reported similar findings.

The perceived amount of food purchased from a grocery store by families interviewed is in Table 16. The families purchased amounts of food items from a grocery store ranging from purchasing all of their food (four families) to less than half of their food (20 families).

TABLE 14  
 AVERAGE NUMBER OF TIMES FAMILY FOOD  
 PURCHASER SHOPPED

Frequency	Number of Families (N=49)
One time a week	20
One time a month	9
Two times a week	8
Two times a month	5
Everyday (6 times a week)	3
Three times a week	2
Other	2

TABLE 15  
 DAY OF THE WEEK WHEN MOST GROCERIES  
 ARE USUALLY PURCHASED

Day of the Week	Number of Families (N=49)
Friday	10
Saturday	4
Tuesday	2
Wednesday	2
Monday	2
No special day	29



TABLE 16  
 PERCEIVED AMOUNT OF FOOD PURCHASED FROM  
 A GROCERY STORE BY SAMPLE

Amount	Number of Families (N=49)
Less than one half your food	20
One half your food	15
Most of your food	10
All of your food	4
No food	0

Certain food items were not always available at the country grocery stores most frequently patronized. The food items not always available are listed in Table 17. Fresh meats and produce were most frequently mentioned as being unavailable.

TABLE 17  
 FOOD ITEMS NOT ALWAYS AVAILABLE IN GROCERY  
 STORES MOST FREQUENTLY SHOPPED

Food Item	Number of Families (N=49)
Fresh meat	20
Fresh produce	8
Dairy products	5
Baking supplies	4
Canned fruits and vegetables	2
Frozen food items	2

Families purchased self-rising white cornmeal and self-rising white flour in varying amounts each month. Respective amounts of the food items purchased and corresponding number of families are shown in Table 18. Twenty-five families purchased self-rising white flour and 23 families bought self-rising white cornmeal in 25 pound units per month. Savings and convenience were most frequently mentioned by food purchasers (18 and 19 respectively) as reasons why they bought some food items in large amounts. Clark (1970) reported similar findings.

TABLE 18

STAPLE FOOD ITEMS PURCHASED IN LARGE  
AMOUNTS BY SAMPLE

Food Item	Number of Units	Unit Size	Number of Families Purchasing Food Item Monthly (N=49)
Self-Rising White Cornmeal	1	5# bag	9
	1	10# bag	12
	1	25# bag	23
	2	25# bag	1
	3	25# bag	1
		no specific amount	3
Self-Rising White Flour	1	5# bag	7
	1	10# bag	9
	1	25# bag	25
	2	25# bag	1
	4	25# bag	2
	5	25# bag	1
	no specific amount	4	

Purchased food items were stored in the home basement, kitchen cabinets, refrigerator, chest freezer and "dairy."

Thirty families mentioned purchasing food products from sources other than the grocery store. Peaches, watermelon, cantaloupe, apples, blackberries, strawberries, cuts of slaughtered beef and pork, cleaned and dressed chickens, molasses, butter and milk were purchased from local residents and neighbors. Soft drink mixes were purchased from the Raleigh man and milk and orange juice were purchased from the milkman.

#### VIII. HOME PRODUCED FOODS

Families home producing selected food items are shown in Table 19. Thirty-one families raised their own supply of pork for slaughter. Yet, 33 families still found it necessary to purchase an additional amount of pork from the grocery store. The amount that was purchased from a grocery store varied.

#### IX. FOOD PRESERVATION PRACTICES

Table 20 shows the various food preservation practices of homemakers in the sample. Canning, freezing and drying or curing of vegetables, fruits and meat are recorded. Food items being preserved are listed for each category. Phillips (1973) reported the food preservation practices of Hancock County homemakers in more detail.

TABLE 19  
HOME PRODUCED AND PERCEIVED BUYING PRACTICES  
OF SELECTED FOOD ITEMS

Food Item	Number of Families Producing	Numbers of Families Purchasing		All	Perceived			
		Yes	No		Most	One Half	Less than One Half	None
Chickens (to eat)	13	46	3	36	0	0	11	2
Eggs	20	33	16	29	1	0	5	14
Milk	16	38	11	34	1	0	4	10
Butter	16	37	12	35	0	0	3	11
Pork	31	33	16	18	0	2	15	14
Beef	26	34	15	23	0	1	12	13

TABLE 20

FOOD PRESERVATION PRACTICES OF THE  
FAMILY FOOD PURCHASERS

Food Preservation Practice	Number of Families (N=49)	Food Items
Can vegetables	46	Beets, cabbage, carrots, corn, cucumber pickles (sweet and dill), green beans, green tomato pickles, irish potato, mustard greens, okra, onions, sauerkraut, squash, sweet potato, tomatoes, tomato juice, turnips, vegetable relish (chow-chow, pepper relish), vegetable soup.
Freeze vegetables	35	Broccoli, cabbage, carrots, cauliflower, corn-on-the-cob, creamed corn, freezer slaw, green beans, mustard, okra, peas, pepper, poke, pumpkin, shellie beans, spinach, squash, tomatoes, turnip and kale greens, whole kernel corn.
Dry vegetables	21	Green beans, pumpkin.
Can fruits	43	Apple butter, apple sauce, blackberries, cherries, grape juice, grapes, jam, jelly, peach butter, peaches, pear butter, pears, preserves, raspberries, rhubarb, sliced apples, strawberries.
Freeze fruits	42	Applesauce, blackberries, cherries, paw-paw, peaches, pears, raspberries, rhubarb, sliced apples, strawberries.
Dry fruits	12	Apples.
Can meat	26	Back bones, ham, liver, rib bones, sausage, shoulder cut, tenderloin.
Freeze meat	18	Bacon, chicken, ham, hog jaws, liver, pork chops, rib bones, sausage, tenderloin, whole beef, whole hog, wild game.
Cure meat	24	Salt cure bacon, hams, and shoulder; sugar cure bacon and hams.

X. ASSOCIATION OF DEMOGRAPHIC DATA WITH VARIETY  
OF FOOD ITEMS PURCHASED

Table 21 lists the coefficients for the Pearson  $r$  correlations of the selected family food purchasers' characteristics with the variety of food items bought from a grocery store. Annual family income is significantly associated ( $p < .01$ ) with the sum of selected food items purchased from a grocery store. The family food purchaser's age and educational level, the number of family members in a household, the number of meals consumed by the family food purchaser yearly at home and the variety of selected food items available in the grocery store shopped were not significantly related to the sum of selected food items purchased from a grocery store.

TABLE 21

PEARSON  $r$  CORRELATION COEFFICIENTS OF SELECTED FAMILY FOOD PURCHASER'S  
CHARACTERISTICS WITH THE SUM OF PURCHASED  
SELECTED FOOD ITEMS

	Family Food Purchaser's Characteristics					
	Family Income	Age	Selected Food Items Available In Grocery Store	Education	Number in Family	Number of Meals Consumed Yearly at Home
Selected Purchased Food Item's Sum	0.4316** (N=36)	-0.0322 (N=41)	0.1924 (N=41)	0.2194 (N=41)	-0.0352 (N=41)	-0.0310 (N=41)

\*\*p < .01.

## CHAPTER V

### SUMMARY

The purpose of this study was to investigate selected environmental factors influencing food purchasers' use of the rural grocery store, the variety of food items available and the variety of foods bought. Forty-nine food purchasers were interviewed by the researcher. An interview schedule composed of questions concerning food shopping practices and a selected list of food items available in the largest Hancock County grocery store were used.

The rural grocery store in Hancock County serves many of the functions today that are reported in the literature for the early 19th century. Interviews with community leaders and examination of country store ledgers of Hancock County from the 1920's and the 1930's confirmed this.

Twelve of the 37 country grocery stores, within Hancock County, reported as the major suppliers of food for the interviewed families, were investigated. The number of selected food items on the list available in each of the twelve stores ranged from 17 to 204 out of a possible 213.

The homemaker was the major food buyer in 28 families and the husband was the main food shopper in eight families. The number of purchased selected items on the list for each food shopper ranged from 16 to 102 out of a possible 213 food products. Most of the families purchased less than one half of their food supply. Variety of foods and prices



were the main factors influencing the choice of a grocery store. Additional services available from the rural grocery stores were the extension of credit, the provision of chairs or a sofa for the customers, the sale of gasoline and the availability of sacked animal feed.

Canned pork and beans, granulated sugar, unsweetened ready-to-eat cereals, self-rising white cornmeal and self-rising white flour were the five food items sold at all the rural grocery stores investigated. Most shoppers purchased self-rising white cornmeal and self-rising white flour in twenty-five pound units per month. The unavailability of fresh meats and produce at certain rural grocery stores were reasons given for shopping at more than one store.

Annual family income was significantly correlated ( $p < .01$ ) with the variety of selected purchased food items. The family food purchaser's age and educational level, the number of family members in a household, the number of meals consumed by the family food purchaser yearly at home and the variety of selected food items available in the grocery store shopped were not significantly related to the sum of selected food items purchased from a grocery store.

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APPENDIXES

APPENDIX A\*

June 6, 1975

To Whom It May Concern:

Jo Schar is a student in the College of Home Economics at the University of Tennessee. She would like to ask you some questions about food. We would appreciate it if you would help her.

If you have questions please call us collect. If you do not wish to talk to her, please tell her. If she offends you in any way, please call us collect. If we are not available, leave a message for us to call back. We appreciate your help.

Sincerely,

Mary A. Bass, Assistant Professor  
Food Science, Nutrition and Food  
Systems Administration  
College of Home Economics  
University of Tennessee, Knoxville  
Office Phone—974-5445  
Home Phone —693-2730

Doris Phillips, Graduate Assistant  
Food Science, Nutrition and Food  
Systems Administration  
College of Home Economics  
University of Tennessee, Knoxville  
Office Phone—974-3491 ext. 24  
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MAB/DP:cd

\*Original letter with data.

APPENDIX B

FORM A

Jo Schar  
 Mary A. Bass  
 Spring, 1975

Food Science, Nutrition and  
 Food Systems Administration  
 College of Home Economics  
 University of Tennessee  
 Knoxville, Tennessee

Date \_\_\_\_\_

Name of Homemaker \_\_\_\_\_  
 Group \_\_\_\_\_ Subject No. \_\_\_\_\_

Name of Grocery Store \_\_\_\_\_  
 Location \_\_\_\_\_

Food Product	once/wk.	twice/wk.	once/mon.	Other	Grocery Store	Observation
VEGETABLES						
Asparagus, frozen, whole						
Asparagus, canned, tips						
Brussel Sprouts, frozen						
Beets, canned, diced						
Beets, canned, sliced						
Beets, canned, pickled						
Beets, canned, whole						
Beets, frozen, sliced						
Other						
Broccoli, frozen, whole						
Broccoli, fresh						
Cabbage, fresh, whole						
Cabbage, canned, kraut						
Carrots, canned, sliced						
Carrots, canned, puree						
Carrots, canned, diced						
Carrots, fresh, whole						
Carrots, frozen, whole						
Other						
Cauliflower, frozen						
Celery, fresh, whole						
Corn, canned, creamed, yellow kernel						
Corn, canned, creamed, white kernel						
Corn, canned, whole kernel, yellow						
Corn, canned, whole kernel, white						
Corn, canned, hominy, yellow						
Corn, canned, hominy, white						
Corn, frozen, whole kernel, yellow						
Corn, fresh, on-the-cob						

Food Product	once/wk.	twice/wk.	once/mon.	Other	Grocery Store Observation
Other					
Cucumber, fresh, whole					
Green Beans, canned, cut					
Green Beans, canned, french style					
Green Beans, canned, cut & shellie combo.					
Green Beans, canned, whole					
Green Beans, fresh, whole					
Other					
Pinto Beans, canned					
Chili Hot Beans, canned					
Red Kidney Beans, canned					
Pinto Beans w Pork, canned					
Navy Beans, canned					
Great Northern Beans, canned					
Mixed Combination, (Pinto & Grt. No.), canned					
Baked Beans, canned					
Kidney Bean Salad, canned					
DRIED BEANS					
Pinto Beans					
Mixed Beans					
Lima Beans, baby					
Lima Beans, large					
Navy (pea) Beans					
Chick Peas					
Yelloweyed Beans					
Great Northern Beans					
Blackeyed Peas					
Other					
Green Pepper, fresh, whole					
Greens, collard, canned					
Greens, creecy, canned					
Greens, kale, canned					
Greens, mustard, canned					
Greens, poke salad, canned					
Greens, spinach, canned					
Greens, turnip, canned					
Other					
Lettuce, fresh, whole					
Lima Beans, canned, butter-beans, yellow					
Lima Beans, canned, Forkhook Lima, Green					
Okra, canned, cut					
Okra, fresh, whole					

Food Product	once/wk.	twice/wk.	once/mon.	Other	Grocery Store Observation
Okra/tomato/corn combination, canned					
Onions, fresh, whole					
Peas, canned, tender sweet					
Peas, canned, crowder					
Peas, canned, black-eyed					
Peas, frozen, tender sweet					
Other					
Potatoes, canned, whole					
Potatoes, dehydrated flakes					
Potatoes, fresh, 10#, 20#, 50#, other					
Potatoes, frozen, french fries					
Other					
Pumpkin, canned, puree					
Radishes, fresh, whole					
Tomatoes, canned, whole					
Tomatoes, fresh, whole					
Tomato Juice, canned					
Other					
Sweet Potatoes, canned, whole					
Yams, canned, whole					
FRUITS					
DRIED FRUITS					
Prunes					
Dates					
Apples, sliced					
Apricots					
Raisins					
Peaches, sliced					
CANNED FRUITS					
Applesauce, canned					
Apple, fresh, whole					
Apple Juice, canned					
Other					
Apricot, canned, whole					
Apricot nectar, canned					
Bananas, fresh, whole					
Blueberries, canned					
Blackberries, canned					
Cherries, canned, tart					
Cherries, canned, sweet, dark					
Cranberry Sauce, canned					
Cranberry Juice, bottled					
Cran-apple Juice, bottled					

Food Product	once/wk.	twice/wk.	once/mon.	Other	Grocery Store Observation
Grapefruit, fresh, whole					
Grapefruit, canned sections					
Grapefruit Juice, canned					
Mixed grapefruit and orange sections, canned					
Fruit Cocktail, canned					
Lemon, fresh, whole					
Lemon Juice, bottled					
Orange Juice, canned					
Orange Juice, frozen					
Oranges, fresh, whole					
Orange sections, canned					
Peaches, canned, sliced					
Peaches, canned, halves					
Peaches, fresh, whole					
Pear, canned, halves					
Pear Juice, canned					
Pineapple, canned, crushed					
Pineapple, canned, chunk					
Pineapple Juice, canned					
Pineapple, canned, sliced					
Purple Plums, canned, whole					
Prune Juice, bottled					
BREAD & CEREAL PRODUCTS					
White loaf bread, fresh					
Biscuits, canned, refrig.					
Biscuits, prebaked, refrig.					
Sweet rolls, canned, refrig.					
Sweet rolls, fresh					
Brown-n-serve rolls, fresh					
Hamburger buns, fresh					
Hot dog buns, fresh					
Other					
CEREAL PRODUCTS					
Prepared cereals					
Oatmeal, regular					
Oatmeal, old-fashioned					
Oatmeal, quick					
Grits, quick					
Cream of wheat, quick					
Cream of rice, quick					
Other					
Ready-to-eat cereals, presweetened					

Food Product	once/wk.	twice/wk.	once/mon.	Other	Grocery Store Observation
Ready-to-eat cereals, unsweetened					
Ready-to-eat natural cereals					
Macaroni					
Noodles					
Spaghetti					
Other					
Rice					
MEAT, POULTRY, FISH					
BEEF					
Hamburger, fresh, refrig.					
Hamburger, fresh, frozen					
Roast, fresh, refrig.					
Roast, fresh, frozen					
Steak, fresh, refrig.					
Steak, fresh, frozen					
Stew meat, fresh, refrig.					
Liver, fresh, refrig.					
Ribs, fresh, refrig.					
Dried Beef, refrig.					
Other					
PORK					
Sausage, fresh, refrig.					
Sausage, fresh, frozen					
Pork chops, refrig.					
Pork shoulder, refrig.					
Liver, fresh, refrig.					
Bacon, fresh, refrig.					
Bacon, salt-cured, refrig.					
Ham, salt-cured, refrig.					
Ham, canned					
Other					
SANDWICH MEAT					
Bologna					
Sliced Ham					
Other					
POULTRY					
Fryers, fresh, refrig.					
Fryers, fresh, frozen					
Hens, fresh, refrig.					
Hens, fresh, frozen					
Fryers, fresh, refrig., cut-up					



	once/wk.	twice/wk.	once/mon.	Other	Grocery Store Observation
Food Product					
Fryers, fresh, frozen, cut-up					
Liver, fresh, refrig.					
Liver, fresh, frozen					
Poultry, canned					
Eggs, fresh, refrig.					
Other					
FISH					
Filletts, frozen, unbreaded					
Filletts, frozen, breaded					
Fish sticks, frozen, breaded					
Fish, fresh, whole					
Shrimp, frozen, breaded					
Other					
Peanut Butter					
DAIRY PRODUCTS					
Fluid milk, whole; pint, quart, half gal., gallon (sweet)					
Fluid milk, buttermilk; pint, quart, half gal., gallon					
Fluid milk, skim, pint, quart, half gal., gallon					
Dry milk, skim, (box)					
Evaporated milk, canned					
Ice cream					
Cheese, natural					
Cheese, processed					
Other					
FATS					
Lard					
Shortening					
Cooking Oil					
Margarine					
Butter					
Fat-back					
Other					
SWEETENERS					
Molasses					
Corn Syrup					
Pancake Syrup					
Honey					
Jam					
Jelly					
White granulated sugar; 2#, 5#, 10#, 25#, 100#					
Brown sugar; 1#, 2#, other					
Other					

Food Product	once/wk.	twice/wk.	once/mon.	Other	Grocery Store Observation
BEVERAGES					
Carbonated					
Coffee					
Kool-aide					
Tea					
Orange Drink					
Other					
FLOUR & MEAL					
Plain white flour; 2#, 5#, 10#, 25#, 100#					
Self-rising white flour; 2#, 5#, 10#, 25#, 100#					
Cornmeal, white; 5#, 10#					
Cornmeal, yellow; 5#, 10#					
Self-rising cornmeal mix, white; 10#, 25#, 100#					
Self-rising cornmeal mix, yellow, 10#, 25#, 100#					
Whole-wheat flour; 5#, 10#					
Other					

Grocery Store

Location

open country \_\_\_\_\_

village \_\_\_\_\_

Freezing units \_\_\_\_\_

Refrigerated units \_\_\_\_\_

## FORM B

Date \_\_\_\_\_

Name of Homemaker \_\_\_\_\_

Group \_\_\_\_\_ Subject No. \_\_\_\_\_

1. Name of family members	Sex	Age	No. meals eaten at home	Usual Pattern		
				No. meals packed	No. meals bought	No. meals Other

2. How many meals a week do you usually serve to company? \_\_\_\_\_  
About how much company do you have at meal time? \_\_\_\_\_.
3. Who usually purchased most of the food from the grocery store for your family?  
Individual(s) \_\_\_\_\_ How related \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. (If husband not mentioned), Does your husband ever go to the grocery store? Yes \_\_\_\_\_  
No \_\_\_\_\_
5. What does he usually buy?
6. (If children not mentioned), Do your children every go to the grocery store? Yes \_\_\_\_\_  
No \_\_\_\_\_
7. What do they usually buy?
8. Does your husband go to the same grocery store as you do? Yes \_\_\_\_\_ No \_\_\_\_\_
9. Does your children go to the same grocery store as you do? Yes \_\_\_\_\_  
No \_\_\_\_\_
10. Where do you usually buy most of your groceries?  
Store name \_\_\_\_\_ Location \_\_\_\_\_

11. About how much of your food do you buy at this grocery store?

- all of your food  
 most of your food  
 1/2 of your food  
 less than 1/2 of your food  
 no food

12. How far is it from your house to the grocery store where you buy most of your groceries?

Over

But not more than

- 1 mile  
 2 mile  
 3 mile

- 1/2 mile  
 2 mile  
 3 mile

13. How do you generally get to the grocery store where you buy most of your groceries?

- walk  
 in car/truck driven by husband, daughter, son  
 in my own car  
 other

14. How do you get your groceries home?

- carry  
 car/truck  
 delivery  
 other

15. Is most of the food buying done

- alone?  
 with someone else in the family? Who \_\_\_\_\_  
 \_\_\_\_\_  
 with a friend?  
 with a neighbor?  
 other

16. In a month's time about how often would (he, she) be with you at the grocery store?

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

17. Do you enjoy shopping for groceries? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, why?

If no, why?

18. Whom do you look forward to seeing while at the grocery store?  
 \_\_\_\_\_ people who work in the store  
 \_\_\_\_\_ friends and acquaintances  
 \_\_\_\_\_ both (friends and acquaintances)  
 \_\_\_\_\_ other
19. What kinds of things do you talk about with other people at the grocery store?
20. How often do you buy most of your groceries?  
 \_\_\_\_\_ everyday (6 days in a week)  
 \_\_\_\_\_ once a week  
 \_\_\_\_\_ twice a week  
 \_\_\_\_\_ every other day  
 \_\_\_\_\_ two times a month  
 \_\_\_\_\_ once a month  
 \_\_\_\_\_ other
21. How often do you go to the grocery store even though you do not buy anything?  
 \_\_\_\_\_ stop everytime I drive past  
 \_\_\_\_\_ every day  
 \_\_\_\_\_ once a week  
 \_\_\_\_\_ twice a week  
 \_\_\_\_\_ two times a month  
 \_\_\_\_\_ once a month  
 \_\_\_\_\_ other
22. Do you ever go other grocery stores to buy food? Yes \_\_\_\_\_ No \_\_\_\_\_

23. (If yes to question 22),

What are the names of the grocery stores	Type of Grocery Store	Location	How often do you usually shop there?	What Purchased

24. Why do you buy your groceries where you do?  
 \_\_\_\_\_ close, convenient  
 \_\_\_\_\_ cheaper  
 \_\_\_\_\_ credit  
 \_\_\_\_\_ fresh food  
 \_\_\_\_\_ wide variety of foods  
 \_\_\_\_\_ always have  
 \_\_\_\_\_ delivers  
 \_\_\_\_\_ parking facilities  
 \_\_\_\_\_ other

25. Does the grocery store you usually shop at have all the kinds of food items you want to buy?

Yes \_\_\_\_\_

No \_\_\_\_\_

26. (If no to ques. 25), What does it not have \_\_\_\_\_

\_\_\_\_\_

27. Is there any certain day(s) when you buy most of your groceries?

Yes \_\_\_ No \_\_\_ What day?

28. Do you buy any grocery products in large amount at one time?

Yes \_\_\_\_\_ No \_\_\_\_\_

What?	How often?	Why?

29. What are the advantages of buying your groceries at the grocery store you trade with?

What are the disadvantages?

30. What are the advantages of buying your groceries at a larger grocery store or supermarket in another town or county?

What are the disadvantages?

31. Where do you keep the purchased food items stored in your home?

32. Do you ever buy food items from someone else than from a grocery store? Yes \_\_\_\_\_ No \_\_\_\_\_ Who?

33. Do you ever use the grocery store as a place to leave personal packages or messages for a friend? Yes \_\_\_\_\_ No \_\_\_\_\_

\_\_\_\_\_ all the time

\_\_\_\_\_ sometime

\_\_\_\_\_ never

34. What do you call a person who goes from house to house selling food products from the back of a van or truck?

35. What do you call "buying groceries"?

## PART II

1. Do you have any ( ) for your home use?	Yes	No	Do you then have to buy any?	If yes, how much? (all, most, 1/2, less than 1/2)
chickens (to eat)				
eggs				
milk				
butter				
pork				
beef				

2. Do you . . . .	Yes	No	How much?		Specific Foods
			pints	quarts	
put-up, or can vegs.?					
put-up, or can fruits?					
put-up, or can meat?					
freeze vegs.?					
freeze fruits?					
freeze meat?					
dry vegs.?					
dry fruits?					
dry meat?					

3. Has the amount which you put-up (as canned, frozen, or dried) changed in the last five years?

Yes \_\_\_\_\_ No \_\_\_\_\_  
More \_\_\_\_\_ Less \_\_\_\_\_

## PART III

1. Does your family own a refrigerator? Yes \_\_\_\_\_ No \_\_\_\_\_

2. Does your family own a freezer? Yes \_\_\_\_\_ No \_\_\_\_\_

3. What grade in school did you complete \_\_\_\_\_  
 Other training?  
 Nurse  
 Business  
 Beautician  
 Other
4. Do you belong to any women's or church organizations? Yes \_\_\_\_\_ No \_\_\_\_\_  
 HDC  
 Church  
 PTA  
 Women Club  
 Other
5. In what range is your family's estimated income?
- |                 |       |
|-----------------|-------|
| Under 1,000     | _____ |
| 1,000 -- 1,999  | _____ |
| 2,000 - 2,999   | _____ |
| 3,000 - 3,999   | _____ |
| 4,000 - 4,999   | _____ |
| 5,000 - 5,999   | _____ |
| 6,000 - 6,999   | _____ |
| 7,000 - 7,999   | _____ |
| 8,000 - 8,999   | _____ |
| 9,000 - 9,999   | _____ |
| 10,000 - 14,999 | _____ |
| 15,000 and over | _____ |

## PART IV. Observation

Place of residence  
 open country \_\_\_\_\_  
 village \_\_\_\_\_  
 hamlet \_\_\_\_\_  
 other \_\_\_\_\_

District Number \_\_\_\_\_

Electricity in home \_\_\_\_

Water piped in \_\_\_\_\_

General comments:

Interest of the subject

Weather

Other factors which might influence the subject's response



APPENDIX C\*

June 3, 1975

Ms. Jo Schar  
1210 Luttrell Street  
Knoxville, Tennessee 37917

Dear Ms. Schar:

The additional materials we discussed last Friday on Hancock County are enclosed. It was necessary to combine Tennessee business codes 01 and 03 to avoid some disclosure problems, but this should not present any difficulties in your work. What does appear significant is the decline in the number of grocery stores for the whole county and their increase in Sneedville. However, the proportion of the total county sales taking place in Sneedville has remained fairly constant. It does appear that the grocery stores in town are stronger business entities with higher sales per establishment.

Recent sales-to-income ratios follow the same pattern that we discussed for earlier years—1972 was 32.8 percent and 1973 was 30.2 percent. Food sales comprise a large and growing component of total retail activity in Hancock County, which indicates very substantial outleakage of retail sales in most other business categories to places like Morristown.

I am very interested in your study. Please let me know what your major findings are. In the meantime, if I can be of any further assistance, please call me.

Sincerely,

Robert J. T. Emond, Economist  
Economic Research Staff  
Division of Navigation Development  
and Regional Studies

Enclosures

\*Original letter with data.

APPENDIX D

TABLE 22

COMPLETE LIST OF SELECTED FOOD ITEMS AVAILABLE IN  
GROCERY STORES MOST FREQUENTLY SHOPPED  
(N=12)

Food Item	Number of Stores Stocking Item Forms Food Available				Refrigerated Foods
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
<u>Beverages</u>					
Carbonated beverages	10				
Coffee	10				
Kool-aide		11			
Orange drink	5				
Tea	10				
<u>Bread and Cereal Products</u>					
Biscuits, canned					10
Biscuits, prebaked					1
Brown-n-serve rolls			6		
Cream of rice, quick		2			
Cream of wheat, quick		5			
Grits, quick		3			
Hamburger buns			10		
Hot dog buns			10		
Macaroni		11			
Noodles		2			
Oatmeal		11			
Ready-to-eat cereals, presweetened		5			
Ready-to-eat cereals, unsweetened		12			
Ready-to-eat natural cereals		1			
Rice		8			
Spaghetti		6			
Sweet rolls			4		
Sweet rolls, canned					1
White loaf bread			11		

TABLE 22 (continued)

Food Item	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
<u>Dairy Products</u>					
Buttermilk					10
Evaporated milk	11				
Ice cream				11	
Natural cheeses					6
Nonfat dry milk		10			
Processed cheese					10
Skim milk					2
Whole milk					10
Peanut butter	11				
<u>Fats</u>					
Butter					1
Cooking oil	8				
Fat-back					1
Lard	11				
Margarine					3
Shortening	8				
<u>Fish</u>					
Fish fillets, breaded				6	
Fish fillets, unbreaded				4	
Fish sticks, breaded				5	
Fish, whole			0	1	
Shrimp, breaded				2	
<u>Flour and Meal</u>					
Cornmeal, self-rising, white		12			
Cornmeal, white, plain		4			
Cornmeal, yellow, plain		0			
Flour, self-rising, white		12			
Flour, white, plain		3			
Whole wheat flour		0			

TABLE 22 (continued)

Food Items	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
<u>Fruits</u>					
Apple juice	2				
Applesauce	8				
Apples, sliced		1			
Apples, whole			4		
Apricot, nectar	1				
Banans, whole			7		
Blackberries	2				
Blueberries	2				
Cherries, sweet, dark	1				
Cherries, tart	5				
Cran-apple juice	2				
Cranberry juice	1				
Cranberry sauce	6				
Dates		1			
Fruit cocktail	6				
Grapefruit juice	10				
Grapefruit, whole			1		
Lemon juice	4				
Lemons, whole			4		
Mixed grapefruit and orange sections	1				
Orange juice	10			4	
Orange, sections	1				
Orange, whole			3		
Peaches, halved	9				
Peaches, sliced	4				
Peaches, whole			1		
Pear halved	5				
Pear nectar	1				
Pineapple chunk	1				
Pineapple, crushed	7				
Pineapple juice	5				
Pineapple, sliced	8				
Purple plums, whole	1				
Prune juice	1				
Prune, whole		6			
Raisins		5			

TABLE 22 (continued)

Food Items	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
<u>Meat</u>					
Bacon, breakfast				3	6
Bacon, salt-cured					1
Bologna					11
Dried beef, sliced					2
Ham, sliced					6
Ham, whole	2				
Hamburger				8	4
Liver, beef					1
Pork chops				1	3
Pork shoulder					1
Roast, beef				1	2
Sausage, pork				8	3
Steak, beef				2	2
Stew meat, beef					2
<u>Poultry</u>					
Eggs					10
Fryers, cut-up				2	3
Fryers, whole				6	2
Hens, whole				1	
Liver, chicken				3	
Poultry, canned	1				
<u>Sweeteners</u>					
Brown sugar		11			
Corn syrup	11				
Granulated sugar		12			
Honey	7				
Jam	4				
Jelly	10				
Molasses	2				
Pancake syrup	10				
<u>Vegetables</u>					
Asparagus, tips	0				

TABLE 22 (continued)

Food Items	Number of Stores Stocking Item				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
Asparagus, whole	4				
Baked beans	1				
Beets, diced	1				
Beets, pickled	1				
Beets, sliced	1				
Beets, whole	2				
Broccoli, whole			0	2	
Brussel sprouts, whole				1	
Cabbage, whole			4		
Carrots, puree	1				
Carrots, sliced	2				
Carrots, whole			4	1	
Celery, whole			1		
Chick peas		1			
Chili hot beans	4				
Corn, creamed, white kernel	3				
Corn, creamed, yellow kernel	10				
Corn, hominy, white	8				
Corn, hominy, yellow	5				
Corn-on-the-cob			1		
Corn, whole kernel, white	3				
Corn, whole kernel, yellow	11				
Cucumber, whole			1		
Great northern beans	7	6			
Green beans, cut	8				
Green beans, cut and shellie combination	7				
Green beans, french style	2				
Green beans, whole	1		0		
Green pepper			1		
Greens, collard	1				
Greens, creecy	6				
Greens, kale	3				
Greens, mustard	6				
Greens, poke salad	1				
Greens, spinach	4				
Greens, turnip	5				
Kidney bean salad	1				
Lettuce, whole			6		
Lima beans, baby	1				

TABLE 22 (continued)

Food Item	Number of Stores Stocking Items				Refrigerated Foods
	Forms Food Available				
	Canned/ Bottled	Dried/ Dry	Fresh	Frozen	
Lima beans, butter beans, yellow	1				
Lima beans, Fordhook, green	1				
Lima beans, large		3			
Mixed combination (pinto and great northern)	3	7			
Navy beans	1	1			
Okra, cut.	2		0		
Okra, tomato and corn combination	1				
Onions, whole			6		
Peas, blackeyed	4				
Peas, crowder	2				
Peas, tender sweet	9			1	
Pinto beans	3	8			
Pinto beans with pork	8				
Pork and beans	12				
Potato flakes, dehydrated		1			
Potato, french fries				6	
Potato, whole	2		6		
Pumpkin, puree	2				
Radishes, whole			1		
Red kidney beans	7				
Sauerkraut	8				
Sweet potato, whole	2				
Tomato juice	10				
Tomato, whole	6		6		
Yams, whole	10				
Yelloweyed beans		1			

## VITA

Jo Annetta Schar was born in Monmouth, Illinois on February 13, 1952. She was graduated from Stronghurst High School in 1970. She attended Northeast Missouri State University two years and received the Bachelor of Science degree in Home Economics in Business with a major in Foods and Nutrition from Western Illinois University in June, 1974.

She began graduate study at the University of Tennessee, Knoxville, in September, 1974, and received the Master of Science degree with a major in Food Science in June, 1976. While at the University of Tennessee she was a graduate teaching assistant from 1974-1976.

Jo is a member of Kappa Omicron Phi and the American Home Economics Association.

Jo is the daughter of Berne and Margaret Schar, Stronghurst, Illinois.