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Survey Reveals Lunching Habits

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Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol22/iss3/7
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Lunching Habits

Coke dates continue among Iowa State students despite war rationing, states Virginia Carter.

A COKE date in Iowa State language means cokes, candy bars, sandwiches and other foods which constitute between-meals snacks for students, a survey conducted by the Homemaker staff reveals. A major portion of the between-meals trade goes to the College Bookstore and the Memorial Union Grill, where both students and faculty gather to add calories and a few stray vitamins between regular meal hours.

Wartime rationing has drastically affected beverage and candy sales and promises to curtail them even more in the future. According to the Homemaker survey on foods sold in the Grill and in the Bookstore between meal hours, coca-cola was found not always available, but when it was, the College Bookstore sold 14 cases a day.

Candy bars containing peanuts will not be available long and chocolate coatings on candy bars and ice cream bars will not be as thick as usual this year. Chewing gum is now harder to secure because of the imported chicle which it contains.

Milk, one of the most nutritive beverages, maintains a stationary sales average of around 60 a day. The ratio of beverage to milk increased from three bottles of beverage to one bottle of milk in the winter to eight bottles of beverage to one bottle of milk in the spring.

Fruit juices are popular as refreshing drinks at the Bookstore. Grapefruit juice ranked first among juices with an average of 14 cans consumed a day in the winter and 21 cans in the spring. Other juices such as tomato, pineapple and limeade averaged sales of around 75 cans daily. A ratio of 13 cans of beverage to one can of grapefruit juice in the winter increased in the spring to 20 bottles of beverage to one of grapefruit.

"An apple a day to keep the doctor away" doesn't seem to be taken seriously by Iowa State students, according to the Bookstore sales charts. Only 20 apples were sold daily in the winter and they were no longer on sale in the spring. Miscellaneous items sold include 260 penny mints each day and 50 packages of lifesavers and gum.

Along with food estimates at the Bookstore, the Homemaker survey observed sales figures at the Memorial Union Grill for in-between-meal snacks. Coca-cola proved to be the favorite drink. Students and faculty consumed a total of 1,000 fountain cokes every day in the winter. In the spring, because of sugar rationing, only 70 percent of the regular supply was available, but the rate of 1,000 a day was maintained as long as the coca-cola syrup lasted.

The number of cups of coffee consumed each day in the winter and spring averaged 500. Sugar for coffee was available in an unlimited amount in the winter but in the spring the Union staff had to dole out carefully the allotted 3 teaspooonfuls per person per day.

Dairy products held a high popularity vote in Union sales. Milk sales amounted to 200 half pints daily in the winter, but in the spring declined to an average of 100 half pints a day. Freezer fresh malts have maintained a steady average of 200 sold daily.

Ice cream to be served in dishes or for cones, sundaes, malts, pie a la mode and sodas used an average of 20 gallons in the winter and about 15 in the spring.

Sandwiches of good nutritive value for midafternoon snacks sell well both seasons. Hamburgers led the sandwich favorites with a total of 250 consumed per day in the winter. Following in popularity were 50 steak sandwiches, 30 grilled cheese and a total of 50 tenderloin, ham, tuna fish and egg salad sandwiches. The number of sandwiches in the spring was smaller with 78 hamburgers, 25 grilled steaks, 15 cheeseburgers, 4 tenderloins, 4 cheese, 3 ham salad, 3 minced beef being sold on a daily average.

Candy retained its popularity at the Grill with an average of 300 bars sold per day in the winter and spring. Gum chewers purchased from 100 to 200 daily packages of gum in the winter, but sales in the spring declined to about 50 packages a day.

Enjoying a between-meal drink in the Union are students Jack Stickels, Trymby Calhoun, Marilyn Williams, Burton Pearsall.