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CONSUMER TIME

VACATIONS AT HOME

R-151

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CURRENT RECORD

CC-5 1943

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1. SOUND: CASH REGISTER... RINGS TWICE... MONEY IN TILL.

2. MAN: That's your money buying food.

3. SOUND: CASH REGISTER.

4. WOMAN: That's your money paying for a home.

5. SOUND: CASH REGISTER.

6. MAN: That's your money buying clothes.

7. WOMAN: Buying you a living in wartime.

8. SOUND: CASH REGISTER... CLOSE DRAWER...

9. WOMAN: And this is CONSUMER TIME - helping you save some of that money,

10. SOUND: (FADE IN) SPRAY OF LAWN SPRINKLER.

11. BILL: (NEAR MIKE, SHOUTING) Hey - Skinny! Come on in!
The water's fine. And after we turn off the hose, Mom's
gonna let us have a picnic - right here in the back yard!

12. SOUND: HOSE UP AND FADE.

13. WOMEN: Vacations at home - that's our program for today. But
first - here's the Consumer News of the Week, interpreted
by our consumer reporter, Johnny Smith ---

14. JOHN: The war orders straight from Washington.

15. VOICE: (FILTER MIKE) A price rollback on cabbage and lettuce.
16. JOHN: Effective July 20, prices to the consumer on lettuce will be about 1/4 less than present ceiling price levels. Effective on that same date, ceiling prices on fresh cabbage will be reduced about 50%. What with hot weather, this can mean more of those tasteful easy to fix salads--and at lower costs.
17. VOICE: (FILTER MIKE) Good news on fall clothes for women, girls and children.
18. JOHN: Ceiling prices for fall, 1943 outer garments for women, girls and children will remain substantially unchanged as compared with ceiling prices during the fall of 1942. This order affects such garments as fall dresses, coats, suits, blouses and similar outer apparel for women, girls and children.
19. VOICE: (ON FILTER) The beef situation..
20. JOHN: No immediate, increased supplies of beef are in prospect for civilian distribution--but some improvement is expected within a relatively short time. Large numbers of cattle are being held by farmers to make greater weight--and these will be coming to market in the near future. In view of the requirements of the armed forces and our allies no abundance of beef is anticipated. Pork, however, is plentiful.

21. VOICE: (FILTER MIKE) Potatoes are increasingly plentiful.
22. JOHNNY: In most areas, summer potatoes are now available in abundant quantities. These potatoes cannot be stored for winter use--but must be used now for their food values. Plan your meals to take advantage of the good supplies of potatoes which are now to be found in stores in practically all sections of the country.
23. VOICE: (ON FILTER) And that's the consumer news from Washington, but back again is Johnny Smith, reminding you that-----

25. JOHN: Among the things we're all learning to do without is pleasure travel. No more hopping aboard a train to go a couple of hundred miles for a weekend. No more piling the kids in the car and driving clear into the next State to a vacation spot. In fact, for us along the eastern seaboard there'll be no pleasure driving at all. In one household - the home of the Harold Bagleys - that news met with wails of protest.....
26. BILL: (AGE 10) Aww, Dad - does that mean we can't go down to the shore this summer?
27. DAD: Afraid so, son. It says - right here in the paper - "no pleasure driving."
28. JANE: (AGE 14) But gee, Dad - we've always gone to the shore.
29. DAD: I know. We've been mighty lucky. Some children, you know, never get to the shore - or a lake either - in their whole lives.
30. BILL: Couldn't we go just for a little vacation?
31. DAD: It isn't the length of the vacation that matters, Bill - at least, not for you kids. It's the driving out there. We'd waste precious gas ---
32. JANE: But Dad ---
33. DAD: And - what's even more precious - rubber. We're fighting a war, you know.

34. JANE: But we wouldn't waste any gas or rubber if we went on the train.
35. DAD: That's definitely out. The trains are needed to carry soldiers - not vacationers.
36. BILL: But we need a vacation.
37. JANE: Sure. Even the President says so. Remember? Mom was telling us —
38. MOM: He didn't exactly say that, Jane.
39. DAD: No - President Roosevelt said that he thinks the war effort will not be hampered but actually improved by some healthy recreation.
40. JANE: Well —
41. BILL: What do you think, Mom - about a vacation at the shore?
42. MOM: Well, frankly, dear - those shore trips never were much of a vacation for me.
43. BILL: They weren't —!
44. JANE: But we could swim - and fish - and -
45. MOM: You could swim and fish. But my housework went right on - vacation or no vacation and usually there were extra mouths to feed and extra beds to make.

46. JANE: But Mom - I thought you wanted us to invite our friends down to the shore.
47. MOM: I did ---
48. BILL: And a lot of them were your friends - and Dad's friends.
49. MOM: Of course. We all wanted our friends to enjoy the fun with us. I'm not complaining. I just ---
50. DAD: You know what I think? I think that this year we ought to see that Mom gets a vacation too.
51. JANE: So do I.
52. BILL: Dad! Does that mean we're all going to have a vacation?
53. DAD: Sure we are.
54. BILL: Oh, boy!
55. DAD: Right in our own backyard.
56. JANE: (DISAPPOINTED) Our backyard ----!
57. DAD: Sure. We'll fix it up - make a regular country club out of it. You can invite your friends over ---
58. BILL: Aw, who'd want to come over and play in the back yard?
59. JANE: Maybe children would, Some of Bill's friends.
60. BILL: My friends are not children.

61. DAD: Well, guess I was mistaken....But I thought maybe even the sophisticated high-school crowd might be interested in playing badminton ----
62. JANE: (EXCITED) Badminton!
63. DAD: Or a barbecue over an outdoor fireplace ---
64. BILL: (IMPRESSED) A real outdoor fireplace - right in our own backyard?
65. DAD: Of course, if they wouldn't - guess I'd better just forget the whole idea and ----
66. BILL: No! I think it's a swell idea!
67. JANE: I've wanted a badminton set for so long! I thought you said we should save the money.
68. DAD: Well, it seems to me we'll be saving a good deal this summer - by not going to the shore. Money we won't spend on gas - and rent - and (SADLY) fishing tackle, and golf balls.
69. BILL: Gee! What'll we do for a swim?
70. DAD: Well, you know - when you two were younger, you used to get a big kick out of playing in the hose in your bathing suits when I had the sprinkler turned on.

71. BILL: (LUKEWARM) Yeah - I remember that.
72. JANE: I think it might be rather smart to have back-yard bathing parties. Most of the boys couldn't get down to the shore anyhow - even if they could get gas. Most of them will be working right here in town all summer - the ones that aren't in the Army.
73. MOM: I wondered when that idea would strike you.
74. JANE: So - if we fixed up the yard - they could come over here after work - for a set of badminton, and a dip in the hose, and maybe supper. Couldn't they, Mom?
75. MOM: If you'll make the supper - and do the shopping and the cleaning up.
76. JANE: Me!
77. MOM: I'm taking a vacation this summer.
78. DAD: That's right. And the folks who come here can help too.
79. BILL: How about your friends?
80. DAD: Sure - they can help.
81. BILL: I mean are they gonna take a dip in the hose?
82. DAD: If they want to. But I thought they might be more interested in some other games - and maybe a backyard concert now and then.

83. BILL: By radio?
84. DAD: Yes - we could connect it up to the light in the garage.
Or - we could put our phonograph out there - and
everybody bring his favorite records.
85. BILL: Sure! I'd bring "Peter and the Wolf."
86. JANE: Oh, Billy - that's too childish. We want boogie-woogie.
Y'know, Dad - I'll bet we could dance on that garage floor -
if we cleaned it up.
87. DAD: Maybe so.
88. MOM: What about that old croquet set up in the attic?
89. JANE: (WITH DISDAIN) Oh, Mother - croquet!
90. MOM: Well, now, croquet can be quite a game - when you're
playing with the right people. Can't it, Harold?
91. DAD: Quite a game, my dear. Quite a game.
92. MOM: We might even get up a neighborhood tournament. Everybody
could play - young folks - old folks ----
93. DAD: (CHUCKLES)
94. MOM: Harold Bagley - what are you laughing at?

95. DAD: I thought you were the one who didn't want a lot of fuss and bother - and mobs of people around.
96. MOM: I don't mind mobs of people - so long as I don't have to do all the fussing and bothering. If folks want to share the fun, seems to me they can all share in the work too.
97. DAD: Fair enough.
98. MOM: I'm looking forward to the first real vacation I've had in a long, long time - right in our own back yard.
- (PAUSE)
99. JOHN: Well, that's how the Bagleys' backyard vacation started. In order to learn how it's working out, I've asked Mrs. Bagley to be one of our guests here in the studio today and answer a few questions. If you'll just step over here to the microphone, Mrs. Bagley ---
100. MOM: (SLIGHTLY OFF) All right.
101. JOHN: Better stand a little closer.
102. MOM: (FADING IN) How's this?
103. JOHN: That's fine. And - would you mind telling us - honestly - just how you feel about this backyard vacation idea now?
104. MOM: I think it's wonderful, Johnny. Why, we wouldn't go away now if we could!

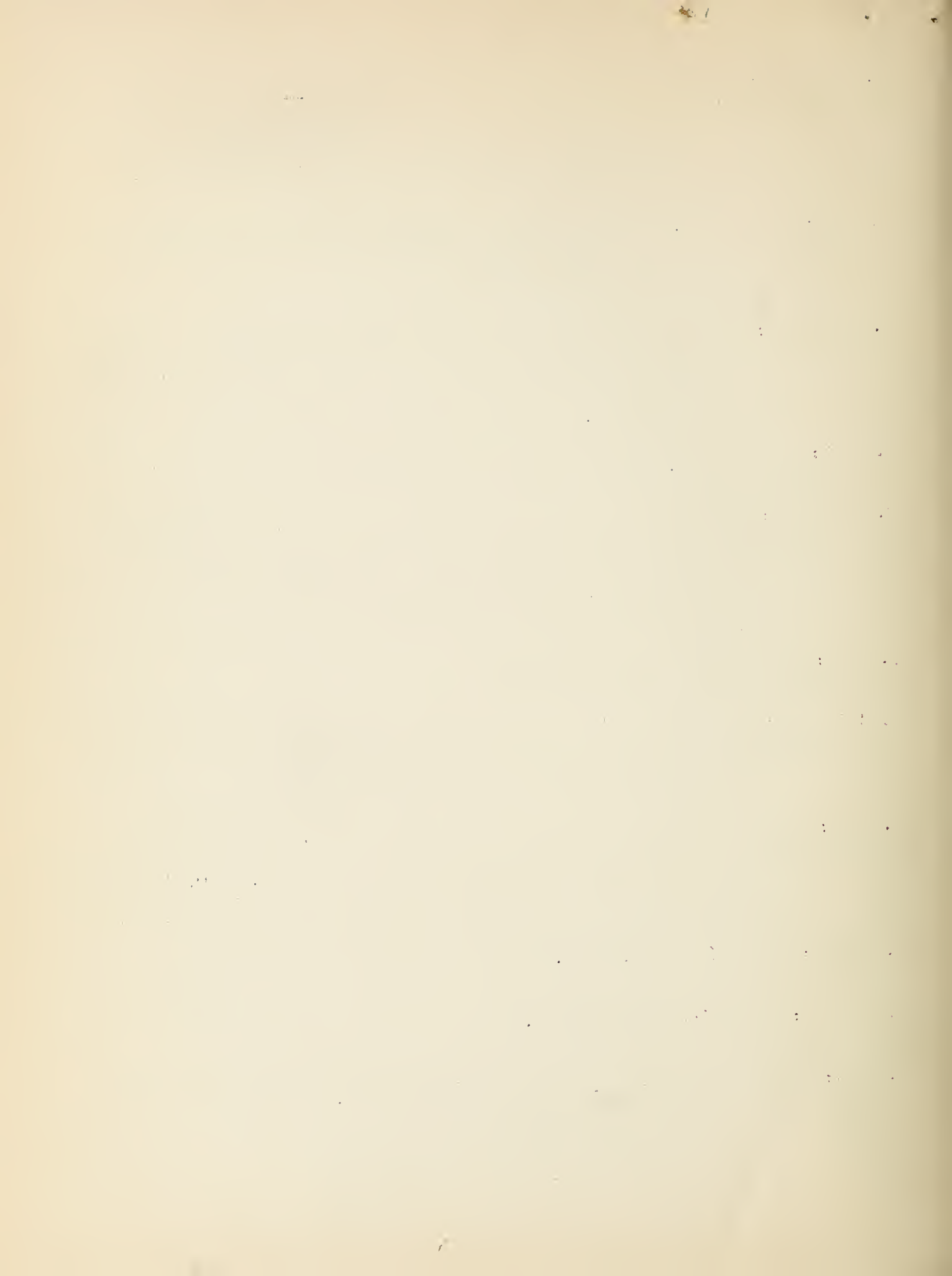
105. JOHN: Really! What's so wonderful about it?
106. MOM: Well - for one thing - our family is getting to feel closer - getting to know each other better - and like each other better - than we ever have before.
107. JOHN: Because you're doing more things together.
108. MOM: That's it. We built our vacation together, and now we're enjoying it together. And all our friends are enjoying it too.
109. JOHN: Well, is that really much of a vacation for you, Mrs. Bagley - having so many people around?
110. MOM: Yes - everybody's so helpful that I still have plenty of time for my Red Cross work - and for my vacation besides.
111. JOHN: You mean the guests help too?
112. MOM: They certainly do. They all bring food when we have a picnic, and everybody helps clean up afterward.
113. JOHN: That's the kind of friends to have.
114. MOM: Certainly is.
115. JOHN: Did your husband build that outdoor fireplace he was planning?

116. MOM: Just a little one - just a circle of big stones, where we can burn charcoal. But the children love it - cooking outdoors - what little we do - Our meals are very simple - mostly salads from our Victory Garden. And we use paper plates and cups, which save all the bother of dishwashing.
117. JOHN: But they cost money.
118. MOM: Not much - if you buy them in large quantities. All in all, we've spent only a small fraction of what our vacation usually costs us.
119. JOHN: Did you get that badminton set?
120. MOM: Yes, but we're having even more fun with some of the games that cost us practically nothing.
121. JOHN: Could you tell us about a few of those?
122. MOM: Yes, we've painted a shuffleboard design on the cement driveway. Bill and his father made the shovels out of wood - and the round wooden discs you shove around.
123. JOHN: I don't know much about shuffleboard. Isn't that the game people used to play on the deck of steamers?
124. MOM: Yes ----
125. JOHN: Back when people used to play on steamers.

126. MOM: We play another deck game too. Deck tennis.
127. JOHN: Oh ... With a rope ring - tossed over a net?
128. MOM: That's it. We use our badminton net. And we use it for volleyball too - just by raising or lowering it, depending on the game.
129. JOHN: Well, could you tell us how high the net's supposed to be for these various games - and a few pointers on the equipment we'll need?
130. MOM: Sure - and there are other games you can play too - lawn-bowling...we use our old croquet balls for that. And archery - and horseshoe pitching -----
131. JOHN: Barnyard gold, huh?
132. MOM: That's what my husband calls it. We have a neighborhood tournament on now - in barnyard golf.
133. JOHN: Well, look, Mrs. Bagley - why don't I get all these facts from you after the program - and have them printed up on a Consumer Tips Card to send out to our listeners?
134. MOM: All right. And I'll give you the design for shuffleboard. Once they have that, anyone could play it -- in their yard or on the sidewalk or even on the back porch.
135. JOHN: That's right -- there are people who don't have yards to play in, and I'd like to get a few suggestions for them.

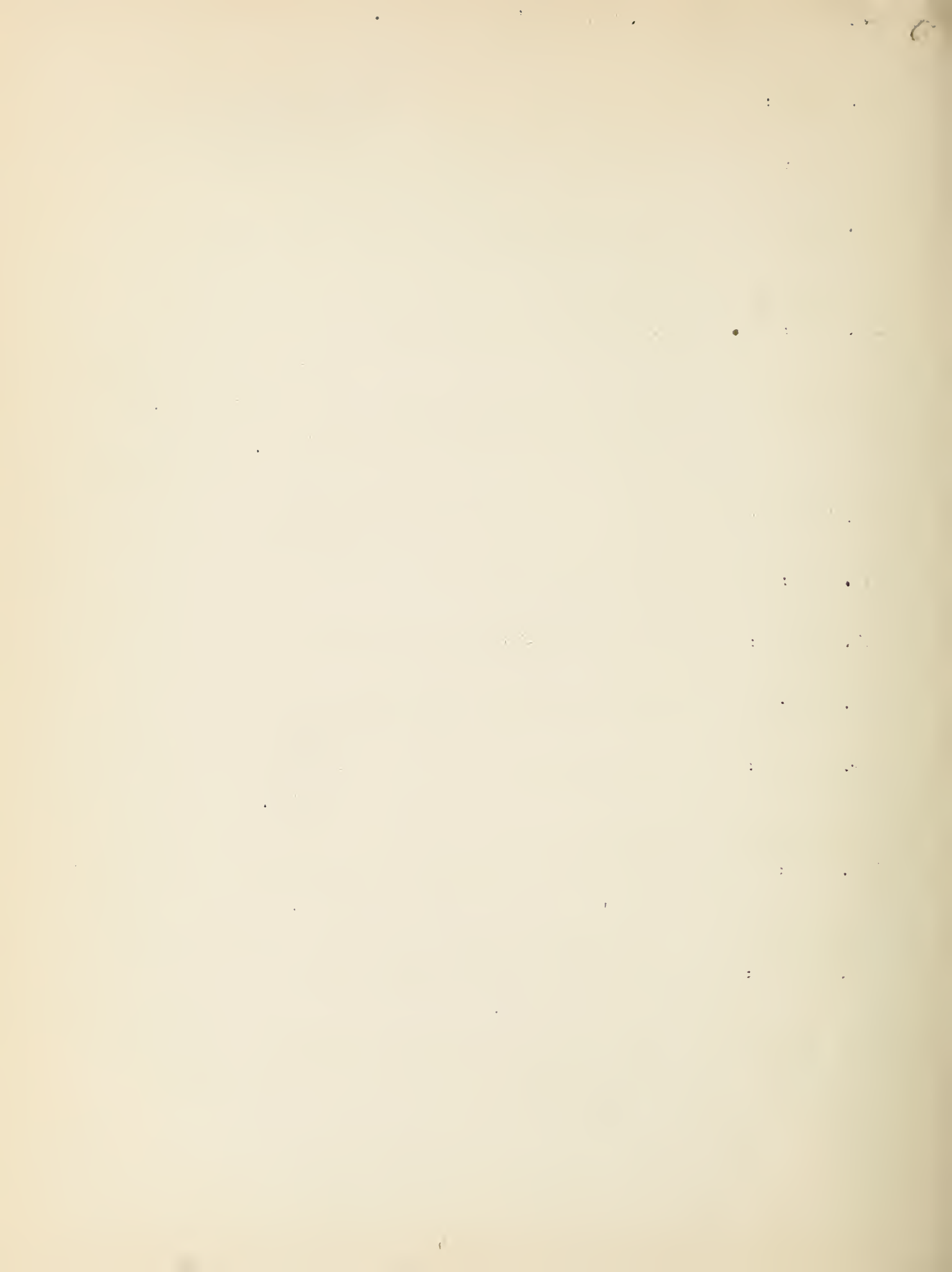
136. MOM: I don't know what we'd do without our backyard!
137. JOHN: Well, we have a couple of other guests here in the studio today who have had to solve that problem. First - Mrs. Paul Steinberg, who lives in a big city. Mrs. Steinberg - if you'll step up here ---
138. STEINBERG: (FADING IN) Certainly, Johnny.
139. JOHN: I wish you'd tell Mrs. Bagley and our other listeners what you are doing this year for a vacation.
140. STEINBERG: Well, my husband and I have tried to build a backyard on our roof.
141. MOM: Build a backyard!
142. STEINBERG: UH- huh - with wooden boxes. We have flowers growing in boxes - and vines trailing up over a trellis, to shade part of the roof. We even have a victory garden in boxes.
143. JOHN: How's it doing?
144. STEINBERG: Very well. You should try our spinach!
145. JOHN: It grows all boxed and ready to ship, huh?
146. STEINBERG: (LAUGHING) I think we'll eat most of our crop this year.
147. JOHN: Where? Right there on the roof?

148. STEINBERG: . We do eat up there sometimes, and we sit up there every evening. It's high enough to catch the breeze - when there is one. And best of all - there's no mosquitoes.
149. JOHN: Hm! Guess I needn't sympathize with you for having to spend your summer in town.
150. STEINBERG: Not at all. I'm actually looking forward to it. You know, there are so many things in our city that I've never taken time to see.
151. JOHN: You mean - like zoos, and museums?
152. STEINBERG: Yes - and all sorts of points of interest. Other people travel miles to see them. We've always put it off - thinking we'd do it "someday."
153. JOHN: And now's the day.
154. STEINBERG: Uh-huh. I'm going to get a guidebook and do the town - just as if I'd never been there before.
155. JOHN: Well that sounds like a very smart idea. And thanks a lot, Mrs. Steinberg, for suggesting it to us. (PROJECTING) Any more of our guests here today who live in large cities?
156. MURPHY: (OFF MIKE) I do.
157. HOFFMAN: (OFF MIKE) So do I.
158. JOHN: Well, will you come up here first, please? The lady in the green dress.



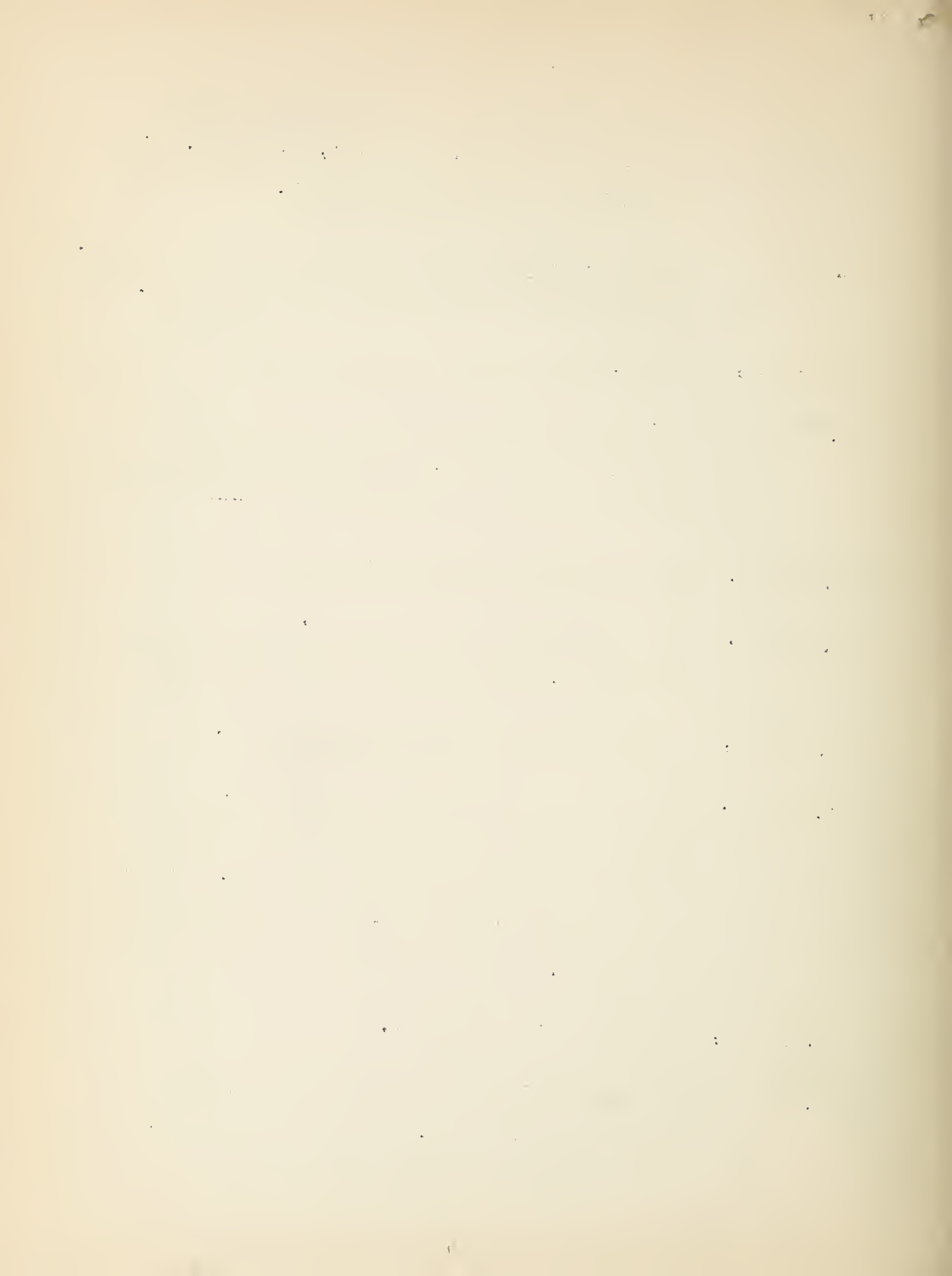
159. MURPHY: (FADING IN) All right - though I don't know how many people would want to try my idea for a vacation.
160. JOHN: Well, first - may I ask your name?
161. MURPHY: Mrs. Ray Murphy.
162. JOHN: And what is your idea, Mrs. Murphy?
163. MURPHY: Well, our family is trading our city apartment for the home of a friend who lives in a small town nearby.
164. JOHN: Trading.
165. MURPHY: Sure. They're moving into our apartment for two weeks - to spend their vacation in the city, and we're moving out where we can be closer to the great outdoors. We think it'll be a change for all of us.
166. JOHN: Well, it certainly will! And a very original idea too.
167. MURPHY: I've always wanted to live in a small town, and Roy - he's my husband - Roy says this will give me a chance to see how I really like it.
168. JOHN: You'll probably have a nice yard there -----
169. MURPHY: Oh, we're not just going to sit in the yard. We're going to enjoy the whole surrounding countryside.
170. JOHN: You mean hikes - and bicycle trips?

171. MURPHY: Sure, and there's a river too. We plan to rent a canoe and take a little camping trip - spend a couple of days really living outdoors.
172. JOHN: I envy you. Used to do that when I was a Boy Scout.
173. MURPHY : My son's one, and he just can't wait to get out doors and show us how good he is.
174. JOHN: Well, I should think a lot of people would like to try your idea of swapping homes, Mrs. Murphy -- if they can just find the friend to swap with. And now let's see...There was someone else here who volunteered....
175. HOFFMAN: (OFF MIKE) I did.
176. JOHN: Oh, yes. What's your name, please?
177. HOFFMAN : (FADING IN) Mrs. Robert Hoffman.
178. JOHN: A city dweller?
179. HOFFMAN: Right in the heart of it. That's why we're so eager to get out in the country for our vacation.
180. JOHN: Well, a lot of people would like to do that, Mrs. Hoffman, but we've got to save transportation.
181. HOFFMAN: But I thought the Government wanted us to go out and work on the farms ---- You know - the U. S. Crop Corps.



182. JOHN: That's right. If that's the kind of vacation you're looking for - go ahead.
183. HOFFMAN: We want plenty of sun and exercise - outdoors. My husband says that even work can be a vacation - if it's a change of work.
184. JOHN: He's right, and besides you'll be helping win the war. And be getting paid for your vacation. And canneries need extra labor, very badly, in many localities.
185. HOFFMAN: Well, can you tell me how to find out about these farms or canneries, Johnny: Where we're most needed - and when we should go, and so on?
186. JOHN: I don't know much about that, Mrs. Hoffman, but there's a man here in our studio who does. Mr. J. S. Russell, Assistant to the Administrator of the War Food Administration. Want to ask him?
187. HOFFMAN: I'd like to.
188. JOHN: Then - Mr. Russell - I'll just turn this microphone over to you ----
189. RUSSELL: Good. I was hoping you'd include farm vacations in your discussion today and as you said, canneries need help, too. I'm glad to hear Mrs. Hoffman's going to help.

190. HOFFMAN: I may be more hindrance than help, Mr. Russell. I've never been on a farm in my whole life.
191. RUSSELL: Even so, the farmers will be darn glad to see you coming. They need every extra hand they can get these days.
192. HOFFMAN: Well, what will we do? What kind of work?
193. RUSSELL: Harvesting mostly. With this hot weather, things are ripening ; mighty fast. I heard of one farmer who had to plow some of his beans under last month —
194. HOFFMAN: Plow them under? When food's so scarce?
195. RUSSELL: What else could he do? He couldn't get enough help to pick them. The beans were just rotting on the vines.
196. HOFFMAN: I didn't realize they needed us that much.
197. RUSSELL: They need every bit of help they can get. From now on - through September - there will be some crop to pick in almost every section where food is grown. Beans - peas - tomatoes - corn - apples - peaches. Hay to cut. Wheat to shock.
198. HOFFMAN: I'd like to pick peaches.
199. RUSSELL: Well - frankly - it's not what we'd like to pick that counts, Mrs. Hoffman. It's what needs picking.



200. HOFFMAN: Well, how can we find out just what does need picking, Mr. Russell? And what farms we should go to.
201. RUSSELL: In many states, you can ask the United States Employment Service - if you live in a big city.....
202. HOFFMAN: The United States Employment Service.....
203. RUSSELL: Yes - you'll find them in the phone book. They have lists of farms that need help. And so have some of the YW and YMCA's.
204. HOFFMAN: Just a minute.... I want to jot these down. The U.S. Employment Service - the Y -----
205. RUSSELL: You ought to be able to find at least one of those in any city. In some cities, you'll find the AWVS organizing what they call the Women's Land Army -----
206. HOFFMAN: AWVS - that's the American Women's Voluntary Services ----
207. RUSSELL: That's right. And for people living in smaller cities and towns, the best idea is to get in touch with their County Agricultural Agent.
208. HOFFMAN: Where would they find him?
209. RUSSELL: At the county courthouse. They can just drop him a line and ask for information about nearby farms that need help.
210. HOFFMAN: Well, I guess that takes care of everybody - and all my questions. Thank you, Mr. Russell.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This ensures transparency and allows for easy verification of the data.

In the second section, the author outlines the various methods used to collect and analyze the data. This includes both primary and secondary data collection techniques. The analysis focuses on identifying trends and patterns over time, which is crucial for making informed decisions.

The third part of the report details the results of the study. It shows that there has been a significant increase in sales volume over the past year, particularly in the online market. This is attributed to several factors, including improved marketing strategies and a more user-friendly website.

Finally, the document concludes with a series of recommendations for future actions. It suggests that the company should continue to invest in digital marketing and explore new product lines to further expand its market reach. Regular monitoring of key performance indicators will be essential to track progress.

211. RUSSELL: Thank you, I hope that a lot of other Americans will be spending their vacations on farms this summer, because we need every bit of food they can harvest.
212. JOHN: We certainly do. And speaking of food, I think this would be a good time - right now to list the ration stamps that are good this week.
213. HOFFMAN: Fine, Johnny. I always listen for that. What stamps can we use for meat?
214. JOHN: RED stamps Q are good thru July 31. Red "R's" become valid tomorrow and are also good thru July 31. On the canned fruit and vegetable side, BLUE stamps N, P and Q are now good--and stay good until August 7.
215. HOFFMAN: My coffee's a little low, Johnny.
216. JOHN: White stamp No. 21--with the necessary money--will get you a pound of coffee right now--and anytime until midnight July 21.
217. HOFFMAN: How's the sugar situation?
218. JOHN: Unchanged. Stamp No. 15 is good from now thru August 15 for 5 lbs. of sugar. And if you need it for canning, you can get 5 lbs. extra with each stamp numbered 15 and 16 from now, thru October 31.
219. HOFFMAN: Let's see--for shoes, coupon 18 is now good, isn't it?

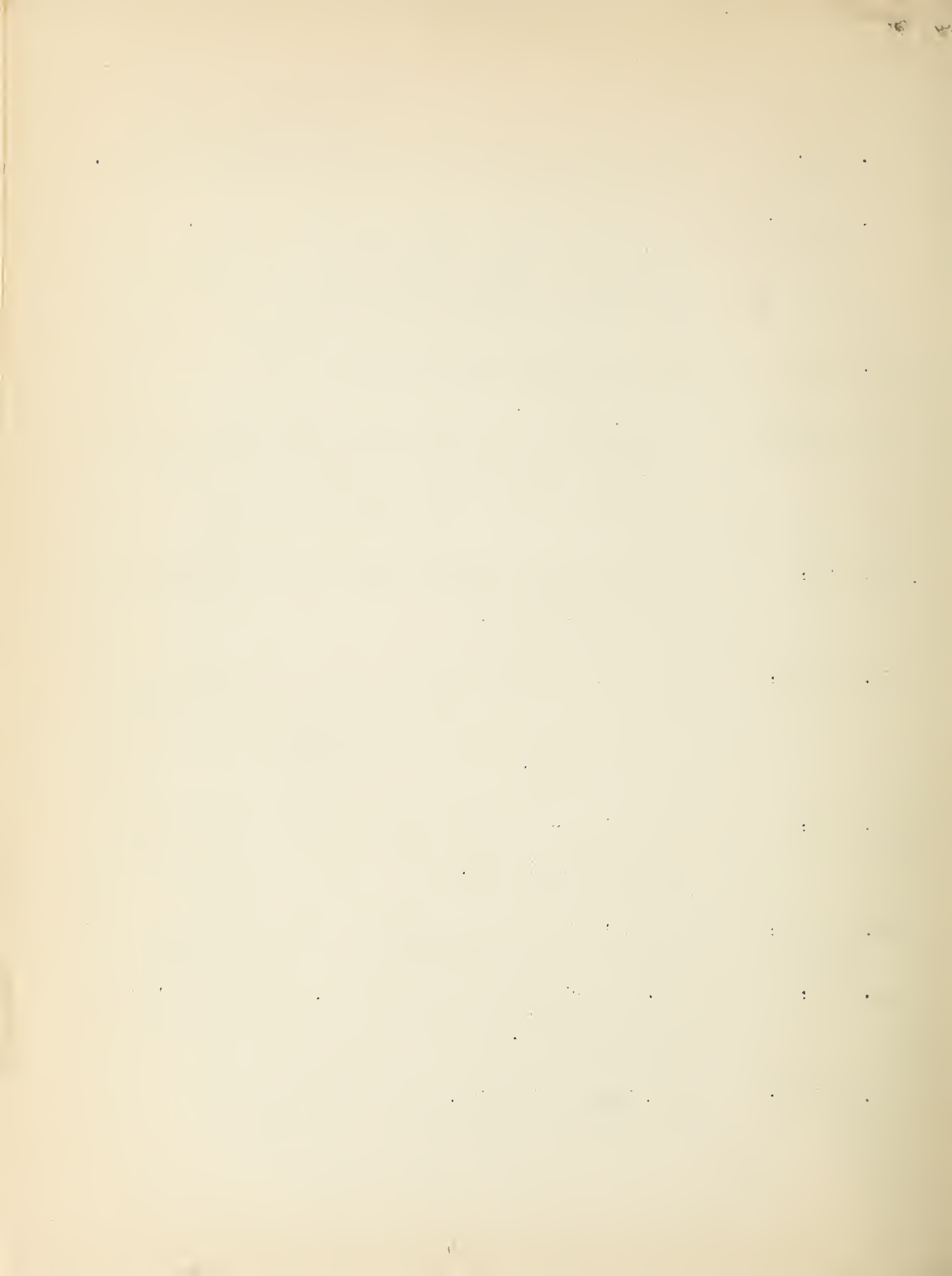
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The third section provides a detailed overview of the results obtained from the study. It highlights the key findings and discusses their implications for the field. The author also addresses any limitations of the study and suggests areas for future research.

Finally, the document concludes with a summary of the main points and a final statement on the significance of the work. The author expresses their gratitude to the funding agencies and the participants who made the study possible.

220. JOHN: That's right--18 is good thru October 31. Treat it gently.
221. HOFFMAN: I certainly will--and thanks for the information.
Incidentally, Johnny, how about that Consumer Tips Card you mentioned--the one about games we can play in the yard?
222. JOHN: Thought you didn't have any yard.
223. HOFFMAN: I haven't, but that doesn't mean I don't hope to have one.
I'd like to know what games we could play - and what equipment we'd need, some general rules -----
224. JOHN: Then just write to CONSUMER TIME - War Food Administration
Washington (25) D. C.
225. HOFFMAN: All right. And I'm supposed to give the call letters of my radio station - isn't that right? As well as my own name and address.
226. JOHN: That's right - the call letters of the station over which you hear CONSUMER TIME.
227. HOFFMAN: And what's the program going to be about next week, Johnny?
228. JOHN: Food. A special broadcast about food. I think that's all I'll tell you now.
229. HOFFMAN: Well, I'll be listening.



(22-A

228. JOHN: Well, it will be about:-----
229. VOICE I (FILTER MIKE) How food is helping to win the war.
230. VOICE II (FILTER MIKE) How food can be used to drive famine from the earth.
231. VOICE. III (FILTER MIKE) How food can help build strong, healthy peoples everywhere.
232. JOHN: (NOT ON FILTER) You will learn more about our food management program and how it affects your daily life.
233. HOFFMAN: Depend on me as a listener!

230. ANNOUNCER: And don't forget to write in immediately for your copy of the Consumer Tips Card on backyard games. You'll find the design and directions on it for playing shuffleboard, plus lots of other suggestions for having fun at home and making your backyard parties a success. Just drop a line to CONSUMER TIME - War Food Administration - Washington(25),D.C. Be sure to include your own name and address and the call letters of your radio station.

Heard on today's program were:

and Mr. J. S. Russell, Assistant to the Administrator of the War Food Administration.

The Script by Jane Ashman

CONSUMER TIME is a public service of NBC and it's affiliated radio stations, presented by the War Food Administration and other Government agencies working for consumers.

CONSUMER TIME has come to you from Washington

This is the National Broadcasting Company

