PROCEEDINGS

of the

WESTERN FARM ECONOMICS ASSOCIATION

Twelfth Annual Meeting

June 14, 15, and 16, 1939

University of California

Berkeley, California

CULTURAL PATTERNS IN RELATION TO ECONOMIC WELFARE*

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In preparing this discussion I have done so with the belief , one of the dominant characteristics of the cultural patterns odern America is the inter-dependence between the rural-agri- ural and the urban-industrial segments. If in my discussion I lace emphasis upon the rural-agricultural segments of our cul- e and its problems, the inter-dependent aspects have not been otten.

One of the assumptions upon which I have proceeded is that in iteral sense economic welfare cannot be divorced from general fare any more than the agricultural facets can be separated m the totality of our society. "No individual professes to be economic man or regards himself and his doings as an economic nomenon. There are only rich men and poor men, plumbers and iquarians, fish-mongers and bond salesmen, researchers and ltors and morticians. The world of affairs is peopled with an beings who engage in human activities and whose conduct is an behaviour. Economic organization is not a thing apart, it is implication of man's entire life in society" and "cannot be de- ched from its cultural matrix"1/ We need to be constantly cons- ous of the fact that while the general welfare goals of a society nnot be attained without satisfactory achievement of economic wel- e, at the same time the mere perfection of the economic organi- tion will not guarantee complete satisfaction of general welfare r man is not wholly a rational animal nor does he live by bread one; he has other basic "needs" or "drives" or "appetites", what- er they may be called, as well as those for food, shelter and thing and other material needs.

What I shall attempt to do is, first, to review some of the acks in our cultural patterns; second, sketch the nature of cul- ral patterns and how they change; and third, outline a few con- iderations for any planned attempt to change the patterns of our ociety.

I have taken the privilege of drawing rather freely upon the tatements of others because I have construed my function on this rogram as that of presenting a point of view to stimulate think- g and discussion.

1/ Walton H. Hamilton, "Organization, Economic", Encyclopedia of the Social Sciences, 6:484-490.

* Paper presented at meeting of Western Farm Economics Association, Berkeley, California, June 14 - 16, 1939.

Broadly speaking, agriculture in the United States is pros-
and the conditions in many of the great farming regions are
s. The success of the owners and cultivators of good land,
rosperous regions, has been due partly to improved methods,
to good prices for products, and also to the general advance
rice of farm lands in these regions. Notwithstanding the
advance in rentals and the higher prices of labor, tenants
e enjoyed a good degree of prosperity, due to fair crops,
advance in the price of farm products approximately corres-
to the advance in the price of land. Farm labor has been
mployed and at increased wages and many farm hands have become
ants and many tenants have become land owners. There is marked
ent, in many of the agricultural regions, in the character of
home and its surroundings. There is increasing appreciation
part of great numbers of country people of the advantage of
y water supplies and plumbing, of better construction in barns
farm buildings, of good reading matter, of tasteful gardens
ns, and the necessity of good education. There has never been
hen the American farmer was as well off as he is today, when
sider not only his earning power, but the comforts and advantages
secure." 2/ This statement from the report in 1909 of the
Life Commission appointed by Theodore Roosevelt represents
ught of a group of American farm leaders based upon the con-
of thirty public hearings scattered throughout the United
and the answers of 120,000 farmers to questions of the Depart-
Agriculture. This report was made at the beginning of that
now often referred to as the "parity" period between American
ture and industry; it is the beginning of that "golden era"
tly referred to as "100" in government economic statistics.

But let us look further into this report. In spite of being
off in 1909 than ever before, according to the commission,
al efficiency in farm life, and in country life as a whole,
to be measured by historical standards, but in terms of its
ilities. Considered from this point of view, there are marked
encies." 3/ And so we find that this bench-mark that we are
to get back to also had some cracks in its cultural pattern;
maladjustments in its economic and social order. What were
deficiencies? Briefly, the main special deficiencies, in
on to the over-all one of lack of the proper kind of education,
the "disregard of the inherent rights of land workers", high-
soil depletion, agricultural labor, health, and women's work
farm. The disregard of the inherent rights of land workers,
was said to result "directly in social depression as well as
ic disadvantage", took the form of speculative holding of

ort of the Country Life Commission, Senate Document No. 705,
th Congress, 2nd Session (1909).

id.

onopolistic control of streams, wastage and control of
and the restraint of trade. The point on restraint of trade
icular application to the railroads and to marketing, and
teresting to note that the committee said "if the farmer
because his business is small, isolated, and unsyndicated,
is the part of government to see that he has an equal oppor-
among his fellowmen and a square deal". Although soil deple-
its effects was a main deficiency, it was carefully noted
ich land well farmed does not necessarily mean high ideals
society". Agricultural labor was a problem because it was
although the deficiency was complicated by the fact that
d for labor was not continuous and the laborers had long hours,
conveniences for living, lack of companionship and in some
low wages.

The culture with which these deficiencies were associated was
oduct of a period characterized by expansion westward and city-
industrially and agriculturally, characterized by exploitation
ural resources and characterized by speculation as a result of
alogy geared to constant expansion of population and declining
of resources in relation to potential demand.

Let us now shift the scene to 1939. What forces have been at
during the thirty year interval, since the appraisal by the
y Life Commission appointed by the Roosevelt of the "square
, to produce the cultural patterns of today? We have become
easingly urbanized; 1920 marked the first census to show over
of our people living in urban areas. We have been increasingly
anized; a sample census of 1938 shows seven out of every ten
es with automobiles, one out of every three with tractors and
out of every four with motor trucks; the studies of the Works
ress Administration on "Reemployment Opportunities and Recent
ges in Industrial Techniques" show the nature and extent and
of the consequences of this mechanization. We have become in-
asingly specialized in our division of labor. We have become
easingly commercialized with the result that the majority of us
thrown almost entirely into a price and market economy. Over
and interwoven with these urbanized, mechanized, specialized
commercialized trends we have had the influence of applied
nce to work changes. We have organized into "interest" and
ssure" groups of one kind or another, some for non-utilitarian
oses but many to advance the welfare of a special group at the
ense of, or regardless of, the general welfare.

In some ways the era of which 1909 was a part marked the end
the period of infancy and adolescense of our nation; in others
gave promise of what was to come, for in the emphasis of today
on conservation, upon bringing about a parity between the rural
d urban elements of our national life, we see the shadow of the
ls of the "square deal". We are recognizing that the past thirty
rs have marked a transitional period during which we as a nation
ve been emerging into maturity. If there were cracks in the cul-

terns of the time marking a turning-point in the shift from wholly rural to one dominantly urban, from the hoe-farmer to tor-farmer, from the tallow candle to the electric light, from isolation to modern ease and speed of contacts with other the world, from a subsistence economy to a dollars and cents we well know that there are dislocations in the cultural of today.

t us look for a moment at a few of the places in our national where our cultural patterns are not giving us the kind of n society which many believe desirable. What are some of iciencies of today?

lthough income is not a complete index to economic and social low income is one of the most powerful conditioning factors g to reduce families to low economic and social status. We our attention constantly drawn during recent years to the s of low income groups, families with low income because of work, part-time work and poorly paid work or because of low for what was produced, or because of lack of adequate produc- sources. The report on distribution of consumer's incomes 1935-36, based upon surveys of the Bureau of Home Economics Bureau of Labor Statistics in cooperation with the National ces Committee, estimates that of the thirty-nine million con- nits the lowest one-third had under $780 per year income, dle one-third between $780 and $1450, and the plutocrats of er one-third were those with more than $1450. 4/ The average income of consumption units in the lower one-third was $471, middle one-third, $1076, and in the upper one-third, influ- by the extremely high income of a few families, the average out $3000. Of each $100 of the estimated national income of ine billion dollars, ten went to the lowest one-third, -four to the middle one-third, and sixty-six to the upper one- .

While low income may be one of the best criteria of inequali- and of disadvantaging conditions, it must be remembered that it erwoven with other social and economic factors. The "chronic pots and persistent problems" within agriculture which were ghted by the jamming of the economic machinery have been out- in the report of Taylor, Wheeler, and Kirkpatrick called "Dis- aged Classes in American Agriculture". /5 What has been ing to impoverished rural people since the early thirties has

sumer Incomes in the United States, Their Distribution in 35-36, National Resources Committee, 1938, p. 8-10.

ssued by United States Department of Agriculture as Social search Report No. VIII, 1938.

marized in "Seven Lean Years" by Woofter and Winston. 6/
ulture, according to Woofter and Winston and supported by
nd his associates, there are nearly five million families
s from definite handicaps and living at an income level
imum subsistence levels as defined in recent budgetary
. This imposing proportion of the people engaged in agri-
who are among the low income and disadvantaged group is
d of a majority of the 2,700,000 wage workers, at least
0 tenants and croppers, probably 750,000 subsistence and
e farmers and a number of small operators living on sub-
l land. 7/ While within every community, persons and fami-
be continually operating at all levels of success and
, certain areas have been defined as problem areas because
resence of a combination of such factors as high tenancy,
portion of farm laborers, high relief rates and low stan-
living. The highest rates of reproduction are found in
oblem areas which often have a lack of adequate educational
ities and a lag in public health programs; thus each suc-
eneration is drawn in large numbers from economically
ivileged groups and depressed economic areas. Although in-
important, in many of these areas the rise of income does
e the basic problems for "they will remain until there is
ental and large scale effort made toward solving them," as
and Winston state. 8/ They expand, contract, expand again
ultural and general rural-industrial conditions swing from
ion to prosperity and back again to depression.

here may be some who think exclusively of the physical or
c aspect of agriculture who are prone to dismiss these
taged classes and their problems with the statement that
s weaklings, "a permanently submerged class which will con-
o be a burden to relief agencies". The realistic student
and culture will not adopt such a defeatist attitude nor
sharug this problem aside so arbitrarily. "Trained in obser-
of human traits and institutions, he realizes that many of
people suffer from social, personal and economic defects that
remedied...these are human handicaps subject to removal by
ightened system of social institutions and a determination
ote a balanced society". 9/

lished by University of North Carolina Press, 1939.

ter and Winston, Seven Lean Years, p. 87.

p. 133.

p. 151.

deficiencies, these cracks in our culture, are subject
As we cannot accept the inevitableness of these defic-
1939 nor of the immediately preceding years, we have
trend, or at least an increase in the trend, toward gov-
zed activities and this in turn seems to be leading toward
planning.

ntil the present time I have not stopped to define terms
s I should here briefly review the nature of cultural pat-
will not be new to say that we think of culture, or the
itage, of any group as that complex whole which includes
oods fabricated by man, knowledge, beliefs, art, morals,
m, and any other capabilities and habits acquired by man
r of society. The simplest unit of culture is a culture
example, the button on my coat, or a dinner plate, or
of saying "Mr. Chairman". Traits do not exist, as a
pendently of each other. They are combined into what is
culture complex or culture pattern. These patterns gener-
lop around some felt need or situation. A culture pattern,
cally speaking, is any arrangement of culture traits in
pace that may be regarded, for purpose of study, as having
of unity or wholeness. In our complicated industrial and
organization there are litorally hundreds of culture patterns
do with the production, manufacturing, distribution and con-
of material goods. Various combinations of divergent cul-
terns in turn form even larger units of the total culture.
haps somewhat straining the usual sociological conception of
patterns when I use the term as I have in the larger sense.

considering the nature of culture one should realize that
grows by two general means, (1) the invention of new culture
nd (2) the diffusion of traits. In the accumulation, which
ace with some selection, there is a tendency for the old
of the social structure to linger on past their optimum
cy. Invention of new cultural traits may be, of course,
erial and non-material. The Australian ballot or the city
form of government are just as much inventions as the auto-
telephone or television. Mere efficiency or practicability
enough to make an invention be generally accepted in the
. The successful invention is merely one which is accepted
ty and incorporated into general use; many inventions may
ly achieve the purposes for which their inventors invented
t their acceptance hinges upon the evaluation of the society
time and place. For example, we know that the Alexandrian
had a steam engine which was effective. We know that during
st hundred years fire arms were in use, that perfectly feas-
chine guns and repeating rifles were developed; yet both of
nventions failed to "take" at the time because the cultural
as not set for their acceptance.

cultures have grown chiefly by borrowing. 10/ There is
o culture existing today which can claim more than ten
its total elements as inventions made by members of its
y. Because we live in a period of rapid invention, we
to think of our own culture as largely self-created but
diffusion may be brought home to us as we consider only
of an average person's day. For example, this morning I
bed built on a pattern which originated in the Near East,
modified in Northern Europe before it was transmitted
. I then threw back covers made from cotton, domesticated
and wool from sheep domesticated in the Near East. I
slipped into moccasins invented by the Indians of the
of the eastern United States, and went to the bathroom
fixtures were a mixture of European and American inven-
took off my pajamas, a garment invented in India, and
th soap invented by the ancient Gauls. I then shaved, a
ic rite which seems to be derived from either Sumer or
gypt. Returning to the bedroom, I removed my clothes
air of Southern European type, and proceeded to dress, put-
rments which were originally derived from the skin clothing
ads of the Asiatic steppes, putting on shoes made from
ed by a process invented in Ancient Egypt and cut to a
erived from the classical civilizations of the Mediter-
d tied around my neck a strip of bright colored cloth which
igial survivor of shawls worn by the seventeenth century
. On the way to breakfast I stopped to buy a paper, paying
th coins, an ancient Lydian invention. At breakfast I ate
te made from a form of pottery invented in China with a
steel, an alloy first made in Southern India, with a fork,
l Italian invention, and a spoon which is the derivative
n original. I began breakfast with an orange, native of
rn Mediterranean, drank coffee, an Abyssinian plant, went
waffles, which are cakes made by a Scandinavian technique,
t domesticated in Asia Minor. Over the waffles was poured
up invented by the Indians of the Eastern United States
e side I had an egg of a species of bird domesticated in
n. After this I settled back to smoke, an American-Indian
nsuming a plant domesticated in Brazil, in a cigarette de-
m Mexico. While smoking I read the news of the day in-
in characters invented by the ancient Semites upon material
in China by a process invented in Germany. And as I read
nts of foreign troubles I, as a good conservative citizen,
a Hebrew deity in an Indo-European language that I am 100
merican.

e particular arrangements of the various items of culture
e or less distinct patterns may be said to be due chiefly to
s of geography and history. For example, I doubt if when
survey system of the United States was put into operation
result that farms were laid out in rectangular blocks and

section adapted from Ralph Linton, The Study of Man,
324-346.

s were tilled on straight lines regardless of natural
f the earth, that much thought was given to the fact that
dure would accelerate erosion of the top soil so that
here would be a great national agency, called the Soil
on Service, put into operation to correct the ailment at
ially due to our land survey system.

is axiomatic to say that cultures have not chosen but have
nto the patterns which characterize them. And if we do have
ies and problems they have most likely come about without
tion on the part of anyone that they should be so. Planned
ted invention in society is indeed recent; the planning of
for the larger needs of society has only begun. The lack
ment between production and consumption, the alternation
rity and depression, with differential consequences for
us classes and groups of society, the anomaly of idle fac-
d unemployment and the paradox of people in need amidst
plenty has vested the economic segments of our culture
blic interest. It is now becoming reputable to believe in
bility and necessity of economic planning. But even as the
organization is not a separate and distinct thing like a
a checkerboard with its own jurisdiction and a law of its
is an aspect of all life and all culture so likewise in
ing plans for direction of the economic organization there
ain broad considerations not purely economic which are im-

e characteristics of the people for whose welfare the plan-
being done is one of the first considerations. How many
re there? How are they distributed? What is their age,
ethnic composition? What are their mobility patterns? We
know the trends and changes in the population numbers and
ristics so the prescribed plans will be good for more than
ration. We need to know what differentials exist among the
economic-social groups and in various geographic areas. 11/

second consideration is the social organization or social
re. Here are included the spatial patterns of society, the
ent into groups within the spatial pattern, and the institu-
ed agencies and services. As parts of the spatial pattern,
hborhood, the community, and culture areas have particular
ance for the planners, depending upon the scale of opera-
The culture area, or social region, may be studied just as

The Problems of a Changing Population, Report of the Com-
tee on Population Problems to the National Resources Com-
tee, 1938.

ist maps crop areas or soil types or the economist
e-of-farming areas. The arrangements of the elements
into a pattern, a configuration, peculiar to a region,
haracter of uniqueness. 12/ The significance for planning
patial patterns is that they delimit geographis areas
ch there is most likely to be homogeneity and conscious-
e people of these similarities.

groups include the family and other "primary" groups,
or special interest groups, class groups (including farm-
izations) and ethnic groups. Another concept which helps
nature of the group structure is the "in-group" versus
" or "we-group" versus "others group". These cut across
e the first named groups and are found in every society.
roup" or "we-group" is any association towards which we
se of loyalty, friendliness, and a definite sense of obli-
pecially at the time of a critical situation; the "others"
roup" is that for which we feel dislike, disgust, competi-
r or antagonism. There is much "we-feeling" with indivi-
s when an effort is made to divide states into regional
administrative purposes; our family is better than the
ross the line fence; our neighborhood is better than Skunk
The significance for planning of these group alignments is
ne one hand, if understood, they offer resources which may
zed effectively; on the other hand, they present hazards
blockade the operation of plans.

stitutionalized agencies and services depend definitely upon
r their survival; it is important to know the optimum number
and the best spatial relationships of schools, churches,
, health, recreational, and economic institutions and agen-
ost adequately and efficiently meet the needs of the pop-

third important consideration is the attitudes and opinions
ople which are probably grounded as much in the social
, in habit and custom, as they are rational reactions to a
social milieu. Planning needs not only to consider atti-
opinions but the mood of the people for the proposed
there are times when people are in a mood for social adven-
the faith in older and less drastic methods of action re-

Howard W. Odum and Harry E. Moore, American Regionalism;
. Lively and R. B. Almack, A Method of Determining Rural
al Sub-Areas with Application to Ohio, Ohio Agricultural
riment Station and Farm Security Administration, 1938. The
s Progress Administration, Division of Social Research, has
roject in process for the delineation of areas within the
l-farm and rural non-farm population.

lanning to overcome maladjustments, we must not become
istic and think that we can overcome all problems; a dy-
ty must always have some "lags". No culture can achieve
egration and complete internal adjustment as long as it
, growing thing. To paraphrase Professor Read Bain:
s is, nothing is what it appears to be, because everything
It is not realistic to expect to be able to circumvent all
nts arising from changes in our culture. Likewise, the goals
t up as the objectives will constantly shift; exactly what the
hich the people will strive to attain, will be determined by
themselves, not by the planners alone.

g the hazards to the planning of our cultural patterns,
e of the greatest is the expert or specialist. As Harold
ys, the expert has his limitations.13/ For one thing, he
erstands the plain man"; he tends "to make his subject
e of life, instead of making life the measure of his sub-
s intensity of vision destroys his sense of proportion."
t fails to see that every judgment he makes not purely
nature brings with it a scheme of values which has no
idity about it." What can be done by society is not what
thinks should be done, but what the scheme of values of
ll permit. This is not to say that all experts should be
or that their functions are non-essential; they have their
an important role. But if I as an expert, with the cooper-
specialists in other fields, work out a social system for
rn Great Plains which is perfectly logical and rational and
there is no assurance that the plan can be put into opera-
y have determined the optimum number of people which can be
at a desirable minimum level of living from the land resources
laid out a spatial pattern for the location of people so that
ools, churches, and other institutions and services have the
olume of business" to serve the people most efficiently and
orily; I may have determined the age and sex composition which
tain the population stable in number without a decrease in
I may have utilized the results of farm management and business
tion and public finance research so that the size of farm and
livestock enterprises are such as to give maximum efficiency
with conservation for future generations and have the tax
itably distributed. I may have designed machinery to put the
operation so that the Southern Great Plains will have a cul-
ng security and stability to the people. But to know what ought
e is not enough; it is imperative to know what can be done.

r a second great hazard in planning is human inertia. It
be a general tendency to value highly those things to which

13/ Harold J. Laski, "The Limitations of the Expert", Harper's
gazine, December, 1930.

ustomed; we must remember that habit is the great flywheel
. Of one thing we may be certain and that is that the
f our problems will not be in the nature of blueprints con-
olely by experts, either for agriculture or rural life or
ther part of our society. The ideal plan on paper must be
y the recognition of the habits, customs, attitudes, and
s of the people concerned; only as the ideas of the people
hanging attitudes and opinions and convictions, caught up
xperts will progress be made towards achieving the goals
n. The experts must help and must be utilized at all
the solutions must be worked out in the everyday lives
ces of people. The planning that does not consider the
er, the share cropper, the tenant, the low income farmer,
ch these groups have not been and do not feel a part, will
rate into the daily living which really constitutes our cul-
terns.

ther planners should be trend-benders or trend-followers is
portant as the fact that trends must inevitably be taken into
tion in planning. One example of such a trend is the fact
een now and 1955 the United States will have, if foreign
on remains negligible, an increase in the working ages
to sixty-five years) of over 14,000,000 people.14/ On the
the 1930 proportion, approximately 65 percent of these will
; that is, 9,000,000 new places must be found by the expan-
griculture and industry over and above the millions now unem-
Of the total increase, assuming, to visualize the picture
rly, that those now on farms stay on farms, those now in
stay in villages and those now in cities stay in cities--
w workers, 7,000,000 will be on farms, 4,000,000 in villages
0,000 in cities; in the farm areas, the poor land and low
reas will have the greatest relative increase of workers.
diction is made without any speculation as to future birth
t is only applying arithmetic to the babies already born.
pressing problems from this trend will arise within the
years; the greatest annual increase in persons of working
l be during 1939-1942. In charting our future course, this
able trend shows the futility of expecting great relief for
mployed by promoting a back-to-the-farm movement; "an al-
rdened agriculture has no room for the farm increase and
y is to be expected not from a back-to-the-farm movement but
e opposite trend". 15/

conclusion, one of the characteristics of our society is
cation to and faith in the democratic process; we are adopt-
elief that we can direct our cultural patterns by this pro-

fter and Winston, op. cit. p. 43.

d.

he best welfare of society as a whole. Democracy is some-
than a chance to vote "yes" or "no" at the polls on stated
personalities; it is a way of living and unless planning
hly democratic it is not likely to be incorporated into
al patterns of our society. Whatever form our cultural
ake, it will be "people in group relationships who fabricate
lves a society, the warp of which is that organizational
utional life which is built over a comparatively recent
he woof is that great background of culture, tradition,
stoms, opinions and attitudes which people pass on as a
om one generation to another...the old and the new must
synthesis in the living design". 16/

ed from an unpublished speech by J. H. Kolb, University of
nsin.

DISCUSSION OF PAPER BY OLAF F. LARSON ENTITLED "CULTURAL PATTERNS IN RELATION TO ECONOMIC WELFARE"

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I have not deemed it wise to attempt a detailed discussion of arts of Doctor Larson's paper that I agree with or even of those e parts that I may disagree with or which I do not understand. roach, rather, shall be to give very briefly my general impression paper as a whole and then proceed to a few ideas of my own on the under discussion. My discussion will be in the nature of broad lizations rather than of details.

My impression of Doctor Larson's paper is that it was not fin- in that it failed to show clearly the relationship between cultural as and economic welfare. The discussion was devoted almost entirely cultural patterns aspect of the subject and very little to economic e or how the two are related--if at all. It might be said that he id a background, and an excellent one, against which to project a sion of the topic under consideration, but stopped short of the actual sion. The paper also dwelt at some length on the cracks or deficien- in our culture without much discussion of how they came about, why xist, or what can be done about them.

Doctor Larson gave no definition of economic welfare other than that it cannot be divorced from general welfare. In order that we l begin with the same thought as to economic welfare, a statement as meaning seems desirable. The term, as I shall use it, means essen- the amount of economic goods and services possessed by a people, or ount that they have the wherewithall to acquire. Note that the topic with economic welfare and not general welfare. With economic welfare strued, the topic might be stated: "Cultural patterns in relation to ount of economic goods and services available."

It is clear, I believe, to all who have thought about the subject here exists a very close relationship between the culture of a people eir economic welfare. In fact, no doubt many of us in our general ing fail to differentiate between them. If I correctly understand r Larson's discussion, the economic organization, the mechanical and ocial techniques for carrying on the work of producing and distribut- conomic goods and services is part of the culture of a people. Not hole of a people's culture, of course, but an essential part. I as- that Doctor Larson would include here as a part of culture the degree fficiency with which a people apply their mechanical and social tech- s to the task of adapting their natural resources to usable form. the way goods and services are divided among the people. It logically ws then, it seems to me, that the amount of capital available, the in which it occurs, and the uses to which it is put may be attributed,

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is paper was prepared with the assistance of Walter U. Fuhriman.

culture although greatly conditioned by the natural resources
If this is so, then the problem of the economic welfare of a
ves itself largely into two main divisions--culture and natural
Then, if one considers the people themselves, or at least their
doing physical labor, as a natural resource, one might, through
of the people toward eugenics, nutrition, etc., find a connect-
ween culture and natural resources. However, in a very material
atural resources of an area exert a conditioning influence upon
of a people. So much so that one may be tempted to conclude
ture of a people is the result of the resources at their command.
a moment the culture of a people of the Arctic regions as con-
that of a people of temperate or tropical climates. In the
resources are very restricted and the chief harvest is the seal,
has also been restricted. In the tropics the resources, although
some things, are limited in variety and great cultures have not
ed. In temperate climates where a much wider variety of resour-
here has been developed the great cultures of the world. Even
temperate climate of America the native Americans developed great-
cultures, each in keeping with local resources. This, however,
Suffice it to say that a great, complex many-sided culture such
h characterizes the people of the leading nations of the world
develop without adequate natural resources.

st this interrelation between culture and natural resources be
zed to the exclusion of economic welfare, it should be pointed
any given time both culture and natural resources condition
lfare. This is clearly seen when we remember that the American
ore the days of Columbus had all the natural resources that the
erica have today, and more, but the amount of goods and services
r capita today, even by the low income third of our population,
ly far greater than that obtained by the early American Indians.

any examples of the effect of culture upon economic welfare can
ong peoples today. For purposes of illustration it is easier to
aller than the nation, and my own state, Utah, offers many such
ns. Perhaps Doctor Larson would prefer to call these examples
traits rather than cultural patterns but as a trait is a part
n the examples should still be valid.

tah has in may parts of the state a type of rural organization
her unique. I refer to the village type of organization in which
live in a village on a lot of one or two acres of land. This
the headquarters of their farming operations while their farm
ated in the area surrounding the village. Each farmer's land
all in one parcel. His farm may consist of several parcels of
es and kinds of land and at varying distances from the village.
rvey of a small group of farmers in one such village showed an
4.7 separate parcels of farm land per farmer for a total aver-
t 40 acres of crop land. These parcels were located at varying
p to 8 miles apart. It is not necessary, I believe, to go into
n before this group of the economics of such a farm pattern or
e effect upon economic welfare. The point for discussion is:
e farms got that way?" The answer is that in the main they were

way and they were planned that way because of particular cul-
possessed by the original settlers. The village type of settle-
nned by a people motivated by religious impulses. Settlement in
ages made it much easier for the people to discharge their re-
gations and engage in the social activities that were thought de-
cidentally, in the beginning it facilitated protection against
but this seems to have been of secondary consideration. Re-
social considerations for those people were more important than
considerations. Time, with the inventions, developments and
it has wrought, has largely removed the necessity for the vil-
organization in order for the people to get together but the
ins, which is a point that planners might well keep in mind.

far we have explained only the reasons for the compact village
Why are the land holdings outside the village divided into
els? The answer to this question is also found largely in the
he settlers although it has some economic considerations as well.
of the land and the uses to which it can be most profitably put
ly as one moves from the base of the mountains to the center of
It was considered more equitable and just for each man to have
class of land than for one man to have all first-class land
be forced to take all poor land that probably could be used only
Then the matter of distance was a factor. It was scarcely
man to have all his land right adjacent to the village while
have been located several miles away. By dividing the land
each man obtained some land close to town and some farther away.
of divided holdings has been accentuated by sub-divisions be-
nd by purchases and sales, yet it had its origin in the culture
settlers. This culture explains also the altogether too common
rm unit and the cooperation that made possible the building of
and of public buildings, and of the processing of farm produce,
ing the people with the essential food, clothing and supplies
to buy as well as many other characteristics of the social and
nization of Utah's agriculture. As times and conditions have
of these phenomena such as the cooperative store have passed
cture. Others, such as the mutual irrigation companies, are
. Undoubtedly, many equally good illustrations from other areas
n showing the effect of culture upon economic welfare, but let

was earlier pointed out that there exists a relationship be-
resources and culture. More specifically in a society such as
day the economic welfare of a people is probably one of the
in moulding their culture. It, in a sense, is self perpetuat-
te economic income for most of the people has made possible
avel and an acquaintance with the things that a larger income
e and that had heretofor been available only to the wealthy.
nce has led to desire. The desire for possession of those
ed by the art of advertising and salesmanship, has no doubt
force in stimulating people to seek ways of increasing their
ps this has stimulated men to make inventions, discoveries, and
of methods of doing the world's work. In so doing, men have
into fields or paths that after a time have been recognized
ical or inequitable. Society has then built up a public opinion

some cases has enacted laws to prevent or regulare the activities based
. I refer to such things as monopolies, stock market operations, and
The early development and financing of the railroads and of the oil
y in this country illustrate the point. Our attitudes and laws on
things become a part of our culture. Probably we have in the process
elopment now, public attitudes toward many social and economic problems
ffect general welfare and that will later definitely be incorporated
ur culture. Such problems as soil conservation, controlled production,
e security, socialized medicine, unemployment, in short the New Deal
ophy, could be cited as examples of problems on which the public mind
t yet become quite settled.

In conclusion, the cultural pattern of the United States people
includes a most pressing desire for a tremendous output of goods and
es for all the people, and it puts pressure upon our existing economic
to provide and distribute them satisfactorily. Perhaps we are suf-
from cultural growing pains and that what is needed is a uniform growth
phases of culture and economic processes. European peoples have long
that American cultural patterns are essentially materialistic. Per-
gain what is needed is for someone to sell us the desire for a culture
places greater emphasis on non-material things and less on material
.