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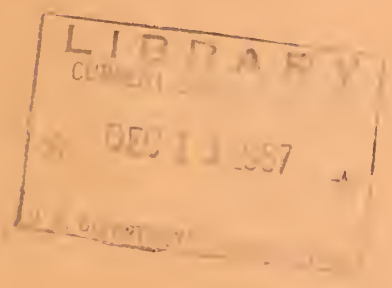
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2008

* 35 TH ANNUAL
NATIONAL
AGRICULTURAL

OUTLOOK
CONFERENCE

November 18-21, 1957*
Washington 25, D.C. *



UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service • Agricultural Research Service
Commodity Stabilization Service • Foreign Agricultural Service
Forest Service • Federal Extension Service Cooperating

235690

MONDAY (November 18) MORNING

(Thomas Jefferson Auditorium - South Building)

C. M. Ferguson, Administrator
Federal Extension Service, Chairman

9:00 Registration

prepared
marks
9:45 ◦ Opening of Conference

C. M. Ferguson

10:00 ✓ World Situation as it Affects
the Outlook for Agriculture

John W. Evans, Deputy Director
Office of Intelligence Research
Department of State

11:00 Intermission

11:15 ◦ Panel Discussion - Raymond A. Ioanes, Deputy Administrator
Foreign Agricultural Service, Moderator

to prepared
statements
John W. Evans, Deputy Director
Office of Intelligence Research
Department of State

Lamar Fleming, Jr.
Chairman of Board
Anderson, Clayton, and Company

Leslie Crawford
Foreign Agricultural Attache
Great Britain

Loring Macy, Director
Bureau of Foreign Commerce
Department of Commerce

Gwynn Garnett, Administrator
Foreign Agricultural Service

12:30 - 2:00 Lunch time

AEP - 214 (11-57)

MONDAY (November 18) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

James P. Cavin, Chief
Statistical and Historical Research Branch
Agricultural Marketing Service, Chairman

2:00 ✓ National Economic Situation
and Outlook for 1958

Nathan M. Koffsky, Chief
Farm Income Branch
Agricultural Marketing Service

2:30 ° Panel Discussion - James P. Cavin, Moderator

*prepared
statements*
Nathan M. Koffsky
Agricultural Marketing Service

James W. Knowles
Joint Economic Committee

V. Lewis Bassie, Director
Bureau of Economics and
Business Research
University of Illinois

Louis J. Paradiso, Assistant
Director-Chief Statistician
Office of Business Economics
Department of Commerce

✓ Gerhard Colm, Chief Economist
National Planning Association

4:00 Adjournment

TUESDAY (November 19) MORNING

(Thomas Jefferson Auditorium - South Building)

Bushrod W. Allin, Chairman of Outlook and Situation Board
Agricultural Marketing Service, Chairman

9:15 ✓ Agricultural Outlook for 1958

Fred V. Waugh, Director
Agricultural Economics Division
Agricultural Marketing Service

10:00 Intermission

10:15 ◦ Panel Discussion - Bushrod W. Allin, Moderator

is prepared
statements
Fred V. Waugh

Faith Clark, Chief, Household
Economics Research Division
Agricultural Research Service

Kenneth L. Bachman, Head
Production Income and Costs
Section
Agricultural Research Service

Raymond A. Ioanes
Deputy Administrator
Foreign Agricultural Service

William H. Scofield, In Charge
Land Values Unit
Agricultural Research Service

Norman J. Wall, Head
Agricultural Finance Section
Agricultural Research Service

12:00 - 1:30 Lunch time

TUESDAY (November 19) AFTERNOON

(Thomas Jefferson Auditorium - South Building)

"Effects of Marketing Changes on the Outlook"

Harry C. Trelogan, Director of Marketing Research
Division, Agricultural Marketing Service, Chairman

- 1:30 ✓ Developments in Human Nutrition Ruth M. Leverton, Asst. Director
Human Nutrition Research
Division
Agricultural Research Service
- 2:00 ✓ Marketing Costs D. Barton De Loach, Chief
Market Organization and Costs
Branch
Agricultural Marketing Service
- 2:30 ✓ Domestic Market Development Robert M. Walsh, Chief
Market Development Branch
Agricultural Marketing Service
- 3:00 ✓ Foreign Market Development Raymond A. Ioanes
Deputy Administrator
Foreign Agricultural Service
- 3:30 Intermission
- 3:45 ◦ Panel Discussion - Harry C. Trelogan, Moderator
- prepared
statements
except
Knapp's.*
- Ruth M. Leverton Faith Clark
- D. Barton De Loach Walter W. Wilcox
Legislative Reference Service
Library of Congress
- Robert M. Walsh
- Raymond A. Ioanes ✓ Joseph G. Knapp, Administrator
Farmer Cooperative Service
- 5:00 Adjournment

Wednesday, November 20, 1957

Commodity Outlook Sessions for Producers, Handlers and Consumers

9:15 - 10:45 ✓ Grass and Legume Seeds - Room 1345 South Building
Paul O. Mohn, FES, Chairman
Outlook Statement: ✓ Thomas J. Kuzelka, AMS
W. H. Youngman, FAS

✓ Fruits and Tree Nuts - Room 218 Adm. Bldg.
Lloyd H. Davis, FES, Chairman
✓ Ben H. Pubols, AMS, Outlook Statement

✓ Cotton - Jefferson Auditorium
E. P. Callahan, FES, Chairman
✓ Frank Lowenstein, AMS, Outlook Statement

11:00 - 12:30 ✓ Fats and Oils - Jefferson Auditorium
Karl G. Shoemaker, FES, Chairman
✓ George W. Kromer, AMS, Outlook Statement

✓ Vegetables and Potatoes - Room 218 Adm. Bldg.
R. L. Childress, FES, Chairman
✓ Will M. Simmons, AMS, Outlook Statement

*Rec'd Demand + price
situation for
forest products
Outlook included)*

✓ Forest Products - Room 3106, South Building
M. M. Bryan, FS, Chairman
David B. King, FS, Outlook Statement

12:30 - 2:00 Lunch time

2:00 - 3:30 ✓ Wheat - Room 218 Adm. Bldg.
T. E. Hall, FES, Chairman
✓ Robert E. Post, AMS, Outlook Statement

✓ Tobacco - Room 1345 South Building
S. E. Wrather, AMS, Chairman
✓ Arthur G. Conover, AMS, Outlook Statement

no statement

○ Sugar - Room 4966 South Building
Lawrence Myers, CSS, Chairman

3:45 - 5:00 ✓ Peanuts - Room 218 Adm. Bldg.
Karl G. Shoemaker, FES, Chairman
✓ George W. Kromer, AMS, Outlook Statement

✓ Rice - Room 1345 South Building
T. E. Hall, FES, Chairman
✓ Robert E. Post, AMS, Outlook Statement

5:00 Adjournment

5:45 State Specialists' Dinner - 4th Wing Cafeteria
South Building

Thursday, November 21, 1957

Commodity Outlook Sessions for Producers, Handlers and Consumers

- 9:15 - 12:00 ✓ Feed, Livestock and Meat - Jefferson Auditorium
Richard G. Ford, FES, Chairman
Outlook Statement: ✓ Harold F. Breimyer, AMS
✓ Malcolm Clough, AMS
- 12:00 - 1:30 Lunch time
- 1:30 - 3:00 ✓ Poultry - Jefferson Auditorium
Homer S. Porteus, FES, Chairman
✓ Edward Karpoff, AMS, Outlook Statement
- 3:15 - 5:00 Dairy - Jefferson Auditorium
Max K. Hinds, FES, Chairman
✓ Herbert C. Kriesel, AMS, Outlook Statement
- 5:00 Adjournment

Wednesday, November 20, 1957

Family Living Sessions

- 9:15 Outlook for Consumer Goods Freer Art Gallery Auditorium
Starley M. Hunter, FES, Chairman
- ✓ Food Harry Sherr
Agricultural Economics Div., AMS
- ✓ Clothing *Harry Kahan* - Arnold Chase
Bureau of Labor Statistics
Department of Labor
- ✓ Housing and Durable Goods ~~Harry Kahan~~
Arnold Chase Bureau of Labor Statistics
Department of Labor
- ✓ Home Furnishing Starley M. Hunter
Div. of Home Economics Programs, FES
- 12:30 - 2:00 Lunch time
- "Family Living Trends - Changes in Family Characteristics"
Faith Clark, ARS, Chairman
- 2:00 ✓ Changes in Population and Gladys K. Bowles
Family Characteristics Farm Population & Rural Life Branch, AMS
- 2:25 ✓ Overall Situation Margaret L. Brew
Household Management Section, ARS
- 2:50 ✓ Dwelling Upkeep, Household Jean L. Pennock
Operations, Furnishings Household Economics Div., ARS
& Equipment
- 3:15 Intermission
- 3:30 ✓ Transportation, Recreation Emma G. Holmes
and Education Household Economics Div., ARS
- 3:55 ✓ Clothing, Personal Care Roxanne R. O'Leary
Household Economics Research Div., ARS
- 4:15 Adjournment

Thursday, November 21, 1957

Family Living Sessions

Room 218 Adm. Bldg.

"Family Living Trends - Changes in Family Characteristics" (Cont'd)
Margaret L. Brew, ARS, Chairman

9:15 ✓ Food Mollie Orshanksy
Household Economics Research Div., ARS

9:45 ✓ Medical Care Jean L. Pennock
Household Economics Div., ARS

10:05 ○ Outlook for Family Living Margaret L. Brew
Household Management Section, ARS

10:15 Intermission

10:30 ○ Panel - Implications of Changes in Family Living for
the Extension Program

Paul J. Jehlik SESD, ARS Eloise Cofer IHE, ARS
Helen Johnston, HEW Starley Hunter, FES
Constance Burgess, Ext. Serv., Cal. John Ellickson FERD, ARS
Lucille Ketchum, Ext. Serv., Mich.

12:30 - 2:00 Lunch time

2:00 Commodity Outlook
Frances Scudder, FES, Chairman

✓ Dairy Herbert C. Kreisel, AMS

○ Meat Animals Harold Breimyer, AMS

○ Methods of Presenting Outlook - Starley M. Hunter, FES

4:30 Adjournment

*minimizing risk
in the use of
family resources*

STATE DELEGATES REGISTERED FOR 35th OUTLOOK CONFERENCE
November 18-21, 1957

ALABAMA

Foy Helms, Elizabeth Bryan

ALASKA

None

ARIZONA

George W. Campbell

ARKANSAS

T. E. Atkinson, Crystol Tenborg

CALIFORNIA

Constance Burgess, G. A. Carpenter

COLORADO

Avery Bice

CONNECTICUT

G. A. Ecker, Florence S. Walker

DELAWARE

Patricia Middleton, W. T. McAllister,
William E. McDaniel

FLORIDA

C. C. Moxley, Susan Christian

GEORGIA

J. J. Lancaster, Doris Oglesby

HAWAII

Stephen Doue

IDAHO

R. Wayne Robinson

ILLINOIS

Catherine M. Sullivan, L. H. Simerl

INDIANA

Carroll Bottum, Ronald Bauman,
Elkin Mintner

IOWA

Francis Kutish, Helen Tucker

KANSAS

M. E. Jackson, Roger Wilkowske

KENTUCKY

Frances M. Stallard, Buel Lanpher,
Stephen Allen

LOUISIANA

W. D. Curtis, Rupert Perry

MAINE

Lewis Clark, Pauline Lush

MARYLAND

G. M. Beal, A. B. Hamilton,
H. H. Hoecker, J. W. Magruder,
A. R. Meyer, Joanne Reitz,
G. A. Stevens

MASSACHUSETTS

Barbara Higgins, E. W. Hanczaryk,
G. W. Westcott, A. H. Lindsey

MICHIGAN

Lucille Ketchum, J. N. Ferris

MINNESOTA

L. J. Pickrel

MISSISSIPPI

None

MISSOURI

C. E. Klingner, Elmer Kiehl, Tom Bro

MONTANA

John Bower, Mae True

NEBRASKA

Everett Peterson, Clara Leopold

NEVADA

Margaret Dial, G. A. Myles

NEW HAMPSHIRE

Ann Beggs, Lawrence Dougherty

NEW JERSEY

Doris Anderson, F. V. Beck,
Hildreth Flitcraft

NEW MEXICO

J. O. Kling or Clyde R. Keaton

STATE DELEGATES REGISTERED FOR 35th OUTLOOK CONFERENCE (continued)
November 18-21, 1957

NEW YORK

Ruth Deacon, Elizabeth Wiegant,
George Conneman, L. C. Cunningham,
B. A. Dominick, Robert Smith,
Mary Wood, Betty Woods

NORTH CAROLINA

Glenn Tussey, Charles Pugh,
Mamie Whisnant

NORTH DAKOTA

H. G. Anderson, Irene Crouch

OHIO

Riley Dougan, Robert Schwart,
Mabel Spray, D. M. Long,
Anita McCormick

OKLAHOMA

H. E. Ward, Evelyn P. Nantz

OREGON

Oscar Hagg

PENNSYLVANIA

Sanna Black, W. M. Carroll, W. F. Johnstone
B. W. Kelly, Fred Hughes, M. J. Armes,
A. K. Birth, A. O. Voigt, C. W. Porter

PUERTO RICO

Roberto Lefebre-Munoz,
Carmen T. Pesquero-Busquets

RHODE ISLAND

W. H. Wallace, Evelyn Lyman

SOUTH CAROLINA

P. S. Williamon, Ruby M. Craven,
M. C. Rochester

SOUTH DAKOTA

L. M. Bender, Isabel McGinney

TENNESSEE

Eugene Gambill, Virginia Boswell,
Irving Dubov, Myra Bishop or
Phyllis Ilett

TEXAS

J. H. McHaney, Eula J. Newman

UTAH

Leon Michaelsen

VERMONT

Verle Houghaboom

VIRGINIA

Helen D. Alverson, Amelia Fuller,
J. B. Bell, Shirley Carter,
D. U. Livermore, K. E. Loope,
W. J. Nuckolls, Jr., J. H. Simpson,
H. W. Waker

WASHINGTON

Karl Hobson

WEST VIRGINIA

Gladys W. Knapp, K. P. Brundage

WISCONSIN

Louise Young, Leon Garoian

WYOMING

A. W. Willis, Mary McAuley

UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

11/19/57

STATE DELEGATES REGISTERED FOR
THE 35th ANNUAL AGRICULTURAL OUTLOOK CONFERENCE

<u>ALABAMA</u>	<u>Hotel</u>	<u>HAWAII</u>	<u>Hotel</u>
Foy Helms	Harrington	Stephen Doue	Harrington
Elizabeth Bryan	Harrington		
		<u>IDAHO</u>	
<u>ARIZONA</u>		R. Wayne Robinson	Harrington
George W. Campbell	Harrington		
		<u>ILLINOIS</u>	
<u>ALASKA</u>		Catherine M. Sullivan	Willard
Allan Mick	Willard	L. H. Simerl	
		<u>INDIANA</u>	
<u>ARKANSAS</u>		Carroll Bottum	Harrington
T. E. Atkinson	Harrington	Ronald Bauman	Harrington
Crystal C. Tenborg	Raleigh	Elkin Mintner	Harrington
		<u>IOWA</u>	
<u>CALIFORNIA</u>		Francis Kutish	Harrington
Constance Burgess	Willard	Helen Tucker	Harrington
		<u>KANSAS</u>	
<u>COLORADO</u>		M. E. Jackson	Harrington
Avery Bice	Raleigh	Roger Wilkowske	Harrington
		Ethel Self	Harrington
<u>CONNECTICUT</u>		Milton J. Manuel	
George A. Ecker	Harrington		
Florence S. Walker	Burlington		
		<u>KENTUCKY</u>	
<u>DELAWARE</u>		Frances M. Stallard	Harrington
Patricia Middleton	Washington	Buel F. Lanpher	Harrington
Willard T. McAllister	Harrington	Stephen Allen	Harrington
William E. McDaniel	Harrington		
		<u>LOUISIANA</u>	
<u>FLORIDA</u>		W. D. Curtis	Raleigh
C. C. Moxley	Willard	Rupert Perry	Harrington
Bonnie Carter	Harrington		
		<u>MAINE</u>	
<u>GEORGIA</u>		Lewis E. Clark	Harrington
J. J. Lancaster	Harrington	Pauline E. Lush	Washington
Doris Oglesby	Willard		

MARYLAND

John W. Magruder
 Joanne W. Reitz, 1915 Fox St.,
 Hyattsville, Md.
 A. B. Hamilton, University of Maryland
 G. A. Stevens
 Vivian L. Curmutt
 George Beal
 Harold Hoecker
 Paul Nystrom

HotelNEW JERSEY

Doris Anderson
 John Carncross
 Frank Beck
 Hildreth Flitcraft

Hotel

Willard
 Willard
 Harrington
 Willard

MASSACHUSETTS

E. W. Hanczaryk
 Barbara Higgins
 G. W. Westcott
 R. Bieber

Washington
 Washington
 Burlington
 Burlington

NEW MEXICO

Clyde R. Keaton

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 R. P. Story
 Elizabeth Wiegand
 Mary Wood
 Ruth Deacon
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Harrington
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 Raleigh
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 Harrington

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 Lucille Ketchum
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Washington
 Willard
 Willard
 Harrington

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 Glenn Tussey
 Charles Pugh

Harrington
 Harrington
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MINNESOTA

Luther Pickrel
 Elizabeth Roniger

Cosmos Club
 Raleigh

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H. G. Anderson
 Irene Crouch

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Everett Peterson
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WEST VIRGINIAHotel

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W. H. Wallace

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Louise Young Willard
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Ruby M. Craven Harrington
P. S. Williamon Harrington

WYOMING

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Mary McAuley Raleigh

SOUTH DAKOTA

Lyle Bender Harrington
Isabel McGibney Raleigh

TENNESSEE

Virginia Boswell Harrington
Eugene Gambill Washington
Phyllis Ilett Washington

TEXAS

John McHaney Raleigh
Eula J. Newman

UTAH

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VERMONT

Verle Houghaboom

VIRGINIA

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Helen Alverson Washington
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W. J. Nuckolls, Jr. Harrington
J. H. Simpson Harrington
Shirley Carter Harrington
J. B. Bell Harrington
H. W. Walker Harrington

WASHINGTON

Karl Hobson Harrington
A. H. Harrington (Hoobler's)



UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Research Service
Institute of Home Economics

CHANGES IN FAMILY SPENDING--TRENDS IN FARM FAMILY EXPENDITURES
FOR CLOTHING

By Roxanne O'Leary, Home Economist

Family expenditure studies tell us a good deal about what is happening to farm family spending for clothing. Farm families spent an average of \$135 on clothing in 1941. Adjusted for the change in the price of apparel, that is, in 1955 dollars, the expenditure was \$263 in 1941, as compared to \$407 in 1955. The difference between these figures represents an increase of 55 percent in spending for clothing in the 14-year period.

To place clothing expenditures in proper perspective with increases in other areas of family living, let us go back a bit. Miss Brew stated that farm families in 1955 spent about two-thirds more for current consumption than in 1941 after taking into account the change in prices. So spending for clothing, with an increase of a little over half, has not kept pace with that for some of the other goods and services that make up family living. In 1941, clothing took 16 percent of the total family budget; in 1955, 14 percent.

Farm families today are not spending their clothing money the same way they did 15 years ago. Greater emphasis is now being placed on the garment care provided by service establishments outside the home. In 1941, 3 percent of the family clothing dollar went for clothing upkeep (table 1). In 1955, this percentage had increased to 7, the greatest portion of which was for dry cleaning. Men and boys over 16 years of age increased their clothing consumption considerably less than other family members. In 1941, 40 percent of the family clothing dollar was for men's ready-to-wear clothing and in 1955 this percentage had fallen to 34. Women's expenditures for ready-to-wear apparel also took a smaller portion of the family clothing dollar, decreasing from 35 percent to 32 percent.

Expenditures for all types of garments have increased but not to the same degree. It is interesting to note how family members have changed the allocation of their expenditures for ready-to-wear clothing amongst the different types of garments. In part, these differentials have been due to differences in price changes among the clothing items. For example, cotton apparel increased more in price from 1941 to 1955 than apparel made of wool or man-made fibers. On the whole, however, most changes in the way the clothing dollar is spent are probably due to changes in preference.

The changes in allocation of expenditures for ready-to-wear clothing by men and boys over 16 show an increasing preference for informal clothing. The greatest change has been a decreased emphasis on spending for dress and business suits (table 2). To replace such suits, there have been increases in the proportion spent for separate jackets and sport coats and separate trousers and slacks. A sizable increase in spending for shirts other than cotton ones is due in part to the increased popularity of woolen sport shirts and in part to the appearance on the market of nylon and Dacron shirts. Small decreases in the proportion spent for overcoats and topcoats are evident. Jackets are replacing coats for some men. There have also been decreases in spending for men's hats, particularly felt hats.

Changes in the way women have divided their clothing money amongst the various types of garments are even more marked than those for men. Women's patterns of spending in 1955 also indicate the trend toward the more informal type of garment. Dresses showed the greatest proportionate decrease in women's spending (table 3). Offsetting this there were increases for suits, skirts, blouses, and sweaters. Another indication of the greater preference for informal clothing is the smaller portion of the total spent on felt and straw hats and the slight increase for caps and head scarves. Heavy coats, footwear, and hosiery have all been given less important places in the budget. Changes in hosiery consumption show the effect of technological developments. The greater use of anklets instead of stockings is partly responsible for hosiery now taking a smaller share. But another important reason is the shift from silk stockings of the early 40's to the more durable nylons of the 50's.

Rural-urban differences

Results of the 1941 study showed rural farm family clothing expenditures to be 55 percent as great as those for urban families. Comparing the 1955 rural data with the latest urban spending figures ^{1/} (adjusted by the Department of Commerce expenditure data for clothing), we find that in 1955 farm families spent 87 percent as much for clothing as city families. However, we must also consider the fact that average family size was larger among the farm families than the urban families. Miss Brew has mentioned the increases in spending for clothing that accompany increases in family size. Looking at the same data on a per person basis to make allowance for differences in family size, farm clothing expenditures were 40 percent of urban in 1941 and 69 percent in 1955.

Income differences

Income, age, family size and composition, and geographical location all appear to have a significant bearing upon family clothing expenditures. It is impossible to isolate these factors, and they are not the only ones working, but a fairly clear picture of their general effects is apparent from our statistics.

^{1/} The latest urban figures are for 1950. To make a rural-urban comparison for the same year, the urban data were adjusted to 1955 using the ratio between Department of Commerce United States aggregate expenditures for clothing in 1950 and 1955.

Let's take income first. As you would expect, income appears to be the most important single factor affecting family clothing expenditures. As income increases, clothing expenditures increase. Data from the 1955 study as well as from previous studies show that at the lowest income levels expenditures for men's clothing are greater than are those for women's. As income increases, women's expenditures rise faster than men's. The result is that a greater share of the family clothing dollar at the high income levels is devoted to the women.

Family size and composition

Our data give us a picture of family spending throughout the family life cycle. Among young farm operators, under 35 years, who have no children or very young children, average family expenditure for clothing is low. Those 35-44 may have more children and more teen-agers who are out-growing and wearing out clothing at least as fast as their parents can get to the store to buy new ones. Consequently, their clothing expenditures are larger. Among farm operators 45-54 years of age, whose children are becoming increasingly expensive, we find the peak in family clothing expenditures. Families whose heads are 55-64 years old or 65 and over probably have few children at home and spend less for themselves, so their clothing expenditures decline rapidly. Following this spending pattern through the life cycle for families in the income class of \$2,000-\$3,999 we find that family expenditures in 1955 increased a third from the youngest age group to the 45 to 54 age group, the highest spending level. From that point, expenditures were just halved by the time the 65-and-over age group was reached.

Family expenditures for children aged 2-15 reach a peak when the farm operator is 35-44. This stands out in table 4 because children's expenditures are shown separately until they are 15 years old, then are combined with those of the adults. When the farm operator is 35-44 he has more of the children close to 15 who naturally spend more than do the younger children. In families with heads 45-54 years old, many of the children have passed 16 and their expenditures are classified with those of the adults. This causes a drop in children's expenditures and an increase in those for adults.

Regional differences

Clothing expenditures also vary considerably from region to region. Expenditures per person have increased more in the South than in the North Central region since 1945. The average expenditure in the South was about 80 percent of that of the North Central region in 1945 and 95 percent in 1955. Southern families at the upper income levels are enjoying a greater share of this increased consumption of clothing than are those at the lower end of the income scale. The differences between the low-income southern and northern family spending per person and those of the high-income southern and northern families have both become more pronounced in the past 10 years. That is, the low-income families in the South in the earlier study spent less than those in the North Central region and the gap between them has become even wider. Those in the South at the upper income levels previously spent more than those in the North and as of 1955 had continued to increase their spending for clothing at a greater rate than in the North Central region.

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Personal care

Expenditures for personal care amounted to \$69 per family in 1955. Of this, \$28 was for services such as haircuts, permanent waves, and shampoos; the remainder was for personal care materials such as cosmetics, toilet soaps, tooth paste or powder, cleansing tissues, and sanitary supplies. Personal care expenditures represented a little over 2 percent of the total budget for family living items in both 1941 and in 1955.

Table 1.--Average expenditures per family and percentage distribution of expenditures for categories of clothing expense, farm families, 1941 and 1955

Category of expense	Average expenditure per family		Distribution of expenditures	
	1941	1955	1941	1955
	Dollars	Dollars	Percent	Percent
Total.....	133	392	100	100
Clothing items.....	124	347	94	88
Men and boys aged 16 and over..	53	133	40	34
Women and girls aged 16 and over.....	47	127	35	32
Boys aged 2-15.....	13	42	10	11
Girls aged 2-15.....	11	42	8	11
Infants and children under 2...	1	4	1	1
Materials, findings, paid help for sewing.....	5	17	3	4
Upkeep.....	4	28	3	7
Shoe shines, repairs.....	1	6	1	1

NOTE: In order to keep the two studies on a comparable basis, jewelry purchase and repair and special athletic wear have been excluded although they are usually considered to be clothing expenditures.

Table 2.--Men and boys 16 years of age and over: Average expenditures per family and percentage distribution of expenditures for clothing by item, farm families, 1941 and 1955

Clothing item	Average expenditure per family		Distribution of expenditures	
	1941	1955	1941	1955
	<u>Dollars</u>	<u>Dollars</u>	<u>Percent</u>	<u>Percent</u>
All garments ^{1/}	53.01	131.51	100.0	100.0
Coats, jackets, sweaters	6.13	14.83	11.6	11.3
Overcoats, topcoats	2.09	3.29	3.9	2.5
Separate jackets, sport coats	2.79	9.76	5.3	7.4
Sweaters	1.04	1.23	2.0	.9
Raincoats, snowsuits22	.55	.4	.4
Suits, trousers, overalls	16.86	40.79	31.8	31.0
Dress, business suits	7.99	14.29	15.1	10.9
Separate dress or work pants, overalls	8.15	23.50	15.4	17.9
Slack suits, shorts, uniforms	.70	2.99	1.3	2.3
Shirts	5.91	16.82	11.1	12.8
Cotton dress shirts	2.00	5.45	3.8	4.1
Cotton work shirts	3.53	6.80	6.7	5.2
Other shirts38	4.57	.7	3.5
Underwear, nightwear	4.31	12.04	8.1	9.2
Socks	2.73	6.53	5.1	5.0
Footwear	10.99	25.99	20.7	19.8
Hats, caps	3.07	5.70	5.8	4.3
Gloves, mittens	1.75	4.68	3.3	3.6
Other accessories	1.23	4.11	2.3	3.1

^{1/} In order to keep the two studies on a comparable basis, jewelry purchase and repair and special athletic wear have been excluded although they are usually considered to be clothing expenditures. Clothing expenditures not itemized have also been excluded.

Table 3.--Women and girls 16 years of age and over: Average expenditures per family and percentage distribution of expenditures for clothing by item, farm families, 1941 and 1955

Clothing item	Average expenditure per family		Distribution of expenditures	
	1941	1955	1941	1955
	Dollars	Dollars	Percent	Percent
All clothing items ^{1/}	46.58	124.50	100.0	100.0
Coats and jackets.....	7.94	15.70	17.0	12.6
Heavy coats, with fur.....	1.23	.98	2.6	.8
Heavy coats, no fur.....	2.92	6.54	6.3	5.3
Fur coats, stoles, scarves.....	1.00	.73	2.1	.6
Lightweight coats.....	2.28	5.72	4.9	4.6
Jackets.....	.35	1.09	.8	.9
Raincoats, snowsuits, other.....	.15	.63	.3	.5
Suits.....	1.27	7.36	2.7	5.9
Dresses.....	9.54	21.04	20.5	16.9
Sweaters.....	.96	3.38	2.1	2.7
Skirts.....	.71	4.89	1.5	3.9
Overalls, slacks, jeans.....	.51	2.54	1.1	2.0
Blouses.....	.68	3.53	1.5	2.8
Sunsuits, shorts, play suits.....	.05	.72	.1	.6
Aprons.....	.31	.77	.7	.6
Underwear, nightwear.....	6.36	22.68	13.7	18.2
Hosiery.....	5.11	10.66	11.0	8.6
Footwear.....	9.19	21.17	19.7	17.0
Hats, caps, scarves.....	2.40	3.95	5.2	3.2
Gloves, mittens.....	.51	1.31	1.1	1.1
Handbags, purses.....	.59	2.77	1.3	2.2
Other accessories.....	.42	2.01	.9	1.6

^{1/} In order to keep the two studies on a comparable basis, jewelry purchase and repair and special athletic wear have been excluded although they are usually considered to be clothing expenditures. Clothing expenditures not itemized have also been excluded.

Table 4.--Average expenditure for clothing per family by age of farm operator for families with income of \$2,000-\$3,999, 1955

Age of farm operator	Total family expense <u>1/</u>	Family member		
		Men aged 16 and over	Women aged 16 and over	Children aged 2-15
Under 35 years.....	\$393	\$127	\$103	\$98
35-44 years.....	504	140	133	166
45-54 years.....	519	179	176	104
55-64 years.....	425	153	171	50
65 and over.....	257	99	103	28

1/ Includes expenditures for infants and children under 2, materials, findings, paid help for sewing, and clothing upkeep not shown separately.