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Family Living 1956 Outlook

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FAMILY LIVING
1956 OUTLOOK

CLOTHING

FOOD

HOME MANAGEMENT

AGRICULTURAL EXTENSION SERVICE
SOUTH DAKOTA STATE COLLEGE
U. S. DEPARTMENT OF AGRICULTURE
The Average American Family

You are the member of an average American family. The standard of living for this family is at an all time high.

All average American families have some problems in common, such as:

- Feeding the family
- Clothing the family
- Housing the family
- Future planning for the family
- Educating the family

How are these problems being solved and what will be the situation for 1956?

As a South Dakota homemaker what are you doing to maintain the present standard of living?

Will you have to work harder in 1956 to keep up this standard?

What are you doing about—

- Account keeping?
- Insurance?
- Education?
- Medical Aid?
- Savings

Population

Farm families average larger than non-farm families.

One third of the farm families have five or more members.

In the medium and high income farm areas 59 percent are under 15 years of age and 8 percent are over 70 years of age.

In 1940, approximately 22 percent of all farm residents were working 100 or more days off the farm while in 1950 the percentage had increased to about 37 percent.

A growing proportion of farm operators are working 100 or more days off the farm: 24 percent in 1954 compared with 15 percent in 1940.
More farm wives are seeking outside employment: 22 percent in 1954 compared to 17 percent in 1950.

State
The rural population has dropped from 484,874 in 1940 to 436,030 in 1950.

*How many homemakers are working?*

*What are they doing?*

*What change has this made in the family living pattern?*

*What will happen in 1956?*

**Income**
Farm family income has decreased each year since 1951, although the drop has not been as sharp in aggregate income of the farm operators. This is because the number of people dependent on farming has decreased and because income from other sources has increased.

Consumer prices as a whole have remained remarkably stable during the past four years.

While prices for new automobiles and service charges, such as medical and personal care, have increased, prices for some goods have declined. For the first six months of 1955, price for food,
the largest component in the family budget was slightly below the same months of 1954.

In 1956, increased prices for some consumer goods seem likely, but the over-all increase in living costs will be slight, because food prices, which are not expected to increase, are so large a part of the total.

How Are You Spending Your Income?

Foods

Twenty-five percent of the income is spent for food.

A survey of the North Central States show that.

The market basket for one week costs $15 for a family of four plus $12 worth of food (in retail prices) from the home garden.

Of every dollar spent at the store:
- 25 cents went for meat, poultry, fish
- 10 cents went for milk, baked goods, beverages
- 8 cents went for fats and oils
- 20 cents went for fruits and vegetables
- 37 cents for sugar, cereals, etc.

Of every dollars worth produced on the farm
- 40 cents for meat
- 25 cents for milk
- 17 cents for fruits and vegetables
- 18 cents for other foods
Home production makes possible better diets, richer in required foods.

More milk, eggs and vegetables are used.

Family diets still need improvement by the addition of more protein, Vitamin C and calcium.

What Are We Going To Do About It?

Clothing

The picture for clothing in 1956 is favorable. Supplies will be ample.

There will be a greater choice of garments made of fabrics designed and engineered, through blending of man-made and natural fibers.

Garments will be:
- More durable
- More comfortable
- More easily cared for

Prices will be the same for:
- Womens and misses coats and suits
- Blouses and sportswear
- Hosiery
- Mens and Boys clothing

Prices will be somewhat higher for:
- House dresses
- Cotton socks and anklets
- Girls wear
- Infants wear
- Shoes and leather goods

How Can We Make Our Budget Reach?

Housing

Building will maintain the same level as in the past few years.

This is due to:
- More marriages of 20-25 year groups
- More one-family units.
- Increasing number of older people.
- Migration of families.
Household Furnishings

Production has been at a record rate in 1955—50 per cent above the average of 1947-49.

Consumers prices appear to reflect the following influences:

- Some rise in material cost
- A narrowing in distributive margin and services
- A gradual increase in efficiency of production

Department stores have gone into selling major appliances and radio-TV.

Moderate reductions have occurred in retail prices.

“Off list” pricing has become the most widespread for electrical appliances.

Many homes are well equipped now.

*If the Income Decreases What Will We Do In This Field?*