

1963

EC63-1139 Outlook for Family Living...

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WHAT TO DO ABOUT IT

- ...Take a realistic look at your family's eating habits. Do they contribute to health and well-being?
- ...Re-examine your plans for retirement. This might be a good time to reappraise your goals to keep up with the increasing cost of living.
- ...Give special thought to the help and guidance your children will need if they are to be well prepared for the kind of world they face.
- ...Plan ahead for the replacement of household belongings in order to take advantage of the new advances in technology and materials coming onto the market.
- ...Be alert in changing your buying skills and habits in order to make the most of the dollars you have to spend.
- ...Evaluate your three main spending resources:

TIME...everyone has 24 hours a day

ENERGY...variable

MONEY...variable

- ...Enlarge the two things you have to cultivate:

KNOWLEDGE...knowing what is available in order to best satisfy your wants and needs.

SKILLS...your power to perform.

- ...Develop the one thing you have to change: ATTITUDE...habit is helpful in daily living, but for the long run adjustment to change is necessary and normal.

- ...Prepare for the future day by day with the longtime view always in mind.

If you want some assistance or an account book to help you in working out your farm and home plans, ask your county Extension agents.

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OUTLOOK for family living...

In Brief...

- ... general situation
- ... food and nutrition
- ... clothing and textiles
- ... household equipment
- ... housing
- ... furniture & furnishings
- ... services
- ... what to do about it

EXTENSION SERVICE
UNIVERSITY OF NEBRASKA COLLEGE OF AGRICULTURE
AND U. S. DEPARTMENT OF AGRICULTURE
COOPERATING
E. F. FROLIK, DEAN E. W. JANIKE, DIRECTOR

tivity. It is expected that this will encourage the expansion of educational television.

HOUSING



The day is coming when the second home will be as common as the second car. Several factors are behind this trend: rising family income, longer vacations and shorter work weeks.

One of the most important developments in housing is the acceleration in the construction of housing specifically designed to meet the needs of older citizens. The Senior Citizen Housing Act of 1962, provides new programs for senior citizen housing in rural and non-farm areas.

There are some indications that 1963 housing starts will be fewer than in 1962. Supplies of construction materials are adequate and credit terms are favorable to buyers.

EDUCATION AND RE-EDUCATION



Boys and girls must be encouraged to stay in school as long as they can. A high school diploma is now virtually a requirement for even an interview for many of the most menial jobs. School "drop-outs" will find it increasingly difficult to make an adequate living. In the years ahead emphasis will be placed on brains rather than brawn, on a rising level of skills, on flexibility and adaptability.

People are being displaced by automation to the extent that the Manpower Development & Training Act of 1962 was enacted in the last session of Congress to help employed persons update and upgrade their skills.

The amount of schooling any boy or girl acquires in this era of rapid change will have a marked influence on earning capacity and the kind of occupation he can pursue. A college degree is desirable, but for those with less than high school training plus some technical training the future is indeed dark. The future belongs to those who prepare for it.

What's Ahead For

HERE WE ARE

If you are an average consumer you had a little higher personal income during 1962 and since there was less increase in retail prices than the increase in income, you had a bit more purchasing power. The same trend is on the horizon for 1963. The expected slight increase in retail prices will be due largely to increased costs of consumer services.

Consumer spending continues to rise in every category. Consumer debt is low. There are more and more discount houses. Furniture sales have crept up and restaurants are enjoying a minor boom.

FOOD AND NUTRITION



No wonder low calorie diets are popular for ridding ourselves of excess avoirdupois. Per capita consumption of food is showing signs of increase. Most people are doing less active work and play so our caloric intake should be decreasing. Our abundant food supply makes it possible for us to be well fed--whether considered on the basis of personal likes and dislikes or from a nutritional standpoint.

The total amount spent for food continues to increase but we are using a smaller proportion of our income for edibles. According to the latest index, 19% of total income is going for food today as compared with 26% in 1947-49. Furthermore the increased amount spent grows out of more expensive tastes, higher quality and many more services either in the processing or in the distribution of our food. Barring worsening of international tensions, there is likely to be little overall change in retail food prices in 1963.

There is always something new in foods! Watch for a new look in ground beef. Instead of the familiar cardboard tray and overwrap we will be finding it dressed in a sausage-shaped roll. Grinding will be done at the meat packing plant. The package is airtight and lightproof and will keep beef five times longer than when wrapped in the conventional way.

Puffed fruit and vegetable pieces are being produced--potatoes, beets, carrots, green corn and apples. These "instantized" puffed foods require only a five or six minute simmering.

And soon powdered cheese will be added to the long list of instant foods.

The heat-in-the-bag foods are warming up fast now. We have been seeing a limited amount of such processed foods in the supermarkets, but now there is an electric unit for home use. Mrs. Homemaker can package her own tastefully prepared foods, keep them in the freezer in the ready-to-heat-in-the-pouch container. Mealtime? Drop the bags in water and in a matter of minutes the food is ready, without defrosting and with no odors and no messy pans to clean.

Family Living In 1963?

CLOTHING AND TEXTILES

Supplies of clothing are large. Clothing continues to decline in relative importance in the family budget. But certain future trends are foreseen. Retail prices of clothing and textile household furnishings may edge up in 1963.



Shoes are definitely on the list for increase, more on men's than on women's footwear. Prices on men's worsted fabrics are up enough to foreshadow higher prices for men's suits. Stretch fabrics will be available in men's suits in 1963. A combination of Dacron-wool woven stretch fabric will have not only comfort built into the suit, but also greater crease resistance.

Silk is gaining in women's clothing, lifting fiber prices to a 38-year high.

Throw-away nylon hose on the way. The low-price type is being produced by omitting the knitting of the heel pocket, then molding to shape on frames. They have been retailing at 59¢ a pair and are expected to be 39¢ by early 1963. Eventually they will be sold by the dozen, worn a few times, then discarded.



Coin-operated dry cleaners are sprouting all over the country. Problems growing out of various hazards are being regulated by zoning, restricting the number of machines installed under one roof, ventilation and the type of solvent used. Some states require that attendants be present when machines are in operation. A word of caution: If the car is loaded with some freshly cleaned clothes out of the coin-op, be sure the windows are open at least part way. Some individuals are allergic to the fumes from the solvent that may not be completely evaporated.

Fine pima cotton sheets are already on the market. These sheets are 11% lighter than fine percales. They have 30% greater tensile strength in the warp and 14% greater strength in the filling, thus assuring good wear in spite of their light weight.

HOUSEHOLD EQUIPMENT AND FURNISHINGS



All indications are for an ample supply of household equipment with prices remaining at about the 1962 level.

Portable garbage disposers are here. Since they require no installation there is no problem in taking one along when the family changes address.



There is also a new dishwasher that builds into the wall, fits under a counter or fits on a rollaway stand. It is no larger than many portable television sets and washes six to fifteen place settings, depending on model selected.

New legislation requires that television sets coming onto the market after April 30, 1964, be capable of carrying all 83 channels that have been allocated in the U.S., and must comply with certain minimum standards of noise and peak picture sensi-