

1967

EC67-1139 1967 Outlook for Family Living

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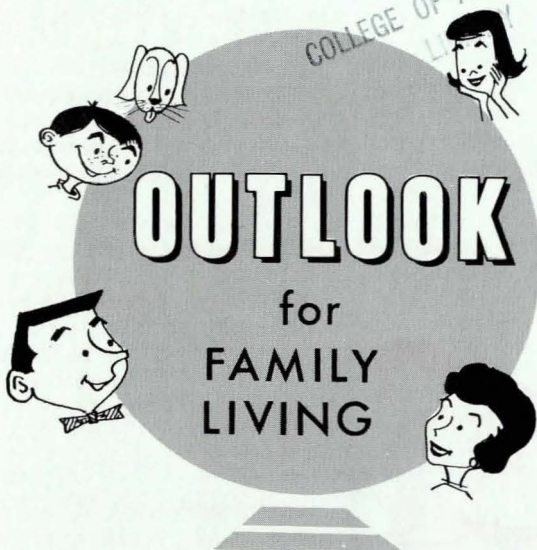
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In Brief...

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

Prepared by Mrs. Clara N. Leopold, State Extension Specialist, University of Nebraska College of Agriculture and Home Economics, Lincoln, Nebraska.

Extension Service

University of Nebraska College of Agriculture and Home Economics
and U. S. Department of Agriculture Cooperating

E. F. Frolik, Dean

J. L. Adams, Director

what's ahead for family living in 1967?

PROSPECTS & PROSPERITY STILL LOOK GOOD

A more cautious consumer attitude toward buying and borrowing, a trend toward easier credit, secure jobs for most skilled workers, and some price increases are the theme for 1967 family living. Continued very high standard of living will continue for most Americans, even though there are more uncertainties than in previous years. The conflict in Vietnam and the question of taxes -- federal, state and local, are basic to the 1967 thinking of the average family--and both are quite unpredictable.

The impressive rise in farm income in 1966--together with increases in recent years and continued opportunities for off-farm employment--has put many farm families in a strong position as they move into the years ahead. The recent amendment to the Social Security Act will help some farm people no longer in the labor force. Rural people 72 or older, formerly ineligible for Social Security payments, now will be eligible.

DEVELOPMENTS IN FOOD -- NEW & OLD

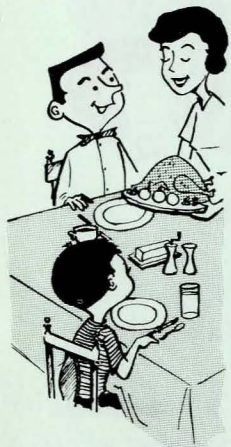
Retail food prices are expected to average higher than in 1966 although they will not increase as much as in 1966. A strong factor for the increase in the total food bill of most families is the upgrading of the fare--better and more luxury foods; plus the continued increase in the purchase of non-foods that get into the tape total. Reduced beef supply and high labor costs for bakery products make higher prices for these commodities. But prices likely will go down somewhat for pork, poultry, eggs and citrus fruits.

The preservation of food by nuclear irradiation may be nearer the consumer market than we think. A pilot plant has been proposed for the State of Nebraska. The Atomic Energy Commission and the U.S. Army will cooperate in the program with industry to encourage development of a commercial capability for radiation sterilization of meats. Such products require no refrigeration in the home.

Scientists are isolating protein from raw plant materials such as soybeans, sunflowers, peanuts and alfalfa. With machines similar to those in a textile plant, edible food fabrics (or analogs, as some prefer to call them) are being spun out. When chopped the fiber resembles a piece of shredded white meat of chicken. In a continuous form the fiber can be matted or woven to approximate the texture of meat, with toughness or tenderness controlled by the process used. Fats can be interspersed into the mix and appropriate carbohydrates, minerals and vitamins can be incorporated. Color and synthesized meat flavors are added to provide desired flavor and aroma.

Consumers best accept something when it not only tastes and chews like something similar but is shaped like something similar. In a carefully controlled taste testing situation, panelists were asked to compare two pieces of chicken, one of them made from vegetable protein, for tenderness and flavor. No one detected the vastly different origins of the two "chicken" samples. At present fabricated meats sell for twice as much as real smoked ham, chicken, veal or burgers.

Meantime, look for more concentrates -- coffee, tea; more dehydrated fruits and vegetables; gourmet type frozen foods; new, low-calorie dairy foods, and foods wrapped in edible film. A pilot plant for making film-amylose corn derivative is operating at Central City. Uses also include measured portions of pharmaceuticals and laundry



products. And did you know that Nebraska research has given us some especially good white potatoes? The Haig variety is excellent for baking and boiling and accounts for 45% of Nebraska's potato crop.

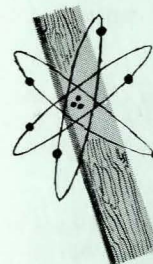
SPACE AGE SPURS HOUSEHOLD EQUIPMENT



Solid state systems are providing washing machines and small appliances with variable speed controls, clothes dryers with sensing devices that cut off the machine when the correct dryness is reached, dishwashers with devices that adjust their cleaning power according to the job size, and gas ranges with ignition devices that make the pilot light obsolete. This space age technique increases reliability and ease of operation and reduces rate of deterioration to make repair a minimum.

"Tinyvision" (TV screen 14 inches and less) seems to be heading for a big future. Small sets are expected to account for 20% of all black and white sales in 1967. In two or three years the \$50 small screen portable TV may become an impulse item for youth, presently transistor radios' best customers.

ATOMIC WOOD FURNITURE

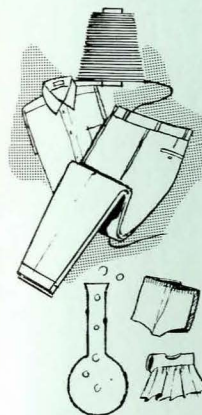


"Atomic wood" has already entered the furniture market, using low quality soft wood to make a product that retains the look of wood, but is many times harder, with very high strength, abrasion-warping and swelling resistance. It is somewhat expensive, however, for its cost is about double that for natural hard woods.

Plastic parts are more and more being used in furniture and appliances. For the most part they are not recognizable as synthetics. For a thumbnail description some poet soul summarized the plastic trend with:

"Don't, Woodman, spare that tree--
Chop while the chopping is good
For plastics soon may be
Much more like wood than wood!"

SPECIAL FINISHES & LEATHER HEADLINE APPAREL



New and improved garments and textiles center around easy care. Purchases of durable press items may double by 1970. Men's suits of all-cotton seersucker with special finish for minimum care will be available this summer.

The home seamstress will be delighted with the prospect of durable-press being applied to her creations. The Singer Company plans to place ovens in its fabric centers to provide durable press processing. This feature has been developed by the research laboratories of USDA.

The utmost in easy care is found in the disposables -- shifts, swimming trunks, aprons, baby dresses. The fabric is non-woven of some combination of cotton, rayon, nylon, and wood pulp (paper). The disposables are reasonably priced, durable and treated for fire- and water-resistance.

Many changes are taking place in the industry to improve leathers. Grub eradication, new skinning techniques, and freeze-branding are improving hide quality. New chemical treatments for tanning make leather soft, yet resistant to abrasion, alkali-, acid- and perspiration. Fine leather coats are being sold that not only resist shrinkage even at high temperature, but also can withstand repeated machine washing in soap and water.

Rubber impregnated leather is excellent for men's work shoes, will last eight times longer than ordinary leather and two and a half times longer than the major substitutes for leather.

TOMORROW'S TOMORROW NOT FANTASY

In the past quarter century, the synthetic and technical revolution has changed the lives not only of the American people, but also the lives of people all over the world. It has changed our landscape, architecture, our domestic politics, foreign policies, economics, sociology, manners, morals, ethics -- the entire character and world of our culture.

And yet scientists (and their computers) are telling us that the revolution is scarcely begun and that its rate of progress will be 16 times greater each year than the year before! If the revolution continues at its present pace, life in America in the year 2000 will be as different from life here today as life today is different from life in 1800--in such aspect as communication, available consumer goods, disease control, and the organization and administration of educational programs.

Those who fail to keep up with these changes will be so out of step they cannot possibly realize the full benefit of the opportunity at their fingertips. We must educate ourselves and our offspring with what was not known yesterday, and prepare for tomorrow with what nobody knows yet today.

Everyone needs to take the initiative -- and risk -- of personally creating, adapting and innovating. No one can wait until next year to start -- for it is anticipated that one-half of our population in 1967 will be living in the super-revolutionary year 2000 -- and one of them might be you!

WHY NOT START TODAY

- . . . To consider the major needs and areas of concern in your family living and to determine which are immediate and which are long-range problems.
- . . . To save money on your food bill and still have your family well fed by (a) growing your own; (b) becoming a better buyer.
- . . . To examine the family wardrobe so that proper care can extend the life of the apparel and assure an appearance of good grooming.
- . . . To learn as much as possible about the new combinations of fibers in (a) curtain, drapery and upholstery materials; (b) rugs.
- . . . To update your savings and emergency funds to make sure they are adequate to meet an unexpected financial burden.
- . . . To check on your Social Security records. If in doubt contact your local office and find out where and how to write for a check up.
- . . . To consider your retirement plans. Are they complete enough to assure the kind of life you would like to have when you no longer have a regular income? What do you have to supplement Social Security payments?
- . . . To look to the future. Will you be ready for the demands that will be made on you and your children in the 1970's? What about additional training? Financial stability? Cultural opportunities? Community development?