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HOMEMAKERS' CHAT

SATURDAY, DECEMBER 31, 1938

(FOR BROADCAST USE ONLY)

**SUBJECT:** "HINTS FOR NEW YEAR'S RESOLUTIONS." Information from the Bureau of Agricultural Economics and the Bureau of Home Economics, United States Department of Agriculture. Publication offered: "Outlook for Farm Family Living in 1939", Miscellaneous Publication 332.

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If the resolutions you make tomorrow concern your pocketbook, perhaps you'd like to be reminded today of some Department of Agriculture predictions about family living in 1939. You can use these predictions as a guide -- an indication, at least, of the direction your family spending may well take during the new year.

When you start planning, you'll want to know first whether you'll have more or less to live on next year than you have had this year. Well, the predictions are that many farm families -- and also town and city families -- will be better off in '39 than in '38 because of improvement in business which brings a better demand for farm products. As the general economic situation in the country improves, farmers receive more for their products and often also from work away from the farm. On the whole, if you live on a farm, you can expect that your net cash income from farming will be considerably larger during the coming year.

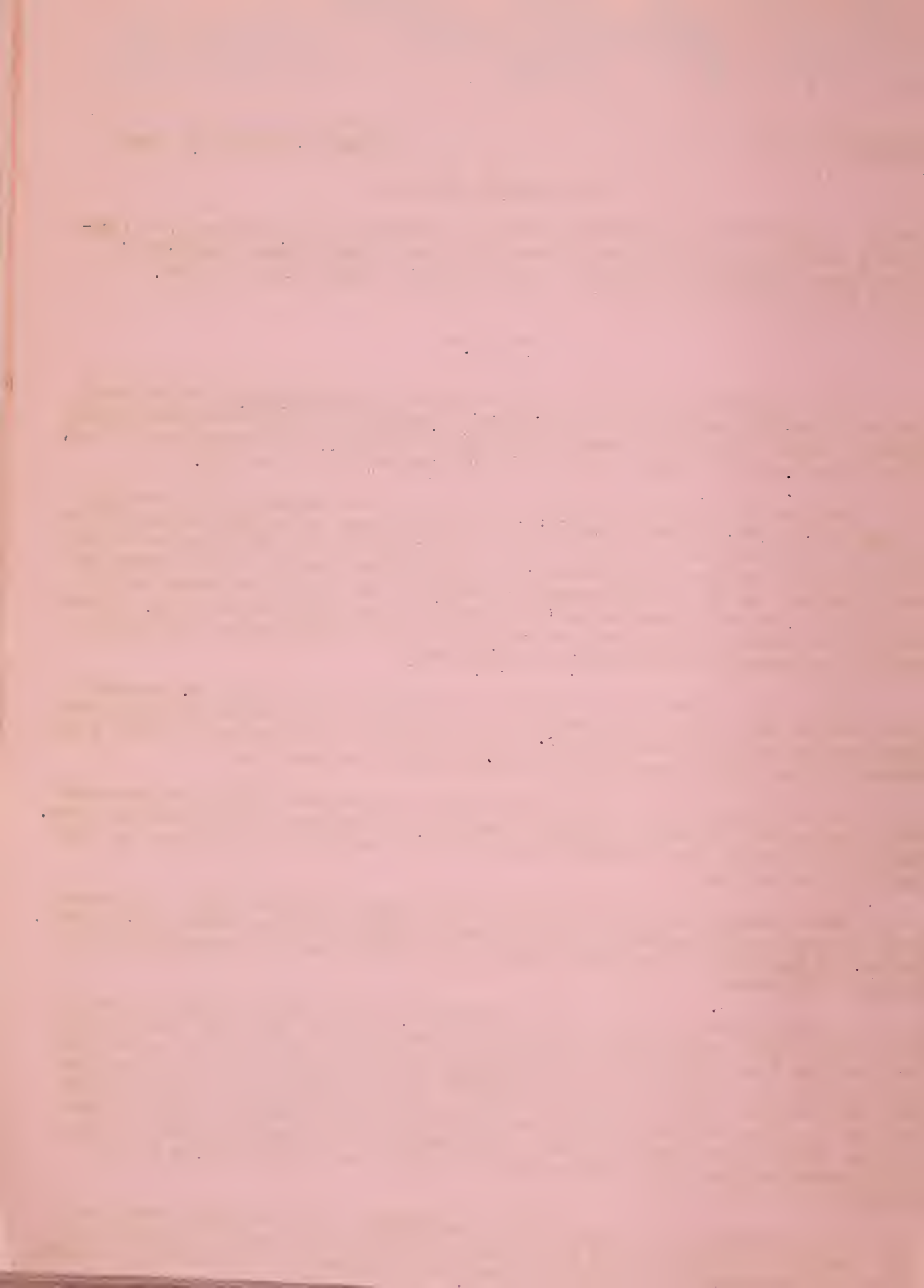
Maybe you're wondering now whether you can plan to spend and save somewhat more than you were able to this year. Yes, it looks as if you could, if your conditions are not much different from average. The prices of articles you'll need to buy during the year aren't expected to go up much while your income is.

Now to consider some of the chief items on the household budget -- Food comes first because the majority of families spend more on food than on any other one item. And you may want to know now whether you'll have to spend more or less for food during the year to come.

The economists say that food prices will average about the same. They expect pork and some cereal products to cost less and potatoes and truck crops to cost more. So the ups and downs of food prices will tend to balance and the average cost come out about the same.

But farm families have a great advantage over city families when it comes to food costs. Farm families have a far better opportunity to spend very little cash for food yet "eat well," for they can produce so much of their own food -- can produce some of the very foods that are expensive in city markets yet mean so much toward good health. Many farm families realize this, too, for diets of farm families tend to be definitely better than diets of village and city dwellers with the same income. Families on farms use more of the protective foods -- home-produced eggs, milk, vegetables and fruits which many city families can't afford to buy in the amounts they need.

That brings me back to New Year's resolutions. One of the best resolutions farm families can make for 1939 is to produce and conserve as much as possible of their food according to a scientific plan. Many farm families still have poor diets,



Beside plenty of milk, butter and eggs one of their big needs still is more vegetable and fruits. So where conditions are favorable for raising vegetables and fruits, you farm listeners generally can save cash and have a better diet if you raise more for your own use. And the lower the family's money income, the more its well-being depends on these home-raised foods. Ever since 1930 extension workers have been urging farm families to make year-round plans for food needs. Many families plan their gardens as early as January so, when the planting season starts, they are all set to raise enough fruits and vegetables to use fresh while the garden lasts -- to can for winter -- or to dry, or store, or freeze, as the case may be. You might like an idea of how much farm families spend for food to supplement what they can raise. Studies made in '35 and '36 show that the average spending of southern white families -- non-relief families, of course -- in Georgia and Mississippi was \$154 a year, while in Colorado, Montana, and South Dakota the average was \$261.

Another big item on many farm family budgets is automobile expenses. Most of you know that prices of 1939 models average about 5 percent less than the new models of a year ago. But farm families are very likely to buy from the used-car market at a price between \$200 and \$300, and they usually expect their cars to serve for a number of years, 5 years, at least. The cost of running cars for farm families averages between \$51 to \$144 a year depending on the income of the family, and about half of the running expenses are gasoline. Probably gasoline won't change much in price in the coming year, but automobile tires may be somewhat higher.

Only an average of about 6 percent of farm family spending goes into home furnishings and equipment, so the fact that furniture prices may be higher during 1939 won't matter a great deal to you unless you are just setting up housekeeping or are planning to buy some expensive equipment. If you are planning to build or repair your house, you may be interested to know that the price of building materials is also expected to go up.

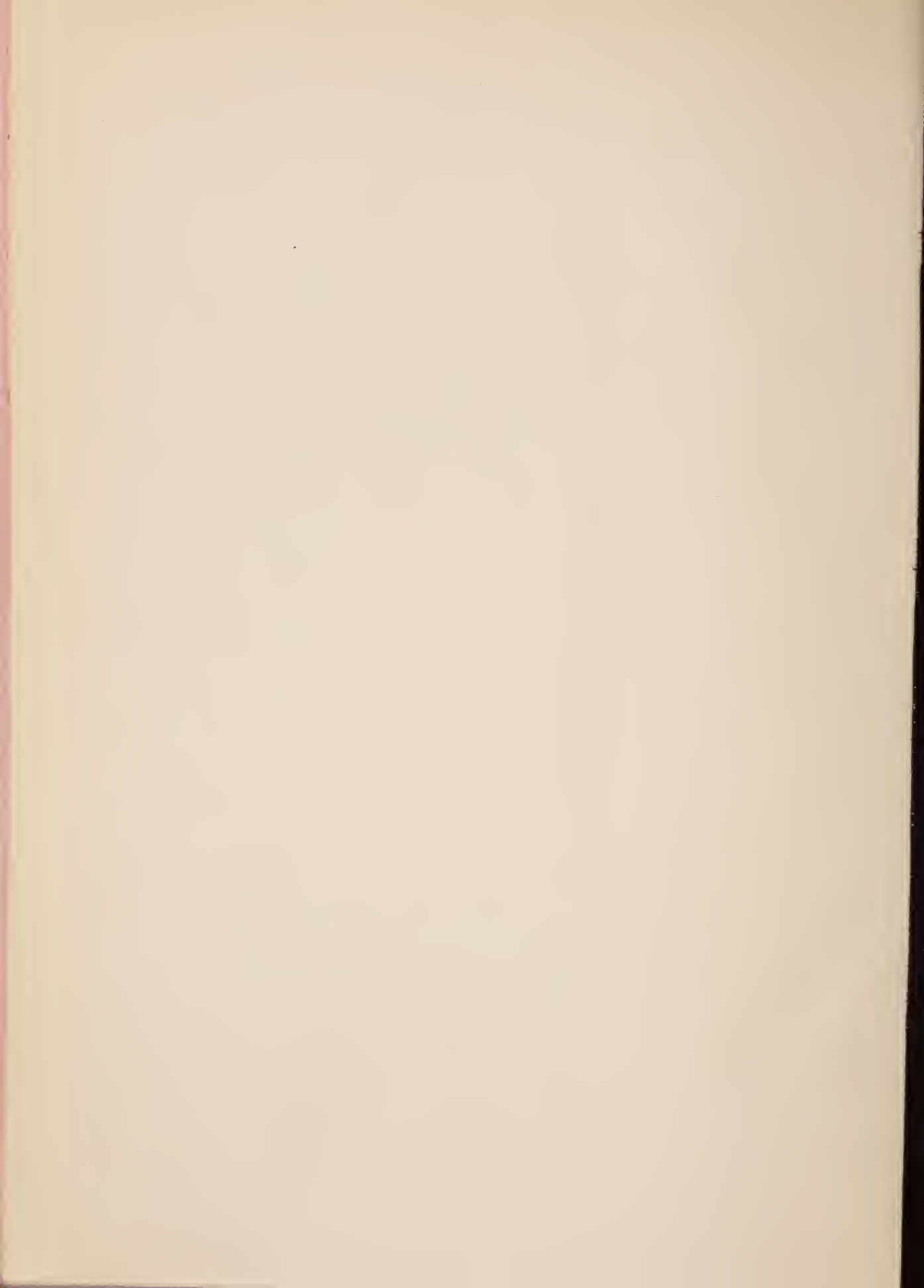
Clothes also rank high in farm family expenses, Farm families average around 125 dollars a year on clothes, partly because farm women do a great deal of home sewing and prolong the life of clothes by mending. If you are handy with your needle, you'll be wise to include home sewing in your New Year's resolutions because ready-made garments will probably go up in price but many fabrics -- rayon, for one -- will not go up in price, may even be cheaper. You'll also be wise to give special attention to the care and repair of shoes, for shoes also are going to cost more.

Here are a few hints to help you with your New Year's planning. If you want further information write to the Department of Agriculture, Washington, D. C. for the "Outlook for Farm Family Living in 1939", That is the name of the leaflet -- "Outlook for Farm Family Living in 1939." It is miscellaneous Publication 332. And as long as the supply lasts, it is free from the Department of Agriculture, Washington, D. C.

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