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A STUDY OF THE CLOTHING EXPENDITURES
OF 100 KANSAS FARM FAMILIES

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B. S., University of Arizona, 1930

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A THESIS

submitted in partial fulfillment of the

requirements for the degree of

MASTER OF SCIENCE

KANSAS STATE COLLEGE
OF AGRICULTURE AND APPLIED SCIENCE

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In studying the clothing expenditures of a group of people it is necessary to consider their occupation, their mode of living, and the relative importance of clothing in the lives of those people before judging the adequacy of their clothing standards.

Clothing is relatively unimportant to the farming class of people as a whole. Perhaps this is due to the inheritance of the standards which were set by their ancestors who lived when clothing was expensive and had to be worn for a long time. Andrews (1927) says, "The standard of living of any group exerts a formative influence on the lives of the children in that group so that they tend to at least reproduce this standard in the next generation."

The type of clothing worn occasionally by the farmer may be worn every day by the city wage earner. Because of custom and mode of living, the rural woman and members of her family find inexpensive clothing adequate for many occasions for which the urban family requires a more

*The data for this study were obtained from records kept by members of the Farm Bureau Farm and Home Management Association under the direction of the Kansas State College Extension Division.

expensive type. In considering the mode of living among rural and urban people, we may find that the social life among the former is less formal, and that the major satisfactions of farm life do not usually involve a great expenditure for clothing.

In various states studies have been made of the clothing expenditures of farm families, but no detailed study has been made in Kansas. It was desired to know how the Kansas farm family distributes its clothing expenditures; something of the effect which present economic conditions have had upon clothing expenditures of Kansas farm families; and how the clothing expenditures of these families compare with those of other groups.

The purpose of this study was, then:

1. To secure information concerning the clothing expenditures of Kansas farm families in 1932.
2. To learn the general character of the variation in expenditures with income, season, size of the family and the age and sex of its members.
3. To determine the deviation of the average clothing expenditures from certain minimum clothing standards which have been set up in other studies.
4. To determine the difference between clothing expenditures for the years 1932, 1931, and 1924.

DIVISION OF LITERATURE

The most extensive study of expenditures of farm families was made by Kirkpatrick (1926) by means of a survey of 2,886 white farm families of selected localities in eleven states, 406 families of which were located in Kansas. He found that the average yearly expenditure for clothing per family, for all the families studied, was \$234.90, or 14.7 per cent of the average value of all goods used. The families which he studied in Kansas consisted of an average of 4.4 members with an average clothing expenditure of \$200.90, which was 13.5 per cent of all goods used. This was an average expenditure of \$45.66 per person, or 3.06 per cent of the total expenditures for home living.

Canon (1931) made a study of the finances of 196 farm families in Tompkins County, New York, in 1927 - 28, the data for which were obtained from a survey conducted by the State College of Home Economics at Cornell University. She found that the average expenditure for clothing for an average family of 3.6 persons, was \$163 or 20 per cent of the average household expenses. Of the various factors influencing the money expenditure for family clothing, she found that cash receipts were the most important factor with the number dependent next in importance.

Dickens (1931) reported a study of clothing and house linen expenditures of 99 rural families of Mississippi during 1928-29, made by the Division of Home Economics of the Agricultural Experiment Station by means of the account book method. She found that the average cost of clothing per family was \$203.94, which was 13.7 per cent of the cost of home living expenditures. Mississippi families spent about one-half of their clothing costs for outer garments and about one-third for footwear. With an increase in size of family, husbands' and wives' clothing expenditures showed a decrease and children's an increase. The decrease was greater for the wives than for the husbands. Dickens found that clothing expenditures increased with increased education of both husband and wife, although to greater extent with that of the wife.

Lively (1930) made a study of the family living expenditures on Ohio farms in 1925-26. This study was based upon account book records which had been kept by 187 families under the supervision of the home management specialists and the county extension agents of the Agricultural Extension Department of Ohio State University. The average clothing expenditure per family was \$197, which was 14 per cent of the total living expenditures.

In a study of farm standards of living in Faulkner County, Arkansas, based upon a survey of 306 families, it was found that the annual cost of clothing per family of 5.5 persons was \$135 or 12.4 per cent of the total expenditures for home living, (McCormick, 1932).

Rankin (1930) studied the cost of clothing for the Nebraska farm family and found that the average clothing expenditure was \$197 for a family of 4 persons. This made an average of \$49 per person, of which \$28 was spent for outerwear, \$13 for footwear, \$5 for underwear, and \$3 for accessories. In comparing farm and city groups, Rankin found that farm men and boys under 21 spent about 15 per cent less, each, than the city men and boys of the same age. The cost of clothing farm girls was much less than for city girls up to 21 years, but the farm wives spent a little more than the wives of city wage earners and low-salaried men. At the higher expenditure levels there was a greater tendency for the city to outspend the country for clothing, except in the case of the wives.

Hayball and Thomas (1931) made an analysis of data secured from a study of the income and expenditures of farm families in Summit County, Utah. The data for this study were obtained from records of expenditures of 51 families. They found that the average clothing expenditure was \$217.59,

which was 13.1 per cent of the total home living cost. Of the amount spent for clothing the farm operator spent 22.3 per cent, the home maker, 21 per cent, and the children, 36.7 per cent.

Williams and Lindsey (1931) made a report of the Hinds County Farm and Home Economics Conference. At this conference a committee worked out a clothing budget which should clothe a family of five. The total clothing expenditures amounted to \$178.45, of which about 3 per cent was for headwear, 50 per cent for outerwear, 12 per cent for underwear, 26 per cent for footwear, and 9 per cent for miscellaneous items of clothing.

A minimum clothing budget was issued jointly by the Charity Organization Society of New York, the New York Association for Improving the Condition of the Poor, and the United Hebrew Charities of New York (1925). The purpose of this budget was to serve as a guide in making adequate clothing allowances both for dependent families and in estimating a minimum for self-supporting families. The figures used were based on New York City prices in 1923 and 1924. The lists of articles of clothing needed were formulated after a careful study of the report from the Bureau of Labor, of clothing purchased in working men's families; of the clothing lists of other organizations; and of lists

made by individual families.

Three clothing schedules were prepared to allow for the varying needs of different families; the A schedule covered bare essentials; the B schedule was intended for families accustomed to or educated to appreciate a standard a little better than A and more in accordance with custom; the C schedule contained the same articles of clothing as B, but of better quality. The differences in these schedules may be noted from the allowance made for the working man; in the A schedule his yearly clothing allowance was \$62.15, in the B schedule, \$87.50, and in the C schedule, \$134.62.

Kyrk (1933) qualifies the generalization usually made that the percentage spent for clothing increases as the income increases. She says that if allowance is made for the variations in the size of families and the age of their children, it will be found that an increase was not found in the 12,096 families studied by the Bureau of Labor in 1918-19; that the increase in the number and age of children in the higher income groups was responsible for the relative increase in the total clothing cost per family; that the percentages expended for the clothing of the younger children clearly tended to decline, and the only indication of a tendency to rise was in the proportion spent for the clothing of the wife and older daughters at the lower income levels.

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Nystrom (1929) points out that the percentages expended for clothing vary with the size of the family, and that within the same income group there is generally a direct correlation between the amount expended for clothing and the size of the family. He says that the percentage expended for clothing also varies slightly according to occupations. Within the same income groups, farmer's families spent slightly less than urban groups made up of industrial and low-salaried families but that the difference was not great.

Waite (1928) says that when expenditures of farm families are expressed in percentages they appear approximately the same as those exhibited in the urban studies; that as the income increases, much the same tendencies are exhibited; but goods which are devoted to display increase much less rapidly for farm people than for city folk. He says that the expenditure for clothing will increase at a much less rapid rate under rural conditions than under urban conditions.

In a comparison of living standards of farm and city families in Minnesota, Zimmerman (1929) found that the average expenditure per year by the farm families for clothing was \$60 per adult unit, as compared with \$99 by the city families. He points out that the type of clothing that the farmer and the laborer wear only a few hours each

week is worn all the time by some urban dwellers, but that these differences in themselves do not show differences in standards of living as much as methods of living.

Kirkpatrick (1929) says that urban findings cannot be applied to farm conditions, and vice versa, because the plan of farm life differs from that of the city; that the major satisfactions of farm life come from very different sources and may be much less dependent on money than those of urban life.

Andrews (1927) says that the individual's clothing expense is primarily determined by income, for dress is a commonly accepted index of financial status; but other controlling factors are age, sex, and occupation of the individual, the relative place given dress in the individual's or family's plan of living, and the care given clothing.

SOURCE OF DATA

In making a study of the clothing expenditures of Kansas farm families data were obtained from home account books kept in 1932 by members of the Farm Bureau Farm and Home Management Association under the direction of the Home Economics Extension Department of Kansas State College. Account books from the following counties were used for this

study: Clay, Cloud, Cowley, Dickinson, Geary, Harper, Kingman, Marshall, Morris, Ottawa, Riley, Sedgwick, Sumner, and Washington.

Each expenditure for home living had been recorded, as the expenditure was made, in the account book provided for that purpose. It would seem that the account book method of gathering such data would be more accurate than the survey method which depends entirely upon the memory of the home maker for information.

From one hundred of the most detailed accounts, itemized records were obtained of clothing expenditures for the different family members throughout 1932, a record of any gifts received, and the ages and sex of children. The children's ages which had not been included were obtained through Extension workers. The price of the gifts, if not indicated, was estimated from the average price paid for such goods as observed in the accounts and this price was added to the total clothing expenditures.

Seventy-five of the accounts had been sufficiently well itemized to allow for detailed study. Among these were a few cases where the items had been grouped under one expenditure so that it was necessary to estimate the cost of the individual items. This estimate was made upon the basis of the average price paid by these families for such

articles, and upon a 1932 price list secured from two chain stores.

Home living expenditures included food, clothing, shelter, household operating expense, home improvement, personal care, health, recreation, development, gifts, and insurance. Clothing expenditures included wearing apparel, and upkeep and clothing repair.

The total cash expenditures for home living and the total family income for these families were secured from the 1932 account book summary prepared by the Home Economics Extension Department. Similar information, as well as the total clothing expenditures of one hundred families in 1931, were obtained from the same source. About seventy-five per cent of the accounts studied were kept by the same families in both years. Accounts approximating the clothing expenditures of the remaining twenty-five per cent in 1932, were substituted in 1931.

The average expenditure for clothing and for home living per family in 1924 was obtained from a study made by Kirkpatrick (1926) of the expenditures of farm families in eleven states, including Kansas.

The value of the farmer's clothing dollar in 1932, 1931, and 1924 was obtained from index numbers received from the United States Department of Agriculture. These index numbers

were divided into 100 in order to show the differences based on that which the dollar would buy. This was done because index numbers represent price changes over a period of time, and in order to find the dollar value of certain goods at any particular time it is necessary to find the proportion which those numbers are of those of 1910-1914 which were taken as 100, when the dollar was worth 100 per cent.

METHOD

For the entire group studied the following averages were calculated: Income, size of family, age of children, total expenditure for home living, clothing expenditure per family and per person, and the proportion of home living expenditures represented by each; clothing expenditure per person according to age and sex; the cost of each in relation to the husband's clothing expenditure; and the expenditure for clothing per family in the different seasons.

For seventy-five families the amounts spent by the individual family members for headwear, outerwear, underwear, footwear, and miscellaneous items of clothing were calculated. Miscellaneous items included for men and boys such articles as suspenders, belts, handkerchiefs, garters, gloves, and ties. For women and girls such things as

gloves, hair nets, scarfs, belts, collars, handkerchiefs, bags, and costume jewelry.

The one hundred families studied were divided into the following income groups: Those with incomes below \$500, \$500 to \$1000, \$1000 to \$1500, and those over \$1500. For each group the following was calculated: The number of families represented; average size of family; average age of children; average total expenditure for home living; average clothing expenditure per family and per person; the per cent represented by clothing of home living expenditures; the average clothing expenditure for husbands, wives, and children in each group and the per cent represented by each; the average amount spent for shoe repair per family and its relation to the total clothing expenditures at each income level.

The decrease in average clothing expenditure per family from 1924 to 1932 and from 1931 to 1932 was calculated. The expenditure for each was multiplied by the prevailing value of the farmer's clothing dollar in those years to obtain the actual value of the expenditures. The differences in size of family in 1932, 1931, and 1924 were taken into account by finding the value of the clothing expenditures per person in those years and multiplying this by the average number of persons comprising the 1932 families studied. With the two

factors, difference in size of family, and changing dollar value, eliminated, the decrease in value of clothing expenditures was calculated.

The proportion of home living expenditures in 1924, 1931, and 1932 were determined.

DISCUSSION OF RESULTS

The average clothing expenditure per family and per person at different income levels as well as for the entire group studied is shown in Table 1. The average income and the number of families in each group, the size of family, age of children, expenditure per family for all home living, and the proportion of living represented by clothing is indicated.

Family Income

For the entire group studied the average income was \$907.67. Of 100 families, there were 10 with incomes below \$500, with an average income of \$446.65; 37 with incomes from \$500 to \$1000, with an average income of \$726.85; 28 with incomes between \$1000 and \$1500, with an average of \$1202.05; and 7 with incomes over \$1500, with an average of \$1948.08. Figure 1 is a graphic presentation of the distribution of income among these families. The above figures

Table 1. Average Clothing Expenditures of 100 Kansas Farm Families at Different Income Levels with the Per Cent of Home Living Expenditures Represented by Clothing.

Income Group	Average Income	Number of Families	Average Size of Family	Average Age of Children (years)	Average Total Expenditure for Home Living	Average Clothing Expenditure per Family	Proportion of Total Living Spent for Clothing per Family	Average Clothing Expenditure per Family	Proportion of Total Living Spent for Clothing
Below 500	\$446.65	10	3.1	6	\$251.69	\$40.26	15.96%	\$12.99	5%
500 - 1000	726.85	57	3.5	9.9	396.15	55.41	13.91%	15.63	4%
1000 - 1500	1202.05	26	4.7	11.3	707.56	106.79	15.10%	22.72	5.2%
Over 1500	1940.08	7	4.4	8.8	1303.56	142.68	10.95%	38.44	2.5%
All Groups:	907.87	100	3.9	10	533.12	73.58	13.9%	18.62	3.6%

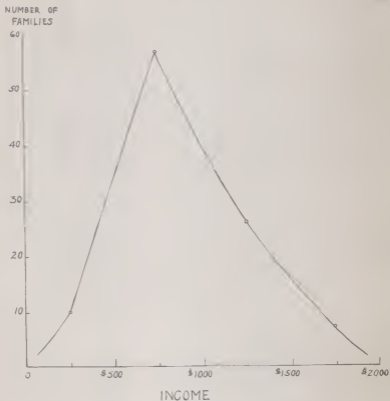


FIGURE 1
DISTRIBUTION OF INCOME AMONG 100
KANSAS FARM FAMILIES

show that 87 per cent of the families had a yearly income of less than \$1000.

Composition of the Family

There was an average of 3.9 members in these families, with children of an average age of 10 years. On the lowest income level there was an average of 3.1 members per family and the average age of children was 6 years. On the second income level the average family membership was 3.5, with the average age of children 9.9 years. On the third income level there was an average of 4.7 members, with children's ages averaging 11.3 years. On the highest income level the average was 4.4 members, with the average age of children 8.8 years. This indicates that below the \$1500 level as income increased the size of the family increased. Above the \$1500 level the size of the family began to decrease. Also as income increased the ages of the children increased up to the highest income level when they began to show a decrease. A probable explanation for this is that on the lower income levels the parents were perhaps younger and consequently had fewer and younger children. On the highest income level the parents were probably older and the older children had left home to work or to marry.

Proportion of Income Spent for Home Living

The average total expenditures for home living per family for all the groups was \$326.12. For those on the lowest income level it was \$251.69; on the second level \$398.13; on the third level \$703.36; and on the highest income level it was \$1503.36. This indicates that as income increased not only did the actual expenditure for home living increase but the proportion of income spent for home living shows the same tendency above the first level. On the lowest income level 56 per cent of the income was spent for home living; on the second, 55 per cent; on the third, 58 per cent; and on the highest income level 67 per cent.

Clothing Expenditure Per Family

For the entire group the average yearly clothing expenditure was \$73.36, which is 13.9 per cent of the total expenditures for home living. Studies which have been made of the expenditures of farm families in other states show approximately the same proportion spent for clothing. Kirkpatrick (1926) found that 2,686 families in eleven different states spent an average of 13.7 per cent of their total home living expenditures for clothing. The Kansas families which he studied averaged 13.5 per cent of their

home living for clothing. Dickens (1931) found that a group of Mississippi farm families spent 13.7 per cent of their home living on clothing. Utah families studied by Hayball and Thomas (1931) show a clothing expenditure of 13.1 per cent of their home living. Clothing expenditures of Ohio families studied by Lively (1930) amounted to 14 per cent of their home living expenditures. Arkansas families studied by McCormick (1932) spent an average of 12.4 per cent on clothing. Clothing expenditures of New York farm families studied by Canon (1931) amounted to 20 per cent of their total expenditures for home living.

Relation of Income to Clothing Expenditures

On the lowest income level the average cost of clothing per family was \$40.26, which is 16.98 per cent of the total expenditure for home living; on the second income level it was \$55.41, or 13.91 per cent; on the third level, \$106.79, or 15.18 per cent; and on the highest income level, \$142.68, or 10.95 per cent. This shows that as income increased the actual expenditure for clothing increased, but the proportion of home living spent for clothing decreased, though not constantly. The greatest proportion spent for clothing was in the lowest income group and the least proportion was in the highest income group. Figure 2 shows in graphic

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EXPENDED

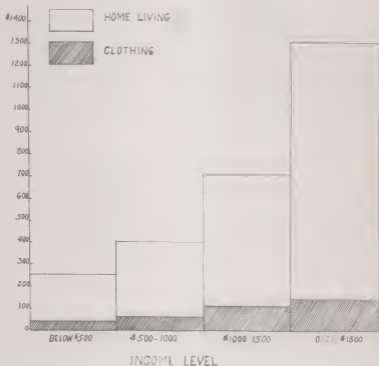


FIGURE 2

AVERAGE EXPENDITURE PER FAMILY FOR
CLOTHING AND HOME LIVING AT
DIFFERENT INCOME LEVELS

form the average expenditure per family for clothing and home living at different income levels. One may readily see from this the large proportion spent for clothing on the lowest income level as compared with the small proportion spent on the highest level.

Nystrom (1929) says, "The percentage of total expenditures for clothing, according to Engel, tends to remain approximately the same regardless of the amount of income. Modern studies of family budgets indicate that there is considerable variation with changes in income and other conditions. . . . As income increases farm families spend from 10 per cent to 17 per cent and industrial families from 13 per cent to 18.5 per cent for clothing. . . . The highest percentages are expended by people enjoying a moderately well-to-do standard of living. As income rises and makes possible still higher standards of living the percentage expended for clothing gradually declines." Kyrk (1933) expresses the same idea when she says, "The hypothesis might be advanced that in the lowest economic levels an increase in income brings proportionate increases in both food and clothing; with further increases the proportion spent for food begins to decline and for clothing to increase; with a rise still higher, expenditure upon clothing also shows inelasticity or failure to keep pace

with the increase in income." Since even the highest incomes of this group could hardly be said to provide a standard of living beyond a "moderately well-to-do standard", as Nystrom calls it, it would seem that that theory could not be applied to this case.

A possible explanation for the low proportion spent for clothing on the high income level as compared with the high proportion on the low income level is that, 1932 being a year of depression, all farm families spent as little as possible for clothing regardless of income. If the income was small, as it was on the lowest income level, then the proportion spent for clothing would be high.

On the second level the size of the family increased very little, showing that these families would have to buy very little more in the way of clothing than the families of lower incomes. But because they had more income than the first group, the proportion spent for clothing was small. In the third income group the size of the family increased decidedly, indicating that these families had to spend a great deal more for clothing. Since their income did not increase proportionately, the proportion spent for clothing was large. In the last group there was a decrease in size of family as well as an increase in income. If these families were spending very little more than was necessary

for clothing, the proportion for clothing would naturally be small. Farm people are more conservative in regard to clothing than city people because, as Rankin (1950) says, they "feel the pressure of keeping up appearances less than city people." Consequently in times of depression they can very easily get along on a minimum amount of clothing and still be fairly comfortable.

If allowance is made for the variation in size of family it may be seen that as income rose the percentage spent for clothing steadily declined. The cost of clothing per person on the lowest income level was \$12.99, which was 5 per cent of the total expenditure for home living; on the second level it was \$15.83, which is 4 per cent; on the third level, \$22.72, or 3.2 per cent; and on the highest level, \$32.44, or 2.5 per cent of home living expenditures. The average cost of clothing per person for all groups was \$18.62 or 3.6 per cent of the total expenditures for home living.

The above percentages indicate that the clothing expenditures of these farm people did not "keep pace" with the increase in income, not only on the highest income level, but on all levels. Waite (1928) says, "People of the same class consume nearly the same sort of goods as their

neighbors. . . . This is particularly true of the parts of consumption which come under the observation of others." Few farm people are thrown in contact with the expensive clothing standards as are city people. Consequently they tend to dress more nearly like their neighbors, regardless of income.

Clothing Expenditures for Family Members

Table 2 shows the average clothing expenditure of husbands, wives, and children of 100 Kansas farm families at different income levels. Figure 3 presents these facts graphically. For the entire group, the husbands spent an average of \$19.31 for clothing, which is 26.3 per cent of the total clothing expenditures per family. The wives spent an average of \$25.21, or 34.4 per cent of the total family clothing cost. The clothing expenditure for children averaged \$28.86, or 39.3 per cent of the family clothing expenditures.

Other studies, which have been made of clothing expenditures of farm families, show very little similarity in the distribution of clothing expenditures among husbands, wives, and children, but this may be due to the difference in size of family of the groups studied. Canon's study of

Table 2. Average Clothing Expenditure of Husbands, Wives, and Children at Different Income Levels. 100 Families, Kansas - 1938.

Income Group	Number of Families	Average Size of Family	Average Age of Children	Average Clothing Expenditure for Husbands	Average Clothing Expenditure for Wives	Average Clothing Expenditure for Children			
Below 500	19	3.2	6 yrs.	11.46	23.5	19.12	47.5	9.63	24.0
500 - 1000	57	3.5	5.9 yrs.	17.39	21.4	20.17	36.4	17.97	32.8
1000 - 1500	26	4.7	11.3 yrs.	21.62	20.3	20.22	21.1	25.16	51.8
Over 1500	7	4.4	5.6 yrs.	22.79	23.3	26.26	41.3	26.51	55.4
All Groups	109	3.9	10 yrs.	19.51	20.5	22.11	34.4	26.48	39.3

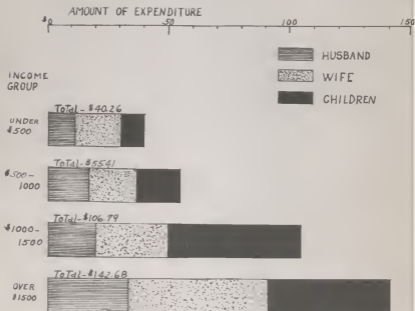


FIGURE 3
RELATIVE AMOUNTS EXPENDED FOR
CLOTHING FOR HUSBAND, WIFE, AND
CHILDREN AS INCOME RISES

New York farm families (1931) indicates that the average husband's clothing expenditure amounted to 31 per cent of the total family clothing expenditure; the wife's clothing expenditure, 33 per cent; and the clothing expenditure for children, 36 per cent of the total. The average size of Canon's families was 3.6 persons, which is but slightly smaller than the Kansas families of 3.9 persons. Also it is noted that the average clothing expenditure for the children of the New York families was but slightly smaller than the clothing expenditure of the Kansas farm children.

The husbands of the Nebraska farm families studied by Rankin (1930) spent 28 per cent of the family clothing expenditure; the wives spent 32 per cent; and 40 per cent was spent for children. The average size of the Nebraska families was 4 persons, which is very little larger than the Kansas families. Also, the percentage spent for children's clothing was but very little larger for the Nebraska farm children than for those of Kansas.

The study which was made by Kirkpatrick (1926), indicates that the husbands spent 25 per cent of the total clothing expenditure; the wives 26 per cent; and the children 49 per cent. This shows a still larger proportion spent for children's clothing than was shown in either of the studies mentioned above. Also, the families

which Kirkpatrick studied were somewhat larger, consisting of 4.4 persons.

The Utah farm families studied by Hayball and Thomas (1931) spent 22 per cent of the family clothing expenditures on the husbands, 21 per cent on the wives, and 57 per cent of it was spent for children's clothing. This shows a still greater proportion spent for the children than was spent in the above mentioned localities, but again, these families, which consisted of an average of 6 persons, were a great deal larger than the families of other states.

The husbands of the Mississippi farm families studied by Dickens (1931) spent 17 per cent of the family clothing expenditures; the wives spent 19 per cent; and 64 per cent of the total clothing expenditures per family were spent for children. Considering that the average size of these Mississippi families was 5.71 persons, it would be expected that the proportion spent for the children's clothing would be high. One would conclude from the above comparisons that the size of the family greatly affects the distribution of clothing expenditures among the family members.

On the lowest income level, the husbands of Kansas farm families spent \$11.46, or 28.5 per cent of the family clothing expenditures; on the second income level, \$17.38, or

31.4 per cent; on the third level, \$21.62, or 20.3 per cent; and on the highest level, \$33.29, which is 23.3 per cent of the total clothing expenditures per family.

The clothing expenditures for the wives on the lowest income level was \$19.12, or 47.5 per cent of family clothing expenditures; on the second income level, \$20.17, or 36.4 per cent; on the third level, \$30.02, or 28.1 per cent; and on the highest income level, \$38.96, or 41.5 per cent of the total family clothing expenditures.

On the lowest income level the children's clothing expenditures amounted to \$9.66, or 24 per cent of the family clothing cost; on the second level, \$17.87, or 32.2 per cent; on the third level, \$35.16, or 51.6 per cent; and on the highest income level, \$50.51, or 35.4 per cent of the total clothing expenditures per family.

The above percentages reveal the fact that as income increased the proportion of the total clothing expenditure for wives steadily decreased and the proportion spent for children steadily increased up to the highest income level when the proportion spent by the wife showed a decided decrease. It may be observed that on this last level the size of the family shows a decided decrease, also. This, coupled with the increase in income, is perhaps largely

responsible for the sudden change in the proportion spent by wives and children. Another factor which would contribute to this change is the age of the children. On the third income level a great many of the children were at the age where they demanded more in the way of clothing, mainly because of their broader social interests. On a limited income, the mother may deny herself clothing in order to fulfill the desires of the children. On the highest income level, the average age of the children dropped down considerably, which would mean that the demands for clothing would not be so great for those children.

It is interesting to note the flexibility of the wife's clothing expenditures as income, size of family, and ages of children increase. On every income level the wife's clothing expenditures exceeded those of the husband, but as the size of the family and ages of children increased or decreased, it was the wife's expenditures which showed the greatest change. Nystrom (1929) also found this to be true. He says, "The percentage of expense for clothing for wives shows more irregularities in relation to the amount of income than that of any other member of the family." However, Nystrom says that among industrial and farming classes the percentage of expense for wives is at all levels

lower than the expense for husbands. This does not hold true in this study nor does it hold true in four of the other studies which have been mentioned above, each of which show that the wives spent more than the husbands in the particular farm group studied.

Clothing Expenditures by Age and Sex

The average clothing expenditures per person by age and sex groups are given in Table 3 and shown graphically in Figure 4. The relative costs of the various groups in terms of the average costs for husbands are also shown.

From Table 3 it may be observed that daughters over 16 years of age spent 1.94 times as much as the husbands, and the clothing expenditures of sons over 16 years of age were 1.32 times that of the husbands, indicating that at those ages, for both boys and girls, clothing cost more than at any other time. The wives' clothing expenditure, which was 1.31 times that of the husbands, came next in importance. The daughters, 11 to 15 years of age, spent slightly more than the sons of the same age, who spent practically the same amount as spent by the husbands. Below eleven years of age, the sons spent more than the daughters of the same age. From 6 to 10 years the relative expenditure of the sons was 69.8, but slightly more than the 67.4 representing the

Table 3. Average Clothing Expenditure Per Person by Age and Sex Groups and the Relative Cost of Each Group. 100 Families, Kansas - 1932.

Age Group	Number of Individuals	Average Cost of Clothing	Relative Cost with Husband = 100	Age Group	Number of Individuals	Average Cost of Clothing	Relative Cost with Husband = 100
Husband	100	\$19.31	100	Wife	100	\$25.21	130.5
Sons Over 16	32	25.41	131.6	Daughters Over 16	10	37.45	193.9
11-15 yrs.	21	19.40	100.5	11-15 yrs.	19	20.01	103.6
6-10 yrs.	23	13.49	69.8	6-10 yrs.	20	13.02	67.4
5 yrs. less	25	6.54	44.2	5 yrs. less	25	6.80	35.2

relative amount spent by the daughters of the same age.

Under 5 years of age the relative clothing expenditure of the sons was 44.2, which is considerably larger than the 35.2 representing the relative clothing expenditure of the daughters under 5 years.

The relative clothing expenditures of the children of this group show that on the lowest age levels the boys' clothing expenditures were greater than the girls', but as age increased the girls' clothing expenditures increased

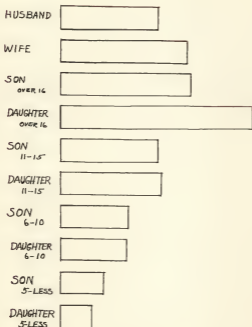
MEMBER OF
FAMILY

FIGURE 4
SCALE OF EXPENDITURE FOR CLOTHING
WITH AVERAGE AMOUNT EXPENDED
FOR HUSBAND AS BASE

more rapidly so that beyond 11 years they exceeded the boys' clothing expenditures.

The study made by Kirkpatrick (1926) also reveals that clothing expenditures for girls tend to increase more rapidly with age than those of the boys. The same tendency was noted in the study made in Utah by Hayball and Thomas (1930). They found that the boys' clothing expenditures exceeded those of the girls below 16 years of age, but from 16 to 20 the girls' expenditures exceeded the boys'. The study made in Nebraska by Rankin (1930) shows that below 12 years the clothing expenditures for boys were greater than those for girls, but from 12 to 21 years the girls' expenditures amounted to considerably more. Dickens (1931) found that among Mississippi farm families the clothing expenditures for girls and boys below 12 years of age were about the same, from 12 to 17 the girls' clothing expenditures were a great deal more than those of the boys, but from 18 to 25 the boys' expenditures again exceeded those of the girls.

The study made by Cowles (1929) among industrial families shows that below 12 years of age the boys' and girls' clothing expenditures are practically the same, but above 12 years the girls' clothing expenditures exceed those of the boys.

Each of the above mentioned studies show that the average costs of clothing for both sons and daughters of the advanced age groups are considerably above the averages for the husbands and wives of the families.

Expenditures for Different Types of Clothing

The average clothing expenditures of various family members for different types of clothing are given in Table 4 and represented graphically in Figure 5. The total amount spent by the family members for clothing does not agree with that indicated in Table 1, due to the fact that these figures are based upon the clothing expenditures of 75 families rather than 100.

Analysis of the distribution of these expenditures shows that of the various family members the daughters over 16 years of age spent more for headwear, outerwear, and miscellaneous items of clothing than any other family member, and the wives spent the most for underwear and footwear.

The proportion spent on headwear for women and girls increased with age up to 16 years, when it decreased slightly. The proportion then increased for the wives. The proportion spent for headwear for men and boys regularly increased with age.

Table 4. Average Clothing Expenditures for Different Types of Clothing by Age and Sex Groups Expressed in Dollars and Per Cent of Total Clothing Costs. 75 Families, Kansas - 1932.

Age and Sex Groups	Number of Persons	Average Expenditure for											
		Headwear	Outerwear	Underwear	Footwear	Miscellaneous	All	Headwear	Outerwear	Underwear	Footwear	Miscellaneous	All
		dollars	per cent	dollars	per cent	dollars	per cent	dollars	per cent	dollars	per cent	dollars	per cent
Husbands	75	\$1.13:6.1	8.49:46.0	1.30:7.0	5.05:32.6	1.53:8.5	\$19.45						
Wives	75	1.69:6.5	12.32:47.2	2.64:10.1	8.61:33.0	.82:5.2	26.08						
Sons Over 16	16	1.33:5.0	17.55:66.3	1.49:5.6	4.50:17.0	1.39:6.0	26.46						
11-15	15	.61:4.5	9.91:55.4	1.14:6.4	5.65:31.6	.39:2.1	17.90						
6-10	16	.59:4.3	6.99:51.2	1.09:6.0	4.69:34.3	.30:2.2	13.66						
5 yrs. less	25	.32:3.7	5.65:42.6	.92:10.7	3.56:41.5	.15:1.5	8.59						
Daughters Over 16	5	1.73:4.1	29.72:70.0	1.68:4.0	7.62:18.0	1.65:5.9	42.40						
11-15	12	.91:5.0	7.29:40.4	1.18:6.5	6.37:46.3	.32:1.8	18.06						
6-10	14	.35:3.2	3.79:34.2	1.44:13.0	5.13:46.4	.36:3.2	11.07						
5 yrs. less	18	.20:2.6	2.93:37.7	.79:10.2	3.56:45.6	.30:3.9	7.78						

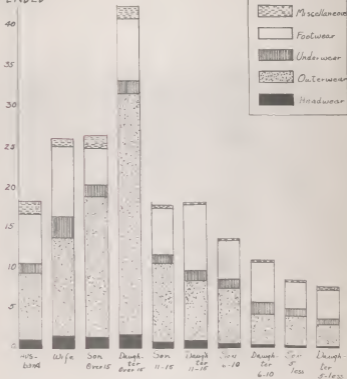
AMOUNT
EXPENDED

FIGURE 5
AMOUNTS SPENT BY VARIOUS FAMILY
MEMBERS FOR DIFFERENT TYPES
OF CLOTHING

The proportion spent for outer garments for boys increased regularly with age. With the exception of girls 5 years and under, the proportion devoted to outer garments for girls also increased regularly with age. For women and girls outerwear consisted mainly of dresses and aprons or the material from which these articles were to be made. For men and boys outerwear consisted mostly of overalls, jackets, and shirts.

Excepting for girls of 6 to 10 years, the proportion spent for under garments decreased with age for all groups of sons and daughters. The proportion spent by husbands and wives for under garments showed an increase over that of the more advanced age groups of the children. In general the women and girls spent more for underwear than did the men and boys.

The children below 16 years of age spent a greater proportion on footwear than those over 16 years. This is perhaps because the younger children, being in school, required more footwear and also because younger children are harder on footwear than older children. The proportion for footwear for boys and girls 5 years and under was about the same, for boys over 5 years, less than for girls over 5 years.

With the exception of the girls 11 to 15 years of age the proportion devoted to miscellaneous items of clothing remained practically the same for women and girls of the different age groups. Excepting for the boys 11 to 15 years of age the proportion spent for miscellaneous clothing by men and boys of the different age groups increased regularly with age.

The same general trends in distribution of clothing expenditures among the different types of garments for the various family members, as outlined above, were exhibited in Dickens' study of clothing expenditures of Mississippi farm families (1931).

Kirkpatrick (1929) found that for farm families, outer garments absorbed the major portion of the clothing expenditures of both sexes. He also found that footwear was next in importance, undergarments next, with headwear, accessories, and upkeep and repair following. He points out that the proportion of the total clothing expenditure going for outer garments increased with the advancing ages of both sons and daughters. Kirkpatrick says that sons 19 to 24 years of age appear to purchase caps, suits of clothes, overcoats, dress shirts, and all the articles of a "dress up" nature, more frequently than do the husbands and fathers, and that these are purchased at a higher price per article.

This fact, he says, contributes to the higher cost of clothing for sons 19 to 24 years of age. He also found that daughters 19 to 24 years of age purchase the articles of a "dress up" type more frequently and at higher costs than do the wives and mothers.

Rankin (1930) found that about two-thirds of the clothing costs of Nebraska farm families were spent for outerwear, about one-fourth for footwear, and the rest was divided between under garments and accessories.

These Kansas farm families, like those of Mississippi, spent about one-half of their clothing cost for outer garments and about one-third for footwear, with the rest divided between underwear, headwear, and miscellaneous items.

Clothing Expenditures and Minimum Budgets Compared

In a study made by Williams and Lindsey in Mississippi, (1931), a minimum clothing budget was worked out for a family consisting of husband and wife, daughter 16 years of age, son 11 years of age, and a small child. The total clothing expenditures in this budget amounted to \$178.43, of which about 3 per cent was for headwear, 50 per cent for outerwear, 12 per cent for underwear, 26 per cent for footwear, and 9 per cent for miscellaneous items of clothing. The

proportions allowed for outerwear, footwear and headwear are but slightly lower, and the proportions allowed for underwear and miscellaneous items are but slightly higher than was found among the Kansas families studied.

In order to compare the actual expenditure of the Kansas families with the expenditures which have been set up in this minimum budget it is necessary to make allowances for the difference in size of family and the difference in dollar value in 1931, when this budget was planned, and 1932. The ages of the children set up in this budget would average about 10 years, which was the average age of the Kansas farm children, so no allowance would have to be made for difference in children's ages.

Since this budget was planned for a family of five, the clothing expenditures per person would have been \$35.69. For a family of 3.9 persons, which was the average size of the Kansas families studied, the clothing expenditures would have amounted to \$139.19. The actual value of this amount, with the dollar in 1931 valued at \$0.70, would have been \$97.43. In this study the total clothing expenditures per family of 3.9 persons was found to be \$73.38, or actually \$63.84, with allowance made for the changing value of the dollar. These figures indicate that the total clothing expenditures per Kansas farm family actually fell \$33.59 below

the minimum clothing standard which has been set up for Mississippi farm families.

The committee appointed to work out minimum clothing budgets for dependent and low income families of New York, allowed in their lowest budget \$217.52 for clothing for a family consisting of husband, wife, daughter 10 to 16 years, son 10 to 16, and a small child. This budget was planned for families in 1924. The value of this expenditure, with the dollar worth \$0.54 at that time, would be \$117.46 per family, or an average of \$35.49 per person. For a family of 3.9 persons, the value of this expenditure would amount to \$91.61. Comparing this amount with the value of the amount which was spent per Kansas family of 3.9 persons in 1932, it is noted that the value of clothing expenditures of the Kansas families fell \$27.77 below the value of the minimum clothing standard set up for dependent and low income families of New York, a standard defined as one which allows only for such articles as seem absolutely essential to appear in public.

Seasonal Variation in Clothing Expenditures

The seasonal variation in clothing expenditures among these Kansas farm families is shown in Table 5 and graphically in Figure 6. It was found that the expenditures for

Table 5. Seasonal Variation in Clothing Expenditure.
100 Families, Kansas - 1932.

Average Clothing Expenditure Per Family		
	dollars	per cent
Fall	23.39	32.6
Winter	17.58	24.0
Spring	17.65	24.1
Summer	<u>14.16</u>	<u>19.3</u>
Total	\$73.21	100.0

clothing were considerably larger in the fall than at any other season. Almost a third of the yearly clothing expenditures were made at that time.

Dickens (1931) found that Mississippi farm families bought a little more than one-third of the year's clothing in the fall. The reason which she suggests for this is that the crops are sold in the fall and more cash is available at that time of the year, and also, that winter garments, or the more expensive garments, are generally purchased then.

The Kansas families of this study spent practically the same amounts for clothing in the winter and in the spring. The least proportion of the year's clothing, 19 per cent, was bought in the summer. Dickens also found among Mississippi families that 19 per cent of the clothing expenditures

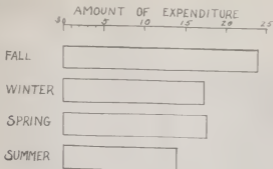


FIGURE 6
AMOUNTS SPENT FOR CLOTHING AT
DIFFERENT SEASONS OF THE YEAR

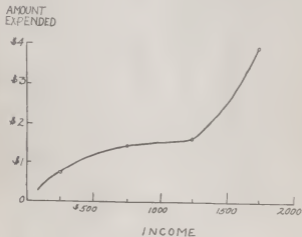


FIGURE 7
AVERAGE EXPENDITURE PER FAMILY FOR
SHOE REPAIR AT DIFFERENT INCOME LEVELS

were made in the summer. Likewise the proportions which they spent in the winter and spring were almost the same, with the clothing expenditures in the spring a little in excess of those in the winter.

Average Expenditures for Shoe Repair

Of the clothing expenditures which appeared most frequently in the accounts of the Kansas farm families, those for shoe repair seemed noteworthy. Table 6 gives the average amounts spent for shoe repair per family at the different income levels, with the corresponding proportion of the total clothing expenditures. A graphic representation of these expenditures is shown in Figure 7.

The average amount spent for shoe repair per family was \$1.55, which is 2.1 per cent of the total clothing expenditure. As income increased the amount spent for shoe repair steadily increased. With the exception of the families with incomes between \$1000 and \$1500, the proportion of clothing expenditure spent for shoe repair also increased as income rose. The families of the highest income group spent the largest proportion, 2.7 per cent, for shoe repair. The reason for this is perhaps that the families in that group had more shoes and, since farm people are more or less thrifty, regardless of income, they take good care of their

shoes. The repair for the greater number of shoes bought on this income level would therefore be higher.

Table 6. Average Amount Spent for Shoe Repair Per Family in Relation to Total Income and Total Clothing Expenditure. 100 Families, Kansas - 1932.

Income Group	Average Clothing Expenditure	Number of Families in Group	Average Size of Family	Average for Shoe Repair per Family	Proportion of Clothing Expenditure Spent for Shoe Repair
Below 500	\$40.26	10	3.1	.76	1.9%
500 - 1000	56.41	57	3.5	1.40	2.5%
1000 - 1500	106.79	26	4.7	1.60	1.5%
Over 1500	142.68	7	4.4	3.65	2.7%
All Groups	75.38	100	3.9	1.55	2.1%

Comparison of Clothing Expenditures
of 1932, 1931, and 1924

Since 1932 was a year of severe economic depression it seems reasonable that clothing expenditures would be lower than in more prosperous years because the clothing budget is more flexible than either food or household operation costs. Table 7 shows the average clothing expenditure per family and the actual value of that expenditure in relation to the farmer's clothing dollar in 1932, 1931, and 1924. As has been previously observed, the average clothing expenditure of the Kansas farm families studied was \$73.38 in 1932 for a family of 3.9 persons. The figures obtained from account books kept by Kansas farm families in 1931 indicate that the average clothing expenditure per family of 4.1 members was \$108.49 in 1931. Kirkpatrick found that the average clothing expenditure of the Kansas farm families which he studied in 1924 was \$200.90 per family of 4.4 persons.

The value of the farmer's clothing dollar for different commodities is found by means of index numbers. An index of 114.9 for clothing in 1932 means that the same clothing bought in that year cost 14.9 per cent more than one would have paid for it during the years 1910-1914; or the dollar spent in 1932 for clothing would buy \$0.87 of value in comparison with \$1.00 in 1910-1914.

Table 7. Average Value of Clothing Expenditure Per Family in Relation to the Farmer's Clothing Dollar in 1932, 1931, and 1924.

	Year		
	1932	1931	1924
Average Clothing Expenditure per Family	\$73.38	\$108.97	\$200.90
Average Size of Family	3.9	4.1	4.4
Value of Farmer's Clothing Dollar	.87	.70	.54
Value of Clothing Expenditure per Family	63.84	76.28	108.49
Value of Clothing Expenditure per Family of 3.9 Persons	63.84	72.54	96.17

Table 6 shows that the decrease in clothing expenditures from 1931 to 1932 was \$35.59, or 32.7 per cent; and the decrease in clothing expenditures from 1924 to 1932 was \$127.52 or 63.5 per cent. Considering that the value of the dollar increased \$0.17 or 24.3 per cent from 1931 to 1932, and \$0.33 or 61.1 per cent from 1924 to 1932, it may be recognized that the actual decrease in clothing expenditures in 1932 was not so great as the above figures would indicate.

Table 7 shows that the dollar was worth \$0.67 in 1932, \$0.70 in 1931, and \$0.54 in 1924. This would make the clothing expenditures actually worth \$63.64 in 1932 for a family of 3.9 persons; \$76.23 for a family of 4.1 persons in 1931; and \$108.49 for a family of 4.4 persons in 1924. Eliminating the factor of difference in size of family, the actual value of clothing expenditures for a family averaging 3.9 persons was \$63.64 in 1932, \$72.54 in 1931, and \$96.17 in 1924. With the expenditures for each of the years thus put on the same basis of comparison it is observed in Table 6 that the value of clothing expenditures decreased \$8.70 or 12 per cent from 1931 to 1932; and \$32.35 or 35.6 per cent from 1924 to 1932. The decrease in clothing expenditures from 1924 to 1932 and their decrease in value is shown graphically in Figure 6. The relation of these two curves to each other indicates that

Table 8. Decrease in Clothing Expenditures from 1924 and 1931 to 1932.

	From		From	
	1931 to 1932		1924 to 1932	
	dollars	per cent	dollars	per cent
Decrease in Expenditure per Family	\$35.59	32.7%	\$127.52	63.5%
Increase in Value of the Clothing Dollar	.17	24.3%	.33	61.1%
Decrease in Value of Expenditure for Family of 3.9 Persons	8.70	12.0%	32.33	33.6%

the changing value of the dollar is an important factor to be considered when comparing clothing expenditures from year to year.

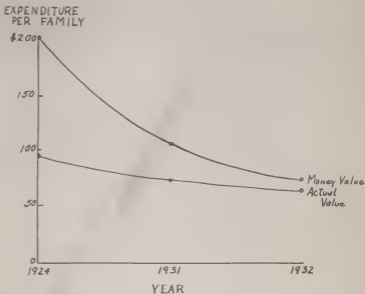


FIGURE 8
AVERAGE CLOTHING EXPENDITURE PER
FAMILY AND ACTUAL VALUE OF SUCH
EXPENDITURE IN 1924, 1931, AND 1932.
(FAMILY OF 3.9 PERSONS)

Proportion of Home Living Spent for Clothing
in 1932, 1931, and 1924

Table 9 shows a comparison of the average proportions of home living expenditures represented by clothing in 1932, 1931, and 1924. The expenditures for clothing amounted to 13.9 per cent of the home living expenditures in 1932, 13.07 per cent in 1931, and 13.4 per cent in 1924. This shows that regardless of economic conditions the proportion of home living expenditures devoted to clothing remains practically the same.

Table 9. Comparison of Average Proportions of Home Living Expenditures Represented by Clothing in 1932, 1931, and 1924.

Year	Average Expenditure for Clothing	Average Expenditure for Home Living	Proportion of Home Living Spent for Clothing
1932	\$75.33	\$564.43	13.9%
1931	\$108.97	\$833.77	13.07%
1924	\$200.90	\$1492.00	13.4%

SUMMARY

The noteworthy points brought out in the study of clothing expenditures of 100 Kansas farm families are given below.

Sixty-seven per cent of the families had a yearly income of less than \$1000. The average size of the family was 3.9 persons and the average age of the children was 10 years. As income increased the size of the family and ages of the children increased up to the highest income level, when they showed a decrease.

The average yearly clothing expenditure per family was \$73.36 or 13.9 per cent of the total expenditures for home living. The average clothing expenditure per person was \$18.82 or 3.6 per cent of the total home living expenditures.

Clothing expenditures did not keep pace with increase in income. The greatest proportion of home living spent for clothing, 15.98 per cent, was in the lowest income group, and the least proportion, 10.95 per cent, was in the highest income group.

For the entire group studied, the husband's clothing expenditures averaged \$19.31 or 26.3 per cent of the family clothing expenditures; the wives spent an average of \$25.21

or 34.4 per cent; and the children averaged \$28.86 or 39.3 per cent. Comparison of this distribution of clothing expenditures with that of other studies among families of various sizes indicates that the size of the family greatly affects the distribution of clothing expenditures among family members. As the size of the family and ages of children increased, the proportion of the total clothing cost for wives steadily decreased and the proportion spent for the children showed a decided increase. The wife's clothing expenditures show considerably more flexibility than the husband's with changes in income, size of family, and age of children.

Of the various family members, the daughters and sons over 16 years of age spent more for clothing than any other member. On the lowest age levels the boys' clothing expenditures were greater than the girls', but as age increased the girls' clothing expenditures increased more rapidly so that beyond 11 years they exceeded the boys' clothing expenditures.

Daughters over 16 years of age spent more for headwear, outerwear, and miscellaneous items of clothing than any other family member, and the wives spent the most for underwear and footwear.

About half of the clothing expenditures per family were for outerwear, about one-third for footwear, with the rest

divided between underwear, headwear, and miscellaneous items of clothing.

With allowance made for the changing value of the dollar and difference in size of family, the value of the clothing expenditures of the Kansas farm families studied fell \$33.59 below the minimum clothing standard which was set up for Mississippi farm families, and \$27.77 below the minimum clothing standard set up for low income families of New York.

Almost a third of the clothing expenditures of these families were made in the fall. The least proportion of the year's clothing was bought in the summer. The proportion of the clothing expenditures made in the winter was 84 per cent which was practically the same as the proportion spent in the spring.

The average amount which these families spent for shoe repair was \$1.55 or 3.1 per cent of the total clothing expenditure. The families on the highest income level spent the largest proportion for shoe repair and those on the lowest income level spent the least proportion.

From 1931 to 1932 clothing expenditures decreased 33.7 per cent and from 1924 to 1932 they decreased 63.5 per cent. With allowance made for the changing value of the farmer's clothing dollar and for difference in size of family, the

value of clothing expenditures actually decreased 12 per cent from 1931 to 1932, and 35.6 per cent from 1924 to 1932.

In 1924, 1931, and 1932 the proportion of home living expenditures represented by clothing remained practically the same.

ACKNOWLEDGMENT

The writer wishes to express her appreciation to Professor Alpha Latka for her assistance in directing this study, and to members of the Extension Division who have helped in making this investigation possible.

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