

A Look Ahead for Texas Rural Families 1952

FAMILY LIVING

1. Incomes
2. Food and Clothing
3. Housing
4. Home Furnishings
and Equipment

CROPS AND LIVESTOCK

PRODUCTION COSTS



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TRENDS AFFECTING THE OUTLOOK FOR 1952

1. *Defense spending will increase.*
2. *Defense industries will use more materials and labor.*
3. *Employment and incomes will rise.*
4. *Agricultural production will continue high.*
5. *No all-out war is expected in 1952.*
6. *Controls and allocations perhaps will be stronger in 1952.*
7. *Consumers' durable items such as cars, houses, equipment, will be reduced.*
8. *Demand for farm products will continue strong.*

Rural Family Living

A steady rise in over-all production is expected in 1952. However, a large part of it will go into the rearmament program. Little, if any, increase is expected in the production of civilian goods. Things should begin to ease toward the end of 1952.

Prospective higher demand for family living items probably will be greater than the available supply, especially during

the last six months.

Net incomes of farm families may be about the same in 1952 as in 1951. However, the income of families from non-farm work is record high and is expected to continue to rise as more women and youth join the labor force.

With moderately higher family living costs in prospect, items families will be able to buy may not show any change over last year.

SIGNIFICANT CHANGES IN FARM FAMILIES

Changes in farm families influence the kind and

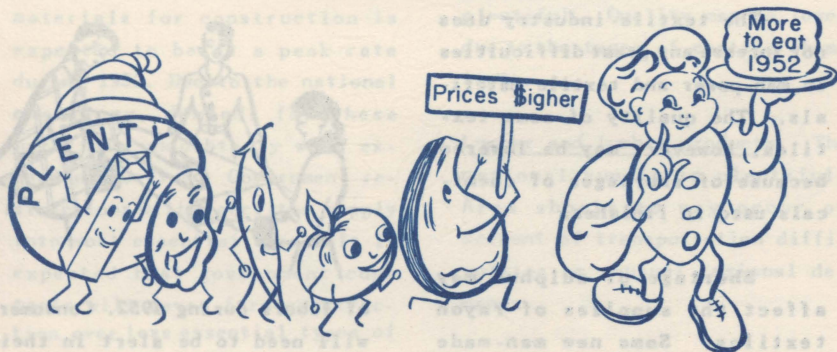
number of services needed in the community. Facilities,

services, and programs likely will need to be adjusted

to the needs of different age groups in the farm family.

1. Migration from rural to urban areas.
2. Reclassification from rural to urban population.
3. Changes in age distribution - more babies, more young children, fewer youths from 10 to 24 years, and more older people.
4. Wives and children of servicemen returning to parental homes.
5. Increase in number of women working outside the home in farm and non-farm work.
6. Improvement in health and provision for some form of health insurance.

Food



The food outlook for 1952 features slightly more food available to consumer, perhaps at prices a little higher than 1951. Consumers, moreover, are expected to have more dollars available for buying food.

Meat consumption probably

will be up a little depending on the farmers decisions to market their cattle. There will be a little less canned and a little more fresh and frozen fish than in 1951.

Supplies of eggs, chickens and turkeys will be larger,

meeting a probable higher consumption.

Less butter is the only change on dairy products outlook.

There will be plenty of fats and oils.

Supplies of fresh fruits and vegetables will depend to a great extent upon weather conditions.

Consumption of dried fruit may rise because of large supplies at lower prices. Canned and frozen fruits and fruit juices are plentiful. There will be plenty of canned and frozen vegetables, dried beans and peas.

Cereal products except for rice, will cost more.

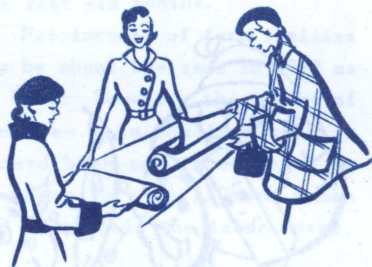
There is plenty of sugar.

Clothing.....

The textile industry does not foresee any great difficulties in man-power and textile materials. The quality of some textiles, however, may be lowered because of shortages of chemicals used in finishes.

Shortage of sulphur may affect the supplies of rayon textiles. Some new man-made fibers we have read about may not reach the market before 1953.

There will be more blending

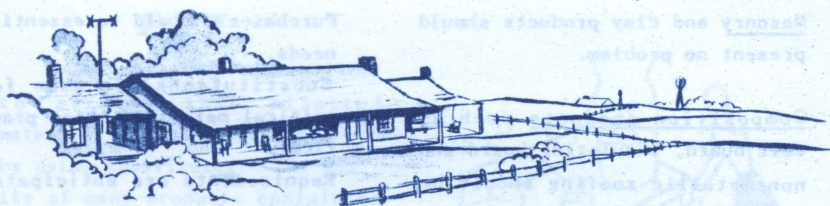


of fibers during 1952. Consumers will need to be alert in their shopping regarding these new textiles. Labels will be ever so important for information on serviceability and care.

Housing.....

A cutback in building during

the months just ahead is fore-



seen. By summer, 1952, some authorities expect the worst of the materials crisis to be past.

The desire of rural families for remodeling is still on an upward trend.

BUILDING MATERIALS AND SUPPLIES

The production of basic materials for construction is expected to be at a peak rate during 1952. Due to the national emergency, demands for these materials undoubtedly will exceed production. Government restrictions will direct the supply into most essential uses. It is expected that government controls will favor farm construction over less essential types of construction.

Many products containing steel, copper and aluminum such as builders hardware, electrical devices, plumbing and heating equipment and general hardware supplies will be dependent upon the supply of these metals. Substitutions of less critical materials may influence quality.

Paints probably will remain plentiful. Quality may be lower due to shortages of certain chemicals.

Lumber and lumber products. The national supply is plentiful. Area shortages may occur on account of transportation difficulties or unusual regional demands.

Plywood will become scarcer as more of it is used as a substitute for sheet metal.

Cement is only slightly below capacity in production, but area shortages probably will occur due to difficulties in transportation or unusual local conditions.

Masonry and clay products should present no problem.

Composition products such as wall board, insulating board and non-metallic roofing should be plentiful but they will become scarcer as they are used as substitutes.

In general an ample supply of building materials and supplies during the next six months should exist provided that:

Purchases are held to essential needs.

Substitutions are made for critical materials where practical.

Requirements are anticipated well in advance.

PRICES

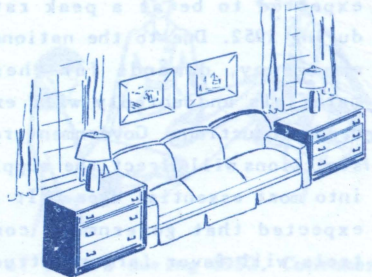
Building materials increased 14 per cent in 1951 over 1950. Prices are expected to continue at much the same level in 1952 as in 1951.

Household Equipment and Furniture:

SUPPLY

The restricted supply of steel, copper and aluminum is expected to reduce the output of most items of household equipment in 1952. Presently, there is an unusually large stock held by manufacturers, wholesalers and retailers due to the fact that buying slackened to a slow pace during the last nine months. Any substantial pickup in demand for these products might absorb the stocks on hand rapidly.

Furniture output where metal is used will be affected by the same restrictions as those of household appliances. Basic materials such as wood and fabrics



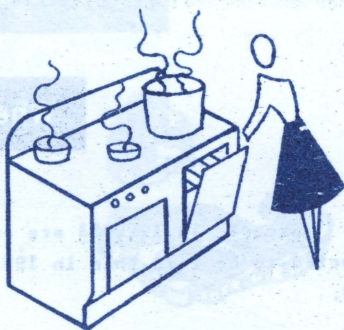
are considered plentiful. Stocks of furniture manufacturers are still somewhat high.

DEMAND

Consumer demand for household equipment may exceed the available supply. The trend in buying home furnishings is also upward.

QUALITY

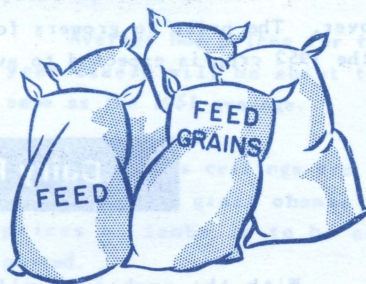
Manufacturers are permitted to 'stretch' their allotted materials by changing models and by using substitutes. The quality of many products containing steel, copper or aluminum may be expected to be lower due to substitution of less critical materials. Substitutes are already showing up in some household appliances.



Feed and Feed Grains

The 1951-52 feed grain supply will be smaller than in the past two years. Total supply of sorghum grains for 1951-52 is nearly a third less than in 1950-51. Total utilization of corn in 1951-52 probably will exceed the 1951 production. Supply of oats for 1951-52 about equals that of 1950 but the supply of barley is about 8 per cent smaller.

By-product feeds in 1951-52 are expected to be about equal to the record supply for 1950-51. Supplies of cottonseed cake and meal in 1951-52 will be larger than last year. Total supply of all protein feeds is expected to be larger, but not much larger in relation to the increasing



number of livestock on farms.

Heavy utilization of feed is in prospect for 1951-52 based on continued high level of national income and further livestock production.

Prices of feed grains and most of the by-products feeds likely will average a little higher in 1951-52 than in 1950-51. Sorghum grain prices are ex-

pected to average somewhat higher than in 1950-51, and also higher

in relation to other feed grains.

Wheat

Exports in 1952-53 are expected to be less than in 1951-52.

With prices to be supported at a minimum of \$2.17 per bushel, farmers may produce enough wheat in 1952 to meet domestic and export requirements in 1952-53 and provide for increase in carry-over. The price to growers for the 1952 crop is expected to av-

erage near the support level.

The carry over on July 1, 1952, is expected to be 60 million bushels below the July, 1951, figure.

The 78.9 million acre wheat goal for 1952, with average yields, would result in about a 17 per cent increase in production over 1951.

Dairy Products

With the number of milk cows remaining about the same as in 1951, supplies of dairy products should be no larger in 1952.

If demand for, and supply of, dairy products develop as now seems in prospect, there will be a general tendency for dairy prices to rise somewhat. We probably will have prices above support levels in 1952 and these may be somewhat higher than in

1951, reflecting higher parities.

Net income from dairying will be about the same in 1952 as in 1951. Cash receipts may be somewhat greater, but costs will also increase next year.



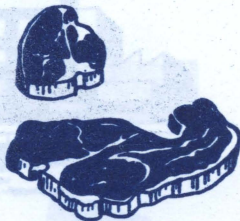
Meat Animals

Production of cattle and sheep on farms should continue upward, but the downward trend in slaughterings should be reversed. By the end of 1952 production and rate of slaughter for hogs will turn down from their past five-year expansion.

Beef, veal, mutton and lamb production in 1952 promises to increase more than it has in any of the last three years. The year's total output of pork may not change greatly from 1951.

Demand should be strong and per capita consumption of meat should increase in 1952.

If rise in slaughter does



not exceed present expectations, 1952 cattle prices should not greatly differ from the average for 1951. However, some price declines may occur later in the year.

Average hog prices for the year likely will be about the same as the 1951 average.

As long as ceilings are in operation, no great change in prices of lambs is to be expected.

Cotton

Carry over July 1, 1952, will be relatively small, about two million bales.

We had a large cotton crop in 1951 and we can expect another big crop in 1952 with weather

permitting.

Total disappearance in the United States from August 1, 1951, to July 31, 1952, will probably be the second highest on record.



A substantial increase of exports in 1951-52 to net importing countries will probably rebuild their stocks so as to more nearly approach normal levels.

The big question: Will importing countries continue to

take as much cotton from the 1952 crop as they are doing from the 1951 crop?

The support price of cotton will be around thirty-three cents and present price ceiling prevents a price to the farmer above about forty-five cents.

Peanuts and Flax

The outlook for edible fats and oils, which includes cottonseed and peanut oils in the 1951-52 marketing year, is dominated by large supplies. The 1951 crop of cottonseed is expected to be 70 per cent larger.

Peanuts picked and threshed in 1951 are expected to be 20 per cent less than in 1950. This will be reflected in small exports and a decline in crushings.

Edible use in 1951-52 is expected to be about the same as in 1950-51. Prices of peanuts for edible use will average close to support levels in 1951-52. The support price seems to be the outlook target for the 1952 crop.

Production of flaxseed in 1951 is expected to be 18 per cent smaller than in 1950. Total disappearance of flaxseed and linseed oil in 1951-52 may be

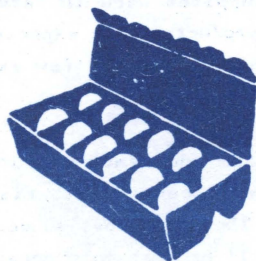
over 50 per cent larger than production. An increase in flaxseed acreage is expected in 1952, as demand may be heavy. The

national average support price for 1952-crop flaxseed grading No. 1 at the farm level will be \$3.77 per bushel.

Poultry and Poultry Products

Increased production of eggs is expected in 1952, mostly in the first nine months. An increase is also expected for broilers in 1952, with the number of farm chickens about the same as in 1951. Turkey production may exceed the 1951 level. Increased production of turkeys will largely be due to an increase in fryer and roasters.

Demand for poultry products, eggs, broilers, and turkeys, should be good in 1952 due to further gains expected in consumer incomes and favorable cost of the products to the consumer.



Egg prices may average somewhat lower in the spring of 1952 than in the spring of 1951 with an expected rise in the last quarter. Broiler prices for the year as a whole should average about the same as in 1951. Turkey prices are expected to be about the same level in 1952 as in 1951.

Wool

An increase in the number of sheep and lambs on farms and ranches is expected in 1952. The capacity for sheep and lamb production in this country, in view of competition from cattle and

other enterprises, probably never will provide more than a fraction of the nation's wool requirements.

Prices of wool declined

during the recent months in 1951 after rising to an all time high in March of that year. In 1952 prices of shornwool may be some-

what higher than in the fall of 1951, but may not equal the average price received for the entire year of 1951.

Farm and Ranch Costs

Supplies used in farm and ranch production are expected to be adequate, with a few exceptions.

Farm and ranch production costs will continue to rise in 1952. The price cost squeeze in 1952 will be much more apparent.

Further moderate price increases for farm machinery is expected. Production of farm machinery probably will be lower.

Fertilizer supplies in 1952 are not expected to meet the demand. Prices may be higher.



Building materials, both metal and wood, can be expected to be higher. Prices in the last quarter of 1951 were 10 per cent above a year ago.

Ample supplies of insecticides are expected, with possible shortage of sulphur and lead arsenate.