

Missouri Valley Plans for...

...Quality Living

- CONSUMER EDUCATION
- HOUSING
- FOOD & NUTRITION
- CLOTHING & TEXTILES
- YOUTH OPPORTUNITIES
- COMMUNITY BETTERMENT

study committees

resource persons

HOUSING AND FAMILY RESOURCES

Mrs. Harold Harvey
Malta Bend

Russell I. Nicholas
Marshall

Bill Hutcherson
Keytesville

Mrs. Frank Enderle
Dalton

Mrs. W. D. Hibler, Jr.
Brunswick

Mrs. Eldon Ackerman
Carrollton

Mrs. Hugh Mansur
Norborne

Mrs. Jack Wilhelm
Bosworth

Edward Finke
Carrollton

CLOTHING

Mrs. Charles Gaudin
Malta Bend

Mrs. Robert Duensing
Blackburn

Mrs. John Dickerson
Salisbury

Max L. Rackley
Carrollton

Mrs. Vaughn Thomas
Carrollton

FOOD & NUTRITION

Mrs. Council Stroemer
Brunswick

Mrs. Harold Minor
Marceline

Mrs. George T. Johnson
Salisbury

Mrs. Winston Blanton
Brunswick

Mrs. Kenneth Cooper
Carrollton

Mrs. Thomas White
Norborne

Mrs. Roger Tully
Bogard

Mrs. Allen Eiserer
Carrollton

Mrs. O. F. Rank
Slater

Mrs. Fred Wright
Marshall

Mr. Richard Zweimiller
Marshall

Eunice Lieurance
Asst. Professor
Family Economics & Management
University of Missouri-Columbia

Josephine Flory
Professor
Food & Nutrition
University of Missouri-Columbia

Lon Gallup
Asst. Professor
Housing & Interior Design
University of Missouri-Columbia

Arthur McArthur
Assoc. Professor
Child & Family Development
University of Missouri-Columbia

William Knight
Area Extension Director
Missouri Valley Area
Keytesville

Mary Alice Alspaugh
Area Home Economist
Keytesville

Jean Yoder
Area Home Economist
Marshall

Frances Meyer
Area Home Economist
Carrollton

advisors

Dr. Virginia Norris
Asst. Director of Home Economics for Extension
University of Missouri-Columbia

Emalyn Turner
Professor
Clothing & Textiles
University of Missouri-Columbia

Don Esslinger
Asst. Editor
University of Missouri-Columbia

CONSUMER EDUCATION

Mrs. Lowell Wilhoit
Dalton

Mrs. Jack Cavanah
Carrollton

Charles L. Nichols
Carrollton

HOUSING

Mrs. David Peterman
Miami

Mrs. Harold Castle
Malta Bend

Mrs. Charles Harvey Fergason
Carrollton

John Moentmann
Norborne

Charles Davis
Salisbury

sub-committees

sub-committees

FOOD AND NUTRITION

Mrs. Jim Hargrave
Marshall

Miss Ina Frances Snoddy
Miami

Mrs. Harold Lickey
Marshall

Mrs. Dennis Straub
Brunswick

Miss Sheryl Sparks
DeWitt

Miss Debra Smith
Brunswick

Mrs. Charles Nickerson
Salisbury

Mrs. Nellie Hume
Marshall

Mrs. Phoebe Lewis
Salisbury

Mrs. Helen White
Forest Green

Mrs. Lena Jaco
Salisbury

Mrs. Elsie Hudson
Carrollton

Mrs. Arthur Anderson
Carrollton

Mrs. Martin Berning
Carrollton

Miss Brenda White
Norborne

Miss Beverly White
Norborne

CLOTHING

Mrs. Larry Sloan
Marshall

Mrs. Chuck Holland
Marshall

Mrs. Bill Clemens
Marshall

Mrs. Dotty Stevens
Marshall

Mrs. Mary Parrish
Slater

Mrs. Elsie Borchers
Blackburn

Mrs. Larry Buffington
Salisbury

Mrs. William Linneman
Salisbury

Mrs. Dale Saylor
Mendon

Mrs. Lloyd Smith
Brunswick

Mrs. Kenneth Bondy
Brunswick

Mrs. Albert Link, Jr.
Carrollton

Mrs. Melvin Martin
Carrollton

Mrs. Artie Kipping
Carrollton

Mrs. Marlin Brown
Carrollton

Mrs. Jean Minor
Carrollton

Mrs. R.W. Schuchmann, Jr.
Brunswick

YOUTH OPPORTUNITIES

Mr. and Mrs. Marvin Gordon
Keytesville

Mrs. Gary Baxter
Norborne

COMMUNITY BETTERMENT

Mrs. George Hamilton
Miami

Mrs. Edwin Eaheart
Miami

Mrs. William Boelsen
DeWitt

Mrs. Gary Jacobs
Bosworth

review committee

Mr. and Mrs. Bruce Brock
Carrollton

Charles Thomas
Executive Director
Missouri Valley Human Resources Development Corp.
Carrollton

Christian Stipp
Carrollton

Rev. John Buck
Carrollton

Mrs. Robert Roller
Carrollton

Mrs. Frank Hilton
Carrollton

Mr. Jerry Whitson
Director
Vocational Technical Education
Marshall

Miss Madaline Elliott
Counselor
Marshall High School
Marshall

Mr. Mac Brooks
Welfare Office
Marshall

Mrs. Frances Kizer
Marshall

Mrs. Harold Swinger
Marshall

Mr. Harry Donnell
Sweet Springs

Mrs. Bill Clemens
Malta Bend

Mrs. Dolly Kizer
Marshall

Mrs. Frieda Stanley
Brunswick

Mrs. Elmer Arnsperger
Salisbury

Mrs. Ralph Bennett
Keytesville

Mrs. Willis Speiser
Salisbury

Mrs. Ralph Locke
Salisbury

Mr. G. Goe
Brunswick

Sister Clea
St. Joseph's School
Salisbury



Carroll, Chariton, and Saline counties, through county Extension Councils, join in planning educational programs in cooperation with the Extension Division of the University of Missouri. The design above is the symbol of the Missouri Valley Extension Program planning area.

Governmental units of these three counties also coordinate area-wide planning and problem solving through a Regional Planning Commission.

The three counties have a total population of 48,282. There are 6 incorporated towns of 1,000 or greater population, with a combined population of 24,316 people.

Largest towns in the area are Marshall with 11,847 residents and Carrollton with 4,847 people.

Rural non-farm and farm population of the three counties is 29,012. Thirty-eight percent of the population of the area is under 25 years old and 20 percent is over age 65.

University of Missouri Extension Centers are in Carrollton, Keytesville, and Marshall. This area has a staff of professional personnel who work with programs of family and youth, food and fiber, community development, and continuing education.

In addition to the Extension Division, many agencies and local organizations are working with people and groups to solve problems and improve the quality of living.

how to use this publication

Use these topics in group discussion with planning committees, civic organizations, public agencies, business or industry people, and many other groups in your communities.

First, gain an understanding of the present situation and the problems mentioned. Second, set goals of what the situation should be or could be.

Third, list opportunities for progress that are important in solving the problems. Rank the opportunities in importance. Fourth, name people, agencies, groups, and organizations who can help and describe how they can contribute. Finally, set a course of action that uses the best solution.

Follow-up by letting the community know what you are doing.

foreword

The quality of family living in the 1970's is of concern to all individuals and groups living in the Missouri Valley area. In many ways technology and science have made the tasks in the home much easier. Yet this very fact has added to the complexity of inter-personal living, and has brought about many of the concerns families and individuals face today. Some of these concerns are ones which families and individuals have control over while others are problems which involve groups or communities in their solution.

This study in family living in the Missouri Valley area was made to search out these problems and to establish priorities and guidelines to be used in planning and carrying out educational programs to help in the solution of problems. Professional and lay people from various occupational and age levels in the three-county Missouri Valley area, which includes Carroll, Chariton and Saline Counties, have brought together, through study committees, the information and recommendations included.

Three study committees were organized; food and nutrition, textiles and clothing, family resources and housing. From these committees, sub-committees were organized in problem areas and clientele groups. These sub-committees developed the information pertaining to their groups and made recommendations for action. The study committees reviewed the information and recommendations received from sub-committees and coordinated them into one report. A final review of the material was made by a steering committee representing the study committees.

This report has been developed to provide guidance to the University of Missouri Extension Division in building programs to enhance the quality of living of families and individuals in this area. Other educational institutions, agencies, organizations and businesses may also find it useful.



consumer education

A LOOK AT THE PRESENT

Consumer education involves ways people spend money and the products and services they buy. All people, young and old, have concerns as consumers. These concerns are magnified by many choices available and variation in prices for products and services.

People are generally well informed when products become available. Their television sets advertise the advantages of every new product developed. In addition, mail and door-to-door delivery bring new product samples to entice people to try and eventually buy.

Purchases of major appliances and home furnishings take a good portion of young couples' income. Many of them need some guidance in making a wise selection. Most of these products have guarantees, or warranties, and some have information labels and booklets on use and care. Repair service on appliances and furnishings in the area many times is slow, inadequate, poor in quality, and high in cost. Purchasing appliances from a reliable dealer who provides services does help.

Most major purchases today are time payments on credit from retail stores, loan companies, banks, and credit unions in this area. Credit buying involves interest, carrying charges, insurance, and contracts.

Consumer purchases also include insurance—life, health, and funeral. Companies in this area offer most kinds of insurance. The statement was made that no product is so widely bought yet so poorly understood as insurance.

Health insurances can be complicated, costly and especially confusing to older people. Welfare workers are asked many questions on health insurance by old-age assistance recipients who want advice.

Burial or funeral insurance is widely advertised and letters are sent to households within the area. Fear and emotions can stimulate unwise purchases without knowing necessary facts. Burial fees can include many things and often what is included is not known or no choices are given.

A LOOK AT THE FUTURE

Technology is not at a standstill. The future will bring new products now only imagined.

The consumer is dependent on industry to provide information on what the product is made of as well as information on performance and care. Industry provides this information on labels, in books, and through salesmen. In many instances the written material does not provide adequate information to help the consumer make a wise selection. Many salesmen are not well trained nor have enough knowledge of their products to provide this for the consumer.

Consumers are not as knowledgeable as they should be or could be. Many are not aware of the need for more information or where to get it. Sometimes the information provided is not properly used or not used at all.

The product guarantees are misunderstood by consumers. They don't realize what or how much they provide, such as replacement of certain parts, or cost of labor, transportation, or mailing.

There is no evidence on what the future will provide in a more satisfactory means of repairing or reconditioning household appliances and furnishings. Many become obsolete when a part is broken or worn out. Appliances in the future may be repaired by replacing component parts.

People need to be stimulated to learn more about insurance, to understand it more fully. They need information to help them decide what kind and how much to buy. They need specific information to help make decisions. Young people and young families need to understand the purpose of insurance and how to use it.

Cash buying is decreasing in favor of credit purchases with 30-days, or longer repayment periods. It is easy for a family to receive credit. However, this has been and will be the cause of difficulties in many families. Too much of the monthly income must go to pay charge accounts. This lack of management skill may be due to not knowing how much credit the family can handle in a certain time period.

Living costs are likely to continue to rise. This will make it more difficult for families to set aside some of their income for savings. They may need help in exploring ways of spending family income or using other resources for benefit in the future.

Welfare staff members need a thorough knowledge of health insurance so they can advise elderly people on the kind and amount of insurance needed to supplement present programs.

OPPORTUNITIES TO PROGRESS

The study committee presents the following recommendations as opportunities to progress in Consumer Education in the Missouri Valley Area.

1. Let people know what information is available at the University Extension Centers and illustrate ways this information can help them. This promotion can be done on radio, in newspapers, by letters, at meetings, with exhibits at schools, organization activities, and in places of business.

2. Work to coordinate the efforts of governmental agencies, organizations, and educational groups in getting information to consumers. Keep duplications of effort at a minimum.

3. Direct specific, up-to-date information on home economics topics to families in the area by using single topic "Guides" that give specific answers to common questions.

4. Develop programs to help families learn to look at their total resources—money, material possessions, and talents—and work to use these resources wisely.

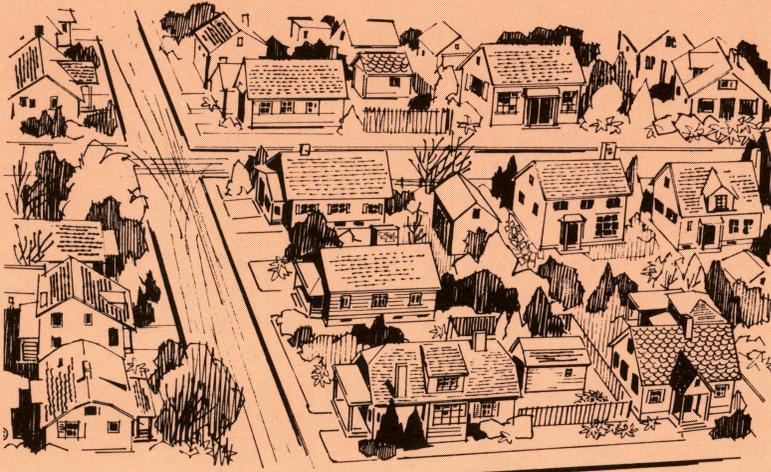
5. Provide families in the area with basic information on insurance with a follow-up program on savings.

6. Promote cooperative training programs with retail merchants in the area for sales personnel who work with products and services.

7. Develop workshops or short courses on—
 - a. Care of home appliances, such as refrigerators, dryers, washers, stoves, dish washers etc., to prolong their use.
 - b. Repairs around the home such as door latches, hinges, electric cords, plumbing, etc., to save more expensive home repair.
8. Promote curricula in schools that provide more opportunities for all boys and girls to receive training as consumers. A few courses include consumer education, however, not all students enroll in these courses. Every high school graduate should have some background in consumer buying.

Discussion Questions

1. The statement is made that consumers are not as knowledgeable as they should or could be. Is this a concern of people in our communities?
2. Is consumer education among the goals and purposes of our organization or agency? If not, should it be?
3. What efforts could our organization or agency make in consumer education?
4. Who needs the most help in consumer education and what kind of help do they need? Do some parts of our population need more help than others?
5. How can we best equip ourselves to help others in the community?
6. Are there resource people in our communities who could be called upon to help us? If so, who are they?
7. What other organizations might also be involved in a cooperative effort?
8. Where can we begin an effort in consumer education? What are possible subjects to cover and which are most important?



housing

A LOOK AT THE PRESENT

Housing conditions in some parts of the Missouri Valley Area are critical. Many houses in Carroll, Chariton and Saline Counties are sub-standard.

A lack of family financial resources and shortage of lending money are major factors causing the housing shortage. Expenses of construction costs and interest rates are discouraging home building and ownership.

Rental housing in the area is in short supply and in most instances that available is far below standard. Construction costs of rental housing and property taxes are not conducive to making a profit for the landlord in renting.

Some low-cost rental public housing for low income families and senior citizens are available in Marshall and Brunswick. Other towns seeking such housing are Carrollton, Norborne, Salisbury, Keytesville, Slater, Sweet Springs and others.

Mobile homes are getting more popular in the area. They provide more immediate and economical housing than permanent homes for many families, but may experience rapid depreciation.

Publicly and privately owned rest and nursing homes are available in the area. Carrollton, Marshall, Salisbury, Brunswick, Slater and other towns have rest homes. These homes meet some, but not all, needs of elderly people. There is a need for more housing for the elderly middle income group as well as the low income. Medical facilities are limited and some elderly people need nutritious hot meals.

The housing situation is as critical for the middle to higher income group as for lower income people. This group also faces high construction costs and a tight money market.

A LOOK AT THE FUTURE

Public housing is an asset to the area, but can also bring problems. Keeping the units attractive and in good repair over a period of years and a number of occupancies can be a problem.

Public housing can give many families a new experience with certain equipment, furnishings and convenience items. They need to know how to properly care for and use these. A system of replacing worn out equipment and furnishings is a part of some housing units and this is important for all of them.

People with limited resources will need to be taught how to properly care for and use a home, the importance of such care, and how to use their limited money to get the job done. The deteriorating condition of some units may not be the fault of the tenants, but other factors may be influencing this.

Supply of trained carpenters, plumbers, electricians and other craftsmen is inadequate in Missouri Valley counties. These workers have been attracted away from the area toward larger population centers. What can be done to reverse the trend?

Mobile homes and modular homes may solve the critical housing situation in the Missouri Valley area in the near future. More rest and nursing homes are being established.

OPPORTUNITIES TO PROGRESS

The study committee felt that:

1. Public Housing for families and elderly people provides better housing and better living for them. This opportunity also benefits the community as well as the people. They further felt that the benefits could be greater if—

A. Interested citizens and leaders would work together to give incentive and enthusiasm to these families for better quality living.

B. Interested leaders with guidance from educators would give individual help and provide group programs and materials to help solve social problems as home care problems occur.

2. A family has many decisions to make before and throughout a home building or remodeling project. Decisions on construction materials and equipment are complicated by large selections available. Printed materials on windows, doors, paneling, paint, wood products, exhaust fans and other construction materials and equipment would help in making these decisions.

3. Short courses or workshops should be provided such as—“How to plan for housing”, “How to select a floor plan”, “Legal aspects of Home Owning”, “Financing the Home” and others.

4. House plans provided through FHA and the University of Missouri Extension Division have been used. However, emphasis is needed on providing variations and individuality in house plans for the moderate income family.

5. Some people like to do their own building or remodeling. These “do-it-yourself” builders need basic carpentry skills that could be taught by a carpenter or school teacher. This could be provided through a short course or workshop.

6. Short courses, workshops, conferences, educational materials would help craftsmen in the area to become more competent in their trade, as well as keeping up to date on new developments.

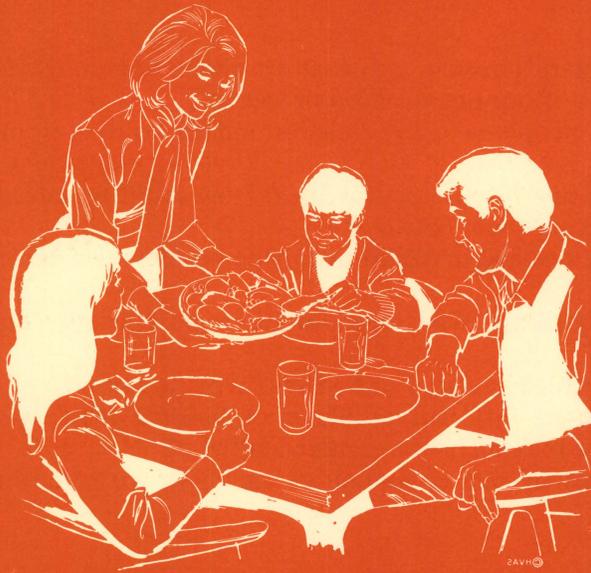
7. More information needs to be made available on purchasing mobile homes and modular homes.

8. Towns in the Missouri Valley Area need zoning laws to regulate sites for mobile homes.

9. Many families face the decision of whether to build a home, purchase one, or rent. Guidelines on when it is wise to build, more desirable to purchase, or more economical to rent could be of great help to many people.

Discussion Questions

1. What is sub-standard housing?
2. Who are the people living in sub-standard housing and what are their characteristics? Are they the most needy for the efforts of our organization or agency?
3. What are the greatest needs of these people who live in sub-standard housing in our county?
4. What is the greatest problem with housing in our communities? How can it be solved?
5. What is needed in the future to provide adequate housing?
6. How can people in our communities be reached in regard to solving problems related to housing?
7. What are the advantages of public housing? What are disadvantages for our communities?
8. Can our organization help in solving problems related to housing? Why and how?
9. Do people with limited resources express different problems of housing than those with more adequate resources? How are they different or alike and why?
10. What other organizations and agencies in our communities can help with housing problems?



food & nutrition

Food will continue to be a major daily concern for families in the Missouri Valley Area. The basic problems are selection and buying, food preparation, preservation, meal planning, nutrition, storage, and safety. With the changes in modern life, however, the problem has become more complex and family members are more involved in making food decisions than ever before.

A LOOK AT THE PRESENT

Many things influence where, when, and how much food is eaten by families in the Missouri Valley area. These include work schedules, distance from shopping centers and freezer plants, timing of community events, time and energy of the homemaker, family sociability, and food preparation and storage facilities available.

The homemaker has lost some control over how well she provides the daily nutrition for the family because (1) family members may regularly or frequently eat away from home, and (2) they eat many convenience foods.

The wide variety of prepared foods available makes it difficult to determine nutritional values. Quick meals often limit variety of foods eaten at a meal and many feel that they do not know enough about planning quick meals to get the right kind of nutrition.

With more meals eaten away from home, the individual has much more responsibility for what he eats at a much earlier age.

Most adults and teenagers eat between meals one or more times a day whether they are at home or at work. The food preferred for this “between” meal seems to depend on what is available—from the refrigerator, store, or snack bar. Most work schedules include coffee breaks.

Snack type foods available at coffee break time, often contribute mostly calories with little of the other nutrients needed during the day. This may be true at home also, but there can be a much wider choice of foods at home containing protein and other nutrients.

Noon meals at work vary from eating in company cafeterias to sack lunch. Some workers carry a lunch to save the cost of food service and because of a short lunch period.

Older citizens and those living alone indicate that it is important to them to have meals at regular intervals during the day. Many of them eat at times other than the regular three meals a day, but the choice of between meal eating is somewhat different from choices of younger people and not recognized as a snack.

They do less cooking especially baking than when they were younger. Many have some dietary limitations although they like most foods.

Many persons indicate that they will eat less or skip a meal entirely when they are tired, busy, traveling or vacationing. Meals are also less attractive to them in crowded, noisy conditions.

There is concern for weight control which will influence eating habits. We are living in an affluent society. People choose food they like, not for its nutritive value.

To some women cooking is a creative outlet, but this is likely to be done when the homemaker has the leisure to do it.

Children have school lunch available but the lunch program varies among schools of the area in requiring payment.

At the seven head start centers in the area, children get morning and noon meals with small mid-morning and mid-afternoon supplements.

Older citizens who have adequate incomes, good health, and a means of transportation experience little change in life style from earlier years. Those on welfare or with meager incomes have difficulty providing adequate food and meeting other needs.

About 1500 families in the Missouri Valley area whose income is below a certain level, or receive old-age assistance, or get aid for dependent children, receive Commodity Foods worth from \$10 to \$12 per person per month. Many families make good use of these foods, although some refuse certain items.

Problems with commodity foods seem to be that the amount of some items issued is more than homemakers can use of some items and less than needed of others. Also homemakers may be unfamiliar with different items offered and of ways to prepare it.

Families in an emergency situation can receive food vouchers on a short-term basis through the Emergency Food and Medical Program of O.E.O.

Shopping practices will vary according to the time and transportation available to the family. For the working homemaker, food shopping is a hurried trip to the grocery store or this task may be delegated to some other member of the family. The family with limited equipment for food preparation and storage must shop more frequently and buy in small amounts. These factors influence food choices more than nutritive value or cost, and may not allow for taking advantage of sale items.

Many persons who live some distance from shopping centers will purchase food in larger quantities on a weekly basis and fill in with small purchases as needed or as opportunity or finances permit.

Transportation is necessary for most persons doing food shopping even though they may live in town. Lack of transportation is a special problem for elderly persons.

Now that commodity foods are available, purchases of quantities of flour and some other staples are not a problem dollarwise, but transportation is still a factor in getting the food home since the issue for the family for the entire month can be a bulky item.

A LOOK AT THE FUTURE

Families will continue to place a high priority on time. They will have greater concern for weight control and this will influence their eating habits. Also, they will continue to buy food they like rather than for nutritive value.

In the future homemakers will make greater use of convenience foods, and industry will offer a wide variety of new and different ones. Homemakers will need to learn how to use

these new forms in meal planning. Also, they will need to learn how to use new equipment in preparing foods.

Homemakers will see continual change in marketing and distribution of food. This will change their buying and shopping techniques.

Homemakers will continue to be concerned about evaluating the sanitation, safety, nutritive value, and comparative costs of food they buy.

Some people will lack the transportation to get to the store to shop. Meals will become smaller, service more informal, food will be eaten more frequently, and there will be fewer of the traditional large family sit down dinners than in the past. These traditional dinners will probably be served on weekends rather than during the week.

OPPORTUNITIES FOR PROGRESS

The study committee felt that all family members need to become more aware of their own nutritional needs and to develop skill in wisely chosen nutritious foods.

They made the following recommendations:

1. Families need to work out a different division of duties in meal planning and purchasing and preparing food which have traditionally been assumed by the mother.

2. A child needs to learn these skills while he is still in elementary school.

3. Professionals and food service people need continual up-to-date information on the nutritive value and preparation of convenience foods as they are developed.

4. An educational program is needed to help the consumer make the best use of changes in food preparation equipment, new food products, and new forms of families foods now being developed.

5. We need labeling of food products so that nutrition and cost comparison can be made; and the method of preparation more easily selected.

6. Coordination and cooperation is needed among different agencies, industry, and food service personnel to improve the nutritional needs of people in the area.

7. Paid assistants and volunteers guided by trained home economists are needed to visit disadvantaged homemakers to assist with specific problems of food preparation and use where needed.

8. Older people need more services than education. Transportation is one of these services. This is an opportunity for a community service project.

9. Food service for the disabled or elderly living at home could be worked out and would be desirable. This would improve the quality of living for these people.

10. Educational information is needed on providing simple, nutritious meals which can be prepared with a minimum of time and effort.

11. There is a need to include information on storing food, and planning and serving meals for one where a limited amount of equipment and storage is available.

12. Homemakers need information to help them understand food additives and plan food for weight control and special dietary needs.

13. Many families need help in knowing when a convenience food is a saving in money or time.

14. Homemakers in the Missouri Valley Area have expressed a need for understanding the terminology of cuts of meat, especially when more than one name is used for a cut, so they can select a cooking method.

They recommended that different methods of approaching nutritional information be used and that they be varied from time to time. Continue to use methods which are successful, but also develop new ones for specific needs of different segments of the population.

Discussion Questions

1. What influences our eating habits? Are these influences the same for all families? Which are similar?
2. What can we do to inform members of our organization about nutritional needs of people in our communities?
3. How can we help solve the food problems of disadvantaged people, including older citizens?
4. What institutions, organizations, and agencies should be involved in any project we initiate?
5. How can families meet the increasing cost of food?
6. The statement was made that people choose food they like rather than for its nutritive value. Is this true, and if so, how can they be taught differently?
7. Is lack of transportation to get food a problem for many families in our communities? If so, how can this be solved?
8. How can nutritional information best be supplied for people of our communities? What is the biggest problem of such an effort and how could it be overcome?
9. Is the safeness of food a problem?



clothing

The study committee felt that problems related to clothing must be analyzed in terms of the individual in the family group setting.

Clothes have a personal meaning and a group meaning for individuals. Family attitudes, especially those of the mother, toward dress are important to the good mental health of each family member. Good grooming, an adequate family wardrobe, and interest in clothing care contribute to family happiness.

Clothing is an extremely important part of the child's world. At every stage of his development clothing helps to establish his identity to himself and to others.

Clothing and appearance are important to the security and happiness of the teenager. Teenagers dress to please their peers. They have to find out not only how they appear to themselves, but how they look to others.

Clothing styles and also hair styles help the teenager identify with his own generation. Many fads and fashions separate youth from the adult world and offer a way to break childhood ties to parents. Teenagers have more money to spend on clothing and appearance than they have ever had before and youth establish new fashions more than any other age group. Business is acutely aware of this tremendous market.

Clothing does communicate. What we communicate may or may not be true. What we communicate depends on who is receiving the message.

A LOOK AT THE PRESENT

Clothing is a major concern of people in the Missouri Valley Area. People are concerned about their personal appearance. They are interested in presenting an acceptable image to their friends and the public.

Advancements in textiles have made the consumer's life more complex and have increased her responsibilities in decision-making as far as clothing selection, fabric selection

and clothing care. Because of the many innovations in fibers, fabric construction, and notions, it is hard for consumers to keep up with new information.

Approximately 8 percent to 9 percent of our income is spent on clothing. Clothing costs rose tremendously in the last few years. In rural areas, people are paid small town wages, but they pay "city prices" for clothing. Clothing has increased in price while quality has gone down. This is especially true in shoes and outer-garments. One reason for this is because of the mass production of clothes and the consumers constant want of something different. Clothes are now made for a shorter life span.

There are a variety of stores in the area from specialty shops to discount stores, but they do not carry some different and unusual sizes. For special purchases, some people go to Sedalia, Moberly, Chillicothe, Columbia, or Kansas City.

Each family has different clothing needs. The family whose children are young have different needs than the family whose children are older. The cost of children's clothing is continually rising and because children grow rapidly, this means a larger investment in children's clothing. As children grow older, the family spends more dollars on clothing.

Working homemakers have limited time to shop and care for the family clothing.

Because of the youth-oriented market, the clothes for all sizes are too young looking for the older person. Older persons often have problems in purchasing clothing suitable for their needs.

There are many homemakers interested in clothing construction for economic reasons as well as to express creative talents.

Because of the many new fabrics, homemakers are concerned with care of the family clothing and need to become more knowledgeable about labels and labeling. Terminology on labels is often misunderstood.

A LOOK TO THE FUTURE

Clothing will continue to be an economic concern of families. In some cases, the choice of clothing may be limited because the clothes that are offered on the market are geared to youth. Because of constant fashion changes, this creates wardrobe changes and new clothing wants.

A family may have a limited amount of money, but have knowledge and ability that can be called on to take the place of money. Every family must therefore solve its clothing management problems according to the resources it has.

Young homemakers want easy care clothing for their families, not necessarily durability, in ready-to-wear and fabrics. One of the first steps in successfully managing the care of clothing is to use good judgement in its selection. Coordinating family wardrobes and knowing points to look for when purchasing clothes will be an important part of clothing selection. One guide for clothing selection is the clothing label. The trend toward permanent care labeling has not reached this area so much as in other areas of the country. Homemakers also want information on laundry methods especially for new fabrics and stain removal.

Fashions and clothing will change at an even faster rate than we have experienced in the past. Manufacturers and designers should begin to heed the fashion gap—the youth-oriented market—because the large percentage of our population under 25 years of age will gradually become a large group of middle-aged or senior citizens.

Because of our fast changing world and the continuous innovations in the clothing field, families need more consumer information to be prepared for the future. Through educational classes, short courses, radio and TV programs, publications and reading of clothing labels, consumers can begin to build knowledge which will prove helpful in successfully clothing their families.

OPPORTUNITIES FOR PROGRESS

1. For most families, the clothing dollar needs to be spent for comfort, usefulness, good style, and quality rather than quantity in clothing.

2. Stretching the clothing dollar, wise buying, and wardrobe planning is of importance to the family budget.

3. When buying clothing you often have the choice of paying cash or using credit. Because clothes are consumer goods that do not earn income for the buyer, it is usually best to pay cash. If credit is used, the consumer should be familiar with the use of credit and the meaning of credit terms.

4. Information on what styles look best for the larger woman and how to buy and how to sew for the larger woman would be helpful to some homemakers. This could be taught through a workshop. Homemakers are also interested in what styles look best on different figure types.

5. Sewing is an outlet for creative ability. Homemakers are interested in simplified sewing methods, selection of fabric, new fabrics and notions, coordination of fabric with pattern, pattern alterations and fitting, and various construction techniques. These could be taught through clothing workshops.

6. Homemakers also want information about:

- Textile fibers, special fabrics, and fabric finishes
- How to care for these fabrics which might be taught in Laundry Clinics
- Meaning of label terms
- Where to look for points of good construction in ready-to-wear garments.
- How to build and maintain an adequate wardrobe
- Selection of children's clothing and creative ways to individualize children's clothing

7. A limited income can be offset by skill in planning—how to buy, when to buy, where to buy, care and upkeep, and creative sewing.

8. Limited income families receive some help through various agencies and groups, but more volunteers are needed to help with educational classes. Families must be given an opportunity for adult education classes which are appealing to them.

9. Extension clubs could possibly sponsor classes for limited income homemakers, with volunteers working with trained personnel giving the classes.

10. Many young homemakers have not been reached by various educational programs. How do we reach these young homemakers? To motivate young couples to participate in educational programs is a challenge. We must find new avenues and different types of educational classes.

11. Women need more clothes and clothing service when they work outside the home. Working homemakers want styles in clothing that are comfortable and easy to care for. They have a limited amount of time to devote to purchasing and care of clothing and need good consumer information. Because of their limited time, educational information would need to be provided in night classes, newsletters and other methods.

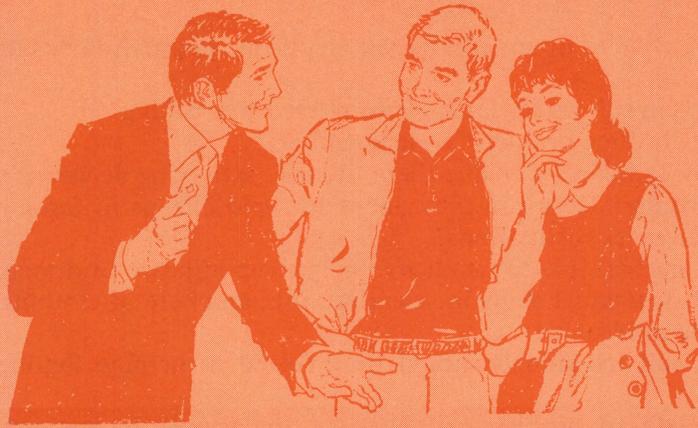
12. A youth clothing program does not have to be a 12-month program, but can perhaps be a summer activity for a short length of time. We must develop special interest programs that appeal to youth.

13. Professional home economists who work with youth and other consumer groups want training programs to help them keep abreast of changes in the clothing field. Home Economics teachers in the area have asked for refresher courses, particularly in textiles.

14. More methods and techniques need to be used to inform the public about educational programs available to them through the University of Missouri Extension Division and other educational organizations and agencies.

Discussion Questions

1. Is clothing a major concern of people? If so, what segment of our population has the greatest problem?
2. What are people's greatest needs in solving their problems related to clothing?
3. How does the family influence clothing problems of its members?
4. What information is needed by families to enable them to make satisfying decisions in selection use, and care of clothing? How can they adapt to rapid change in fashion, fibers, fabrics, finishes and retail market situations?
5. What education opportunities are available to families to help them improve or develop adequate decision making and or manual skills in selection, use, and care of clothing?
6. How can the cost of clothing be overcome?
7. What agencies, organizations, and individuals should be involved in helping families solve their clothing problems?
8. How can our organization relate to problems of clothing for people in our communities?
9. How can young homemakers and employed homemakers be reached with educational programs?
10. What programs appeal to youth? How can our organization assist with these programs?
11. How can volunteers be involved in helping others solve their clothing problems?



youth opportunities

A LOOK AT THE PRESENT

A larger percentage of the population in the Missouri Valley Area is in the middle to older age group. Young people and young couples are a small percentage of the population. Approximately 70 percent of the boys and girls between the ages of 17 to 20 leave the area. Some of these leave to attend school; however, a small percentage returns to the area after graduation.

There are limited job opportunities that provide a yearly income sufficient to give the desired standard of living.

Recreational facilities and social activities in the area are not as adequate as they might be to meet the interests of youth, especially young couples with in some parts of the area.

A LOOK AT THE FUTURE

Members of the study committee were concerned with the continual trend of migration of youth from the area. Looking toward the future they asked themselves the question—What can be done to make the area desirable to youth.

OPPORTUNITIES FOR PROGRESS

The study committee felt that:

1. The lack of job opportunities was a major factor causing young people to leave the area. To solve this, they felt -

A. New job opportunities need to be established that provide sufficient income to give young people the quality of living they desire.

B. More opportunities are needed for training boys and girls for specific jobs; jobs that are available in the area. There is a need for more vocational schools. The curricula in schools today is not reaching the slow or remedial learner.

C. Families being made more knowledgeable of the facilities in the area for specific training of boys and girls.

D. Better coordination of all training facilities within the area.

2. Education is vital to all boys and girls—high school, vocational training or college. Financial helps are available through scholarships, and loan funds to help young people further their education. Sometimes boys and girls are unaware of these and more ways of informing them are needed.

3. Leisure time activities and recreational facilities within the areas are not as adequate as they might be to meet the interests of youth. More organized recreation and sports are desired by some youth and young couples. In some parts of the area, a well organized community center would be an asset.

4. Youth and leaders within the communities need to help develop plans and opportunities for youth.

5. Purchasing of real estate is a new experience for many young couples. They feel inadequate and unsure of themselves. Educational guides, programs and short courses could provide answers for them and more assurance in the making of decisions.

Discussion Questions

1. In what ways can our organization work with youth?
2. In what ways can we use the talents of retired persons in the community to “sell” the community to youth?
3. Are there ways we can help with increased educational and employment opportunities?
4. How can young people be encouraged to come to live in this area? How can we help?
5. What industries are there that employ young people, and what additional employment do we need?
6. What can be done to encourage industries and who should be involved in such an effort? Are new industries the answer?
7. What organizations and agencies should become involved in providing employment opportunities for youth?
8. What local employment, other than industry, is there that could be expanded?
9. How can young married couples be reached with an educational program?



community betterment

Many of the resources within the Missouri Valley Area that affect family living have been discussed in other parts of this program. This sub-committee on Community Betterment however, in discussing this looked at it from the total community aspect rather than the individual family.

A LOOK AT THE PRESENT

Many factors affect the quality of family living in an area and some of these are directly connected with the community and its resources. The kind and quality of these resources either helps to build toward quality living or to hinder it.

Leaders, either individually or within an organized group interested in the betterment of a community can help to make the most of resources at hand and build on these resources.

Many of the towns and communities in the area have Community Betterment Programs or leaders in their community who are working together to promote betterment.

Many of these are providing a leadership in promoting awareness of needs within their area and in developing programs and projects.

The Missouri Valley Regional Planning Commission provides leadership and information.

A LOOK AT THE FUTURE

For the Missouri Valley Area to grow and develop in future years, more emphasis is needed to build an awareness of needs within the communities and to coordinate the efforts of existing organizations and groups in meeting these needs.

Educational institutions, educational organizations, service organizations, women's groups, church groups and social organizations within the communities and towns and between communities need to coordinate programs and work together to bring about desired changes within the area.

OPPORTUNITIES FOR PROGRESS

The sub-committee on Community Betterment discussed ways of bringing quality family living through community betterment to families in the Missouri Valley Area.

Their recommendations were:

1. Consider developing programs that will train individuals to provide a service needed within homes in the area such as:

- A. Housekeeping responsibilities
- B. Home care of the aged
- C. Family meals
- D. Easier and happier living for the elderly

The committee recommended certificates be provided for the participants with titles such as "Arts of Home Care," "Workshop of Arts," or "Home Management."

2. Survey communities to determine the need and interest in training programs for domestic help, baby sitting and others.

3. Promote programs to:

- A. Develop the interests of women and men in local, state and federal government.
- B. Encourage women and men to inform governmental officials of their opinions on legislation which affects their community and country.
- C. Encourage people with integrity to run for government offices.

4. Stimulate more women to become civic minded and to become interested in public jobs.

5. Promote cooperation between communities in establishing summer programs for small children within their area.

6. Considerations need to be given to providing better hospital facilities in the area along with encourageing more specialized doctors to locate in this area.

7. Promote programs that will lead to community beautification through clean-up and fix-up.

8. Plan programs that include all family members—husband, wife, and children.

9. The drug situation within the area is a concern of many individuals, families and organized groups. The committee recommends a combined co-ordination of efforts of all concerned groups in meeting this problem.

Discussion Questions

1. What do we mean by "betterment," and what does it entail?
2. What do we mean by "quality of living?" Do people in the area have differing viewpoints on the meaning?
3. What are realistic quality of living goals and who determines them?
4. Do we know the people in our area who are actively working for community betterment through improvement of quality of living? Are people in our organization involved?
5. What organizations, agencies, and individuals should be involved in any effort to improve the quality of living in our communities?



Issued in furtherance of cooperative extension work, acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. Carl N. Scheneman, Acting Vice-President for Extension, Cooperative Extension Service, University of Missouri, Columbia, Mo. 65201.