

APPENDIX 4-4. CONSUMPTION EXPENDITURES BY TYPE OF PRODUCT OR SERVICE, 1909-1952
(Millions)

<i>Class of Expenditure</i>	1909	1914	1919	1921	1923	1925	1927	1929	1930	1931	1932
TOTAL CONSUMPTION EXPENDITURES ^a	\$28,814	\$33,395	\$60,573	\$55,766	\$66,594	\$71,750	\$74,569	\$80,761	\$72,389	\$62,453	\$50,108
A. FOOD, LIQUOR AND TOBACCO	9,796	11,686	21,983	16,789	19,114	21,140	21,735	23,374	21,119	17,572	13,619
FOOD AND BEVERAGES	9,169	10,954	20,554	15,308	17,638	19,619	20,118	21,674	19,665	16,079	12,294
Consumed inside the home ^b	—	—	—	—	—	—	—	16,105	14,683	11,791	8,948
Purchased for off-premise consumption	—	—	—	—	—	—	—	14,520	13,255	10,633	8,033
Produced and consumed on farms	—	—	—	—	—	—	—	1,585	1,428	1,158	915
Consumed outside the home ^b	—	—	—	—	—	—	—	3,569	3,382	2,988	2,446
Purchased meals and beverages ^c	—	—	—	—	—	—	—	3,055	2,892	2,590	2,116
Hotels, restaurants, dining cars (inc. tips)	—	—	—	—	—	—	—	2,698	2,560	2,328	1,920
Schools, institutions, clubs, etc.	—	—	—	—	—	—	—	357	332	262	196
Food furnished government (including military) and commercial employees, and withdrawn by nonfarm proprietors	—	—	—	—	—	—	—	514	490	398	330
Food and nonalcoholic beverages ^d	7,369	8,954	18,554	13,908	16,138	17,919	18,318	19,674	18,065	14,779	11,394
Alcoholic beverages ^e	1,800	2,000	2,000	1,400	1,500	1,700	1,800	2,000	1,600	1,300	900
TOBACCO PRODUCTS AND SMOKING SUPPLIES ^d	627	732	1,429	1,481	1,476	1,521	1,617	1,700	1,454	1,493	1,325
B. CLOTHING, ACCESSORIES AND PERSONAL CARE ^d	4,277	4,708	9,567	9,336	11,120	11,059	11,787	11,913	10,400	8,911	6,646
CLOTHING AND RELATED PRODUCTS	4,016	4,403	8,952	8,734	10,247	10,156	10,745	10,797	9,361	7,932	5,829
Clothes and accessories	2,715	2,926	5,803	6,127	7,223	7,186	7,609	7,597	6,600	5,674	4,003
Clothing and accessories except footwear	—	—	—	—	—	—	—	7,502	6,516	5,606	3,948
Standard clothing issued to military personnel	—	—	—	—	—	—	—	12	11	9	10
Dressmakers and seamstresses (not in shops)	—	—	—	—	—	—	—	58	50	38	27
Net purchases and rentals of secondhand clothing and accessories	—	—	—	—	—	—	—	25	23	21	18
Shoes and other footwear	778	874	1,942	1,504	1,803	1,661	1,715	1,675	1,375	1,207	1,022
Jewelry and watches	242	259	668	531	549	575	570	560	513	328	252
Cleaning, repair and maintenance	281	344	539	572	672	734	851	965	873	723	552
Cleaning, repair and storage of garments, furs and shoes	—	—	—	—	—	—	—	637	561	466	352
Laundering (in establishments) ^f	—	—	—	—	—	—	—	237	229	196	155
Watch, clock and jewelry repair and miscellaneous personal services	—	—	—	—	—	—	—	91	83	61	45
PERSONAL CARE	261	305	615	602	873	903	1,042	1,116	1,039	979	817
Toilet articles and preparations	117	141	344	329	517	478	542	591	515	504	420
Barber shop, beauty parlor, and related services	144	164	271	273	356	425	500	525	524	475	397
Barber shop services	—	—	—	—	—	—	—	350	349	310	253
Beauty parlor services	—	—	—	—	—	—	—	167	167	158	138
Baths and masseurs	—	—	—	—	—	—	—	8	8	7	6

APPENDIX 4-4 (continued)

<i>Class of Expenditure</i>	1909	1914	1919	1921	1923	1925	1927	1929	1930	1931	1932
C. HOUSING AND UTILITIES	6,910	7,872	10,244	12,327	13,777	14,237	14,431	14,512	14,085	13,108	11,611
RENT AND IMPUTED RENT ^g	5,563	6,222	8,045	9,682	10,613	11,454	11,319	11,421	10,992	10,235	8,964
Owner-occupied nonfarm dwellings—space-rental value	—	—	—	—	—	—	—	5,898	5,581	5,127	4,440
Tenant-occupied nonfarm dwellings (including lodging houses)—space rent	—	—	—	—	—	—	—	4,445	4,346	4,139	3,691
Rental value of farmhouses	—	—	—	—	—	—	—	829	830	754	655
Transient accommodations—clubs, schools and institutions	—	—	—	—	—	—	—	249	235	215	178
FUEL, ICE AND LIGHTING SUPPLIES ^d	985	1,190	1,492	1,817	2,160	1,646	1,882	1,694	1,618	1,389	1,208
HOUSEHOLD UTILITIES	362	460	707	828	1,004	1,137	1,230	1,397	1,475	1,484	1,439
Electricity ^g	83	132	265	306	389	462	509	616	660	674	662
Gas ^g	139	173	272	342	425	470	506	548	567	562	544
Water ^h	140	155	170	180	190	205	215	233	248	248	233
D. HOUSEHOLD EQUIPMENT AND OPERATION	3,389	3,695	7,333	6,722	8,986	10,031	10,971	13,277	11,030	9,521	7,615
FURNITURE AND FURNISHINGS ^d	1,229	1,333	2,841	2,474	3,589	3,668	3,630	3,698	2,893	2,527	1,872
Furniture—new and secondhand	294	344	728	690	983	1,100	1,123	1,201	937	796	509
Floor coverings	173	170	367	321	526	559	517	485	356	338	232
China, glassware, tableware and utensils	233	229	480	405	628	628	624	628	442	429	406
Miscellaneous furnishings	529	590	1,266	1,058	1,452	1,381	1,366	1,384	1,158	964	725
MECHANICAL APPLIANCES ^d	145	167	400	294	511	548	667	768	671	565	344
Refrigerators, and washing and sewing machines	—	—	—	—	—	—	—	348	309	268	171
Miscellaneous electrical appliances (exc. radios)	—	—	—	—	—	—	—	132	121	103	55
Cooking and portable heating equipment	—	—	—	—	—	—	—	288	241	194	118
DOMESTIC SERVICE (EXC. PRACTICAL NURSES) ^g	712	697	967	1,005	1,191	1,327	1,429	1,501	1,299	1,003	731
COMMUNICATION	174	214	427	466	557	641	721	860	839	770	677
Stationery, writing supplies and postage ^d	92	102	225	211	254	270	276	301	274	222	178
Telephone, telegraph, cable and wireless ^g	82	112	202	255	303	371	445	559	565	548	499
CLEANING, REPAIR AND MAINTENANCE ^d	259	307	625	535	656	681	754	805	792	706	546
Cleaning and polishing preparations	—	—	—	—	—	—	—	359	356	309	227
Services	—	—	—	—	—	—	—	446	436	397	319
Laundrying (in establishments) ^f	—	—	—	—	—	—	—	238	229	196	155
Furniture, furnishings, electrical equipment (exc. radios) repair, and miscellaneous services	—	—	—	—	—	—	—	90	85	81	71
Moving, storage and express	—	—	—	—	—	—	—	118	122	120	93

Class of Expenditure ^a		1909	1914	1919	1921	1923	1925	1927	1929	1930	1931	1932
FINANCIAL, LEGAL, INSURANCE AND DEATH EXPENSES		870	977	2,073	1,948	2,482	3,166	3,770	5,645	4,536	3,950	3,445
Financial expenses ¹		459	482	1,036	844	1,186	1,615	2,054	3,710	2,636	2,122	1,758
Brokerage charges and interest, and investment counseling ¹		—	34	181	77	133	329	555	1,739	764	424	277
Bank service charges, money order fees and other financial services		—	—	—	—	—	—	—	1,346	1,211	1,087	941
Fire and theft insurance on personal property (net payments) and vault rental ^k		10	11	20	17	25	25	25	48	44	40	37
Interest on personal debt ¹		—	—	—	122	265	360	431	577	617	571	503
Legal services ^d		97	100	257	254	305	334	365	402	397	410	348
Life insurance handling expenses ^g		157	219	376	488	598	740	836	936	965	947	932
Death expenses ^d		157	176	404	362	393	477	515	597	538	471	407
Funeral and burial services		—	—	—	—	—	—	—	323	291	254	228
Cemeteries and crematories		—	—	—	—	—	—	—	163	150	137	128
Monuments and tombstones		—	—	—	—	—	—	—	111	97	80	51
E. CONSUMER TRANSPORTATION		1,489	2,132	4,883	4,808	6,514	7,578	7,190	8,007	6,560	5,295	4,209
PRIVATE TRANSPORTATION ^m		660	1,090	3,472	3,129	4,695	5,625	5,109	5,804	4,533	3,627	2,835
971	New cars and net purchases of used cars ^d	167	417	1,300	1,157	2,289	2,411	1,995	2,588	1,642	1,144	635
	Automobile parts, repair and maintenance	90	183	768	606	892	1,278	1,403	1,306	1,064	888	685
	Tires and tubes ^d	50	101	485	322	419	601	694	419	320	264	189
	Parts and accessories ^d	3	7	94	53	137	205	150	221	196	162	118
	Automobile repair, greasing, washing, parking, storage and rental ^g	32	64	160	192	287	415	479	572	467	386	296
	Automobile insurance—net payments ^g	5	11	29	39	49	57	80	94	81	76	82
	Gasoline and oil ^d	123	233	1,226	1,256	1,386	1,819	1,595	1,814	1,749	1,540	1,476
	Luggage ^d	42	41	96	78	93	92	94	96	78	55	39
	PUBLIC CARRIER TRANSPORTATION	829	1,042	1,411	1,679	1,819	1,953	2,081	2,203	2,027	1,668	1,374
	Local ^g	463	608	813	932	1,004	1,057	1,125	1,131	1,063	932	794
	Streetcar, electric railway and local bus	—	—	—	—	—	—	—	820	772	705	624
	Taxicabs—fares and tips	—	—	—	—	—	—	—	220	208	152	109
	Steam railways (commutation) and ferries (foot passengers)	—	—	—	—	—	—	—	91	83	75	61
	Intercity ⁿ	269	330	568	560	584	573	568	561	465	369	295
	Steam railways, sleeping and parlor cars (exc. commutation)	—	—	—	—	—	—	—	413	333	247	170
	Bus	—	—	—	—	—	—	—	52	53	50	48
	Airline	—	—	—	—	—	—	—	3	2	2	3
	Other intercity	—	—	—	—	—	—	—	93	77	70	74
	Foreign travel ^g	97	104	30	187	231	323	388	511	499	367	285
	Payments to U.S. vessels	—	—	—	—	—	—	—	34	33	25	16
	Other foreign travel expenditures—net payments ^o	—	—	—	—	—	—	—	477	466	342	269

APPENDIX 4-4 (continued)

<i>Class of Expenditure</i>	1909	1914	1919	1921	1923	1925	1927	1929	1930	1931	1932
F. MEDICAL CARE AND INSURANCE	799	905	2,060	1,536	2,195	2,491	2,690	3,023	2,909	2,605	2,168
MEDICAL CARE	782	881	2,019	1,483	2,130	2,411	2,599	2,915	2,799	2,513	2,096
Drugs and appliances ^a	211	258	593	457	586	603	673	735	701	634	542
Drug preparations and sundries	—	—	—	—	—	—	—	604	568	517	449
Ophthalmic products and orthopedic appliances	—	—	—	—	—	—	—	131	133	117	93
Personnel	434	452	1,152	850	1,310	1,533	1,596	1,777	1,694	1,484	1,168
Physicians ^g	293	297	718	520	800	890	928	959	924	819	661
Dentists ^g	82	94	277	186	305	378	386	482	463	408	312
Private-duty trained nurses ^d	20	22	59	60	68	91	100	113	104	88	67
Other personnel ^g	39	39	98	84	137	174	182	223	203	169	128
Osteopathic physicians	—	—	—	—	—	—	—	41	38	34	27
Chiropractors	—	—	—	—	—	—	—	49	46	40	30
Chiropodists and podiatrists	—	—	—	—	—	—	—	20	19	17	14
Practical nurses and midwives	—	—	—	—	—	—	—	86	74	56	41
Miscellaneous curative and healing professions	—	—	—	—	—	—	—	27	26	22	16
Privately controlled hospitals and sanitariums ^g	137	171	274	176	234	275	330	403	404	395	386
INSURANCE—ACCIDENT, HEALTH AND PREPAYMENT ^p	17	24	41	53	65	80	91	108	110	92	72
Net prepayments for hospitalization and medical care	—	—	—	—	—	—	—	2	2	2	2
Accident and health insurance—net payments	—	—	—	—	—	—	—	86	90	77	60
Mutual accident and sick-benefit associations—net payments	—	—	—	—	—	—	—	20	18	13	10
G. RECREATION	859	997	2,157	2,068	2,624	2,840	3,141	3,836	3,536	2,873	2,102
THEATERS, ENTERTAINMENTS AND AMUSEMENTS ^q	189	216	380	433	546	612	816	959	937	889	652
Motion picture theaters	—	—	—	301	336	367	526	720	732	719	527
Legitimate theaters, opera and entertainments of nonprofit organizations (exc. athletics)	—	—	—	—	—	—	—	130	97	80	58
Other commercial amusements (exc. athletics)	—	—	—	—	—	—	—	109	108	90	67
SPECTATOR SPORTS ^q	—	—	—	29	44	45	46	63	63	55	46
Professional baseball, football and hockey	—	—	—	—	—	—	—	21	21	18	15
Horse and dog race tracks	—	—	—	—	—	—	—	2	2	2	1
Amateur sports	—	—	—	—	—	—	—	40	40	35	30

<i>Class of Expenditure</i>	1909	1914	1919	1921	1923	1925	1927	1929	1930	1931	1932
READING, HOBBIES AND PETS	207	225	417	437	533	590	631	679	608	522	399
Reading ^{a, r}	104	131	204	239	270	318	349	356	326	307	244
Hobbies and pets ^d	103	94	213	198	263	272	282	323	282	215	155
Photography	—	—	—	—	—	—	—	73	64	57	47
Photo developing and printing	—	—	—	—	—	—	—	13	11	10	8
Photographic studios	—	—	—	—	—	—	—	60	53	47	39
Collectors' net acquisitions of stamps and coins	—	—	—	—	—	—	—	2	2	2	1
Veterinary service and purchase of pets	—	—	—	—	—	—	—	27	26	22	18
Flowers, seeds and potted plants	70	56	135	128	176	182	183	221	190	134	89
ORGANIZATIONS AND CLUBS ^d	134	155	268	268	268	304	313	334	326	305	267
Camp fees	—	—	—	—	—	—	—	32	32	28	25
Clubs	—	—	—	—	—	—	—	302	294	277	242
Athletic, social and luncheon clubs, and school fraternities— dues and fees	—	—	—	—	—	—	—	168	164	147	114
Fraternal, patriotic and women's organizations (exc. school and insurance) net payments	—	—	—	—	—	—	—	134	130	130	128
PARTICIPANT RECREATION ^a	23	26	57	132	152	149	163	221	214	187	143
Pari-mutuel and nonvending coin machines—net receipts	—	—	—	—	—	—	—	16	13	12	10
Billiard parlors and bowling alleys	—	—	—	—	—	—	—	58	57	48	35
Golf instruction, club rental and fees	—	—	—	—	—	—	—	91	89	80	63
Other participant recreation	—	—	—	—	—	—	—	56	55	47	35
	166	193	667	439	637	739	713	1,038	948	502	287
RADIOS, TELEVISION AND MUSICAL INSTRUMENTS ^a	—	—	—	—	—	—	—	905	840	418	232
Radio and television receivers, phonographs, parts and records	—	—	—	—	—	—	—	107	81	60	36
Pianos and other musical instruments	—	—	—	—	—	—	—	26	27	24	19
Radio and television repairs	—	—	—	—	—	—	—	—	—	—	—
SPORTS EQUIPMENT ^a	140	182	368	330	444	401	459	542	440	413	308
Nondurable toys and sports supplies	—	—	—	—	—	—	—	336	281	266	207
Wheel goods, durable toys and sports equipment	—	—	—	—	—	—	—	182	145	136	97
Boats and pleasure aircraft	—	—	—	—	—	—	—	24	14	11	4

APPENDIX 4-4 (continued)

<i>Class of Expenditure</i>	1909	1914	1919	1921	1923	1925	1927	1929	1930	1931	1932	
H. EDUCATION (PRIVATE)	416	493	751	746	813	894	1,007	1,170	1,148	1,105	922	
ORGANIZED EDUCATION ^a	174	204	352	291	360	399	460	573	592	596	510	
Higher education	}	132	145	263	211	260	286	333	219	242	251	227
Secondary and elementary schools									162	170	185	158
Other schools and instruction		42	59	89	80	100	113	127	192	180	160	125
Commercial, business and trade schools—fees		—	—	—	—	—	—	—	27	27	25	19
Correspondence schools—fees		—	—	—	—	—	—	—	32	24	20	18
Other instruction (exc. athletics)—fees		—	—	—	—	—	—	133	129	115	88	
UNORGANIZED EDUCATION ^d	242	289	399	455	453	495	547	597	556	509	412	
Reading ^r	201	239	331	378	375	410	452	491	450	425	337	
Foundations, museums and libraries	41	50	68	77	78	85	95	106	106	84	75	
Foundation expenditures for education and research	—	—	—	—	—	—	—	91	91	69	61	
Museums and libraries	—	—	—	—	—	—	—	15	15	15	14	
I. RELIGION ^s	300	300	613	613	684	778	833	912	893	837	743	
J. WELFARE (PRIVATE) ^a	519	537	842	751	607	532	614	557	558	507	398	
PERSONAL REMITTANCES TO FOREIGN COUNTRIES—NET ^{s, t}	354	372	532	310	261	299	291	288	257	234	182	
SOCIAL WELFARE AND FOREIGN-RELIEF AGENCIES	—	—	—	—	—	—	—	230	253	244	166	
OTHER PRIVATE WELFARE	—	—	—	—	—	—	—	39	48	29	50	
Foundation expenditures (exc. education and research)	—	—	—	—	—	—	—	30	30	23	20	
Political organizations	—	—	—	—	—	—	—	9	18	6	30	
K. OCCUPATIONAL AND MISCELLANEOUS EXPENSES ^a	60	70	140	70	160	170	170	180	151	119	75	
WORKING EQUIPMENT	—	—	—	—	—	—	—	63	50	34	23	
EMPLOYMENT AGENCIES AND PROFESSIONAL ASSOCIATIONS—FEES AND DUES	—	—	—	—	—	—	—	29	24	20	15	
NET PAYMENTS TO LABOR UNIONS	—	—	—	—	—	—	—	38	33	26	6	
CLASSIFIED ADVERTISEMENTS AND PERSONAL BUSINESS SERVICES, N.E.C.	—	—	—	—	—	—	—	50	44	39	31	

Sources: Estimates for 1909-1927 based on William H. Lough, *High-Level Consumption*, McGraw-Hill, New York, 1935; Harold Barger, *Outlay and Income in the United States, 1921-1938*, National Bureau of Economic Research, New York, 1942; and Julius Weinberger, "Economic Aspects of Recreation," *Harvard Business Review*, Summer 1937.

Estimates for 1929-1952 based on *National Income and Product of the United States, 1929-1950* (1951 National Income Supplement to the *Survey of Current Business*), Table 30, and *Survey of Current Business*, July 1953, Table 30, except 1942-1952 estimates for "Cleaning and polishing preparations" and 1949-1952 estimates for "Museums and libraries," "Foundation expenditures (excluding education and research)" and "Political organizations," which were prepared by the staff of this study.

a. For 1929-1932, total consumption expenditures exceed the Commerce totals, which exclude expenditures for alcoholic beverages for those years. Totals for each of the main categories of consumption expenditures, except *Food, Liquor and Tobacco* after 1932, do not correspond to the Commerce main category totals for 1929-1952 owing to a different arrangement of expenditure items.

b. From 1929 to 1932, does not include alcoholic beverages.

c. Excludes nonconsumer purchased meals and beverages.

d. From 1909 to 1927, based on Lough linked to Commerce.

e. Estimates for 1909 to 1932 based on Lough.

f. From 1929 to 1952, 50 per cent of Commerce estimates for "laundering (in establishments)" are included under *Clothing, Accessories and Personal Care* and 50 per cent under *Household Equipment and Operation*.

g. From 1909 to 1927, Barger linked to Commerce, and Lough linked to Barger-Commerce.

h. From 1909 to 1927, extrapolated on basis of \$10 per nonfarm family. (No data in Lough or Barger.)

i. From 1909 to 1927, estimated on basis of relationship between total financial

expenses and sum of legal services, brokerage charges, etc., and interest on personal debt for subsequent years.

j. From 1909 to 1927, based on sales of the New York Stock Exchange multiplied by combined price index of 402 stocks, linked to Commerce.

k. From 1909 to 1927, estimated on basis of relationship to furniture and furnishings for subsequent years.

l. From 1909 to 1927, based on total consumer credit outstanding in 1929 carried back on basis of net annual changes (Mordecai Ezekiel in *American Economic Review*, March 1942, p. 27), linked to Commerce.

m. From 1909 to 1927, includes expenditures for horse-drawn vehicles and equipment and for blacksmiths' services roughly estimated (in millions) at \$238 in 1909, \$216 in 1914, \$82 in 1919, \$32 in 1921, \$35 in 1923, \$25 in 1925, and \$22 in 1927.

n. From 1909 to 1927, equal to sum of railway intercity estimates based on Barger linked to Commerce, and Lough linked to Barger-Commerce, and all other intercity based on Lough linked to Commerce.

o. "Other foreign travel expenditures" plus "expenditures by United States government personnel (military and civilian)" minus "expenditures by foreigners in the United States."

p. For 1909-1927, estimated at 11 per cent of life insurance expenditures.

q. From 1909 to 1927, based on Weinberger linked to Commerce.

r. From 1929 to 1952, 42 per cent of Commerce estimates for "books and maps; magazines, newspapers and sheet music; and book rental and repair" are included under *Recreation* and 58 per cent under *Private Education*.

s. From 1909 to 1927, derived by subtracting estimates for "religion" from estimates for "religion and private welfare" based on Lough linked to Commerce.

t. "Personal cash remittances by Americans to foreign countries" minus "personal cash remittances by foreigners to the United States."

u. From 1909 to 1927, based on relationship to changes in total employment.