



Feldspar Planting Helps Reclaim Land

A new tree, that is new to Western North Carolina, will add a green luster to the mountains due to a planting program of the Feldspar Corporation on Chalk Mountain near Spruce Pine. The new tree--European Alder, sometimes called Black Alder--has been the subject of test plantings for five years. It now has been determined the tree will thrive in the mountains and achieve a height of up to 30 feet in five years. The Feldspar planting is a part of a continuing program of the company to reclaim mined out areas. Two years ago, a program of massive tree planting of Virginia Pine was started by the company. Thousands of trees have been planted. The company has been watching the progress of the European Alder and now has

determined the tree will supplant some of the pine tree plantings due to its rapid growth. Eventually it is hoped a green curtain will rise to blot out the scars of exposed walls, thus bringing new beauty to the mountains. Pictured above is a grove of European Alder which was planted six years ago. This was a test planting on the property of Grove Stone and Sand Company. William Brown, Gen. Superintendent of the company, is showing Charles O. Puffer, Environmental Consultant of The Feldspar Corp., the results of this planting. The Feldspar Corporation is planting 1,000 of these trees on Chalk Mountain, which will eventually form a green screen for mined out walls.

Special Childrens Olympics

Physically and/or mentally handicapped children from the seven-county area of Region D (which includes Yancey) will compete in Special Olympics April 30 in ASU's Conrad Stadium.

Some 200 children from the seven-county area are expected to compete in the Olympics with four events modeled after Olympic competition. Events include 50-yard dash, 300-yard dash, softball throw and standing broad jump. Approximately

Local businesses have donated money toward the organization of the event. "Right now our main concern is getting people to come out to watch the kids. We really need people in the stands to support them," said Regina Owens, vice president of the Watauga County Association for Retarded Citizens. The Olympics will begin at 12 noon with "an Olympic style parade march" for the children; after which the four events will begin. The competition should end at 3 p.m. Children competing in the events will also be trying to qualify for the N.C. Special Olympics to be held later this spring. Rain date for the event is May 7.

Beeler Appointed Chairman At UNC

The appointment of Dr. James Rush Beeler as chairman of the department of modern languages at the University of North Carolina at Wilmington was announced Friday by Dr. Charles Cahill, vice chancellor for academic affairs.

Dr. Beeler replaces Dr. Jackson G. Sparks who relinquished the post because of ill health.

Dr. Beeler is a native of Burnsville, N.C. After earning his A.B. and M.A. degrees in romance languages at UNC-Chapel Hill, he served as an associate in French at the University of California at Los Angeles for five years.

In 1961 he returned to UNC-Chapel Hill as an instructor in French and worked toward his PhD degree which was awarded in 1964. From 1964 until his appointment to the UNC-W faculty, Dr. Beeler served first as assistant professor and then, assoc. professor of French at William and Marry College in Virginia.



For And About Homemakers

Yancey Extension Service

BY JOYCE WATTS
Ass't. Home Ec. Ext. Agent

Today's teens attitudes are changing toward clothing. A resurgence of clothing interest from the 16 to 20 year age group becomes evident from a recent survey of female students. The data, compiled from 3,400 high school seniors and 600 college freshmen representing the fifty states reflects some attitude changes. Thus, the survey's implications are thought-provoking for both retailer as well as educator.

The most telling gauge for measuring the students' attitudes toward clothing was their priority assignment for spending their own money. The women students were asked in what order their preference lay in eight categories. The eight categories were: clothes, car expenses, cosmetics, travel for pleasure, records, hobbies-crafts, entertainment and liquor/drugs. Clothes, taking the largest percentage 23.1% outranked the number two priority, entertainment, by 45%. Entertainment--including movies, concerts and eating out--cornered 15.9% of the youths' expenditures.

The third largest outlay of spending money--13.3% went for car expenses. Of those surveyed 3.3% stated that auto expenses consumed all of their spending money. (The effect of women's lib may be manifested here: auto expenses, entertainment as well as liquor or drug costs had been the suitor's domain).

Cosmetics rated a priority below cars and nearly half that of clothes--12.9%. This points up the facts that the use of cosmetics as well as the accumulation of a wardrobe are considered "necessities". Auto expenses together with clothes and cosmetics account for half of student spending.

The next two categories, travel for pleasure and handicrafts, tend to show students seek experiences that enrich their personal lives. It has been claimed that interest in handicraft has become the medium of self-expression for youth. At least 10.3% of student spending is funneled

into hobby and craft pursuits. In perspective, these activities attract nearly as much as cosmetics, almost that of travel 11.6% and more than twice the allocation for liquor and drugs 4.1%. In the survey it is presumed that home-sewing expenses are included in the "clothes" category. This was, however, not specified. Home-sewing expenditures could be included in the hobby and craft category--particularly for the infrequent sewers for whom sewing is really a hobby.

Another trend emerging from the survey is that the percentage of clothes bought or given by parents grew significantly--from 17% to 28% during the past year. This participation by parents in clothes selection is a recurring finding by the survey. With spending money tight, many parents exercise authority by purchasing needed clothing for their daughter themselves. More-over prior to January 1974,

many students had their own charge cards on their parents' accounts; "Junior charge card" no longer exist in most stores.

Another telling question concerns the company students keep while shopping. The role of parents in selection has again increased since 1974. At least 33% of clothes shopping is done with parents.

Shopping alone diminished from 49% to 31%. (These trends may suggest a growing lack of self-assurance in apparel selection or an increasing lack of financial freedom). In addition, female students shop with boyfriends nearly twice as much as they did a year and a half ago--reflecting that leisure time is consumed by shopping.

With all the emphasis on consumer education for this age group, 27.4% still responded that they do not read label instructions before purchasing a garment.

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