

State PTA Meeting Will Convene June 25 in Greensboro

Plans are nearing completion for the 22nd annual Parent-Teacher Institute to be held on the campus of Woman's College in Greensboro on June 25-28. Mrs. John W. Crawford of Raleigh, State President, said today. The sessions will be held in Elliott Hall on the campus and the delegates will be housed in Mendenhall-Ragsdale and Kirkland dormitories.

The Executive Committee meets Sunday, June 24, at 3 P. M. in the parlor of Mendenhall Dormitory. The Board of Managers meets

Monday, June 25, in the parlor of Mendenhall Dormitory.

Registration will begin at 2 P. M. on Monday afternoon, June 25, in Elliott Hall. Greensboro City and Guilford County Parent-Teacher Councils will assist in the registration. A reception is being planned by the Councils for the Institute delegates on Monday evening, following the opening session.

The Institute is a leadership training program for local unit presidents and other parent-teacher leaders. Information and instruction will be given to enable parent-teacher leaders to make their associations more effective. There are nearly 1,100 local units and councils in the state with a total membership in North Carolina of 316,166 members, the largest lay organization in the state. North Carolina ranks 6th place in membership. Mrs. John W. Crawford,



TRAINED CIVIL DEFENSE rescue workers can play just as important a life-saving role in peace as in war, as these men in tornado-devastated Standale, Mich., a suburb of Grand Rapids, recently demonstrated. Rescue volunteers are taught how to reach trapped victims safely and quickly through the Federal Civil Defense Administration's Olney, Md., rescue school. (FCDA Photo)

state president, will preside at the sessions of the Institute and direct its program.

Leisure Outlays Big Factor In Economy

The growth of the economy in recent years accompanied by a big rise in personal income levels has created a multi-billion dollar market for a wide variety of leisure-time products and services as well as expanding the demand for basic necessities.

An important factor in this development has been the increasing prevalence of paid vacations and holidays for the average worker in the factory as well as in the office. Along with this, the short work week has become standard in business and industry and in virtually all other lines of activity. As a result, more leisure without loss of income has become one of the distinguishing characteristics of American life and of our living standards, and it has become a significant force in expanding consumer expenditures and in economic activity in general.

Impact on Costs
This trend has brought obvious benefits to the people and to the nation in the physical and psychological values to the typical individual and family of more time and money for recreational activities. From the financial point of view, however, it has been a costly development and an added charge or production. It is now estimated that paid vacations and holidays alone cost industry an average of about \$200 a year per worker. An even larger bill for the employer is involved in a variety of other fringe benefits which millions of workers are now enjoying, such as group life and accident and sickness insurance, and pension and retirement plans. This situation reinforces the need for more productivity and increased investment to help keep costs and prices down.

An indication of the extent of leisure-time spending and its economic stimulus is provided by the U. S. Department of Commerce in its annual compilation of detailed personal consumption expenditures. This breakdown contains a recreational classification which covers a multitude of spare-time activities and their estimated outlays, ranging from reading matter and television to garden supplies.

Economic Implications
The figures show that outlays for recreation are now running well over \$12 billions a year, and have doubled over the last decade. They alone represent about 5 cents of every dollar of all personal consumption expenditures.

The Commerce Department's recreation grouping is far from complete insofar as the influence of leisure on personal spending patterns is concerned. It does not include, for example, the cost of vacations, or what millions of Americans spend on travel at home and abroad, or hobbies. The amounts involved here alone undoubtedly run into billions of dollars annually.

Another important by-product of more leisure and higher incomes enjoyed by the average person is the spectacular rise of the "do-it-yourself" movement among homeowners and others. Here, too, the annual expenditures are placed in the multi-billion class.

An even more graphic indication of the size and economic importance of the leisure market is provided by the numbers of persons engaging in spare-time sport and recreational activities. It is estimated, for example, that there are 40 million gardeners, 50 million photography enthusiasts, 28 million fishermen, and 15 million hunters in the U. S. And to show the all-around nature of these activities, there are 10 million people who

Support Price On Wheat Set At \$2.21

Taxpayers wheat farmers will have their 1956 crop supported at a minimum rate of \$2.21 a bushel. Tilman R. Walker, chairman of the ASC State Committee, explained that this is based on a recent announcement by the Secretary of Agriculture of a minimum average support rate on wheat for 1956 of \$2.00 a bushel. The minimum rate for North Carolina reflects support at 88.7 per cent of parity. If the price and supply situation at the beginning of the marketing year indicates a higher support rate,

then that rate will be increased. If a lower support rate is indicated, the minimum rate will prevail. Mr. Walker compared this mini-

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mum rate for the state of \$2.21 a bushel with the rate of \$2.28 a bushel that prevailed last year. In addition to the minimum support rate for this year, Walker announced that the penalty for "excess" wheat will be \$1.07 a bushel representing 45 per cent of parity price on wheat as of the first of

ity that went into effect for the May first time this year. Friend—So you are really happily married. Young Wife—Yes, we have actually postponed our divorce three times.



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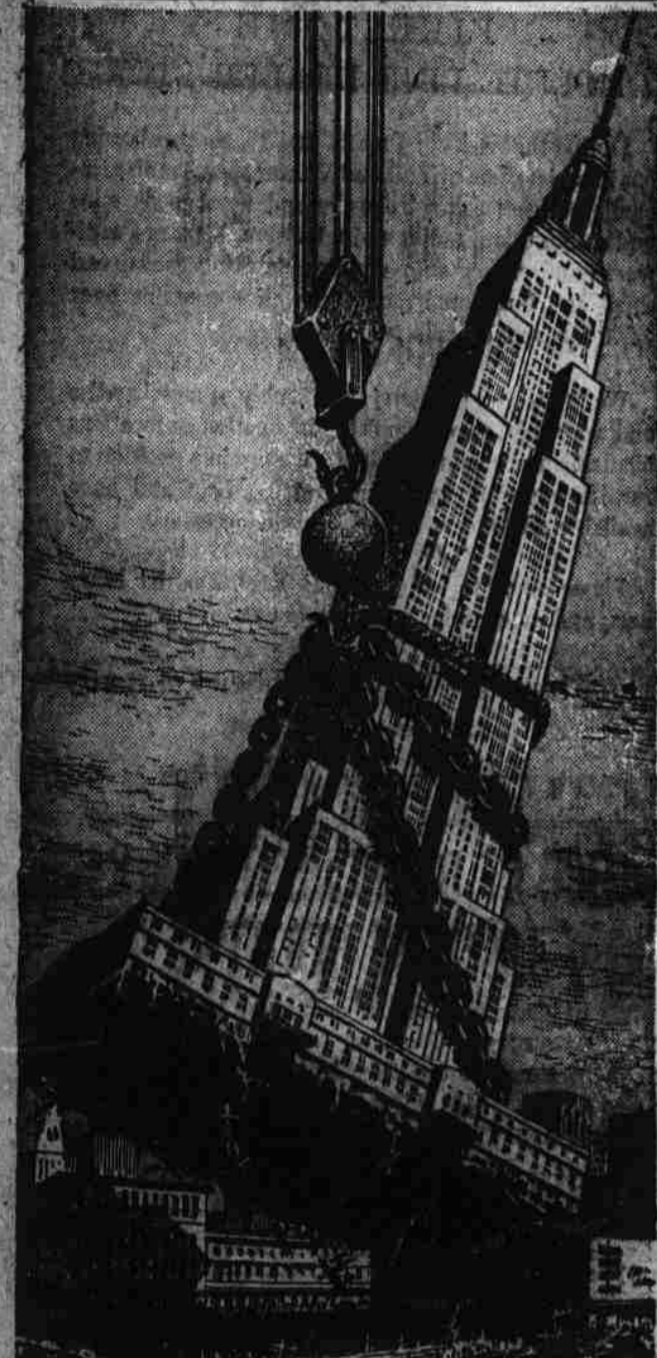
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