

a four-fold increase in disposable consumer income and billions of passenger miles that will be traveled. A shorter work week permitting more time for recreation is also anticipated. All of these changes will put a greater demand on space required for several types of outdoor recreational activities that are possible only in rural communities. To capitalize on such changes, however, will require study, planning and action by people living in the rural areas.

In order to develop many of the rural areas to their fullest potential, prompt action is needed in planning, zoning and development.

Like the leading farmer, local people are going to have to consider the different types of economic activity which will give them the greatest comparative advantage. The farmer and businessman in a community are not only in competition with their close neighbors, competition from outside of their area and region is becoming very keen.

The competitive position of a community or an area depends on the advantages which the local people can develop and show. Some of the desirable aspects of a rural community have to be planted, nourished and cared for. Others already exist, such as beauty, space, contentment and close family ties. Still other conditions of Rural America considered of real value in times past, such as the very localized community functions, can be expected to give way in the future as the number of farms decrease and transportation facilities continue to improve.

If a community is to compete with other communities, changes will also have to occur in local institutions such as rural schools, churches and recreational facilities. Many of these services were designed for a different type of social and economic environment than what exists today. Without change in these institutions people will desire to move out of an area to other localities more adequately meeting their present and future needs. The decisions of people to stay or move into a community do not depend solely on the job opportunities. Such decisions are also based on other community services and advantages. The adequacy and quality of educational training, recreation, church facilities, shopping services, the general appearance of the town and country, along with the general attitude of local people about the future are some of the important aspects taken into account in deciding where individuals want to live.



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