

Eastern Illinois University

The Keep

Plan B Papers

Student Theses & Publications

7-19-1957

Industry and Community Recreation

John A. Sowinski

Follow this and additional works at: https://thekeep.eiu.edu/plan_b

Recommended Citation

Sowinski, John A., "Industry and Community Recreation" (1957). *Plan B Papers*. 125.
https://thekeep.eiu.edu/plan_b/125

This Dissertation/Thesis is brought to you for free and open access by the Student Theses & Publications at The Keep. It has been accepted for inclusion in Plan B Papers by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.

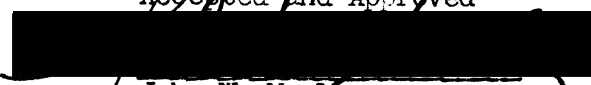
INDUSTRY AND COMMUNITY RECREATION

A Term Paper Submitted in
Physical Education 528

Dr. John W. Masley
Instructor

John A. Sowinski


Accepted and Approved


John W. Masley
Advisor

July 19, 1957

TABLE OF CONTENTS

CHAPTER	PAGE
I. HISTORICAL BACKGROUND	1
II. LEADERSHIP	7
III. FINANCE	9
IV. ORGANIZATION	13
V. AIMS	15
VI. EVALUATION	17
VII. INDUSTRY'S CONTRIBUTION TO COMMUNITY RECREATION	20
BIBLIOGRAPHY	22
APPENDIX	24

CHAPTER I

HISTORICAL BACKGROUND

"Play is universal. Play is life and wherever life is found there is sure to be play in some form or the other."¹ From the following statement one can gather that play is an important part of everyday life. Even the early Greek philosophers Plato and his student Aristotle recognized the need for play and above all the worthy use of leisure time. Unfortunately, everyone does not recognize the virtue of using one's leisure worthily. However, there are several groups which with the passing of time have come to realize the importance of recreation. Included in this group are the industrialists of our nation.

Industry and recreation grew and prospered with the United States. So a brief history of recreation and industry in the United States is pertinent to this paper. The earliest natives were primarily concerned with staying alive. These natives lived in what I would call a subsistence economy. Their recreational activities undoubtedly were rituals which were aimed at pleasing their gods, but as their economy prospered so did their leisure. Periods of idleness for the natives were usually the festal seasons. "Feast, gambling, smoking, and dancing filled the vacant hours."² These activities are not of a worthy nature, however, one must realize the extent of the North American Indian's civilization and the civilizations of Western Europe. The Civilizations of Western Europe gradually overcame the dangers of this newly discovered land.

¹Elmer D. Mitchell, The Theory of Play (New York, A. S. Barnes & Co., 1935), p.1.

²Francis Parkman, Jesuits in North America (Boston, Little, Brown & Co., 1908), p.24.

As the dangers passed, the colonist came. Their recreational activities are best described by Chitwood:

In New England during the greater part of the 17th Century, the social life, according to Weeded, "was bare and spiritless beyond the possibility of description". But the colonists had their activities such as corn-huskings, appleparing, quilting parties, weddings and other like social occasions, when the young people could get together. The older people, too, had their housing-raising and other working parties, congregated at the village store and assembled at town meetings and in taverns.³

Suddenly, with tremendous impact in 1750, the Industrial Revolution took place in England:

This revolution in every branch of activity has taken place so suddenly, the result of scientific investigation and specialization have gone on so rapidly that we find ourselves today in a new world in which old land marks have been submerged, the significance of which our philosophers and teachers have not yet fully understood and to the conditions of which the people from want of knowledge and experience have been unable to adapt themselves.⁴

Also the effects of this revolution were felt here in America:

As a nation we were making a transition from a country-dwelling and mainly agricultural people to a city-dwelling and largely manufacturing nation and our manufacturing technique was being transformed from hand tools to power-driven machinery.⁵

We know of the many social evils which grew with the factory system: The growth and eventually over-crowded condition of the cities, the slums, the long hours, low wages, poor working conditions. All were evils which were forced on the people of this country by this sudden and drastic transition. However, things began looking up for the laboring class of this country. Professor Commons dates

³Oliver P. Chitwood, A History of Colonial America (New York, Harper & Brother, 1938), p. 590.

⁴Charles Beard, The Industrial Revolution (London, England, George Allen & Unwin Lts., 1901), pp. 87, 88.

⁵Ernest Bogart, Donald Kemmerer, Economic History of American People (New York, Longmans, Green & Co., 1942), p. 440.

the "pure and simple" trade unions at 1853:

The skill trades settled down to the practical task of getting more pay for themselves by means of a permanent and exclusive organization. A new type of union was established which steered clear of programs of social and political reform and confined its activities to improving conditions in a trade.⁶

It is reported that employee recreation had its inception in 1883, when "George Pullman, the Chicago railroad car builder, supplied the men in his plant with baseballs and bats".⁷ However, before Mr. Pullman made his historical contribution to industrial recreation, there were several important movements which aided the growth of recreation in industry. The YMCA founded in 1854, inaugurated a few years later, a special service for industrial employees:

In 1868, the Union Pacific Railroad was under construction, and the secretary of the national YMCA, Robert Weedensall, was assigned to work with the men engaged in building the railroad. As the road advanced across the country, he followed the workers from town to town and shared the hardships of frontier life while he arranged simple comforts, recreation and religious meetings.⁸

In 1854, a rather significant year for the workers of the United States, the Peacedale Manufacturing Company provided a library for the use of the entire community. Other companies followed this early leadership and soon the employer's attitude changed from amazing indifference to concern. The Ludlow Manufacturing Associates, Allis-Chalmers Manufactures, Joliet Steel and others began offering various services, such as; picnics, parties, clubrooms, sponsorship of athletic teams, and auditoriums. Invariably, athletic associations of employees were organized, such as; "the athletic organization established in 1894, by the workers of Metropolitan Life Insurance".⁹

The change between employer and employee was inevitable. When industries

⁶Ibid., p. 438.

⁷John H. Jenny, Introduction to Recreation Education (Philadelphia, W. B. Saunders Company, 1955), p. 189.

⁸Jackson M. Anderson, Industrial Recreation (New York, McGraw-Hill Book Co., Inc., 1955), p. 41.

⁹Ibid., p. 44.

were small, the owner worked by the side of the worker, but with the growth of the factory system this close relationship with the worker was lost. Previously they had shared the same recreational enjoyments. Now they were apart, not only in the factories, but socially as well which resulted in the rapid growth of the labor-union movement. At the turn of the century, there was a noticeable growth in recreational activities offered to the laborers of America. There were many factors which caused this growth. In 1902 the YMCA once again took the initiative with the organization of an industrial department on an international level. There was World War I with the organization of the War Camp Community Service and other private agency programs for the military, as well as the laborer, established. But, perhaps its growth can be best explained by Bogart:

During the twenties strenuous efforts were made to keep the worker happy and often the simple method of fair treatment was adopted, but unions were generally feared. Shrewd and effective policies were devised in dealing with them. On the one hand welfare measures including everything from athletic fields to pension plans and profit-sharing encouraged the worker to be loyal to their companies.¹⁰

Of course, unions frequently opposed this philosophy of management. They felt that this would tend to "shackle labor with gratitude and diminish the freedom of the bargaining process."¹¹ But this was the prosperous period of the "twenties" where the trend for real wages for the laboring population was distinctly upward, blinding the worker of the necessity of organizing against management. This period of prosperity was not shared by the unions. Their membership, in most cases, remained static and in some cases it dropped off. As the "Roaring Twenties" were brought to somewhat of a dramatic close by the depression, it seemed the industrial recreation would enjoy the same fate, for now the emphasis

¹⁰Bogart, Economic History, p. 747.

¹¹Jackson M. Anderson, Industrial Recreation, p. 53.

was not on pleasing the employee, but the employee pleasing the employer. In many cases, recreation was the first item on the budget to be lopped off. Some industries curtailed their programs and in doing so, failed to meet the needs of the employees. However, this period was not bare because there were organized federal agencies, such as; the Civilian Conservation Corp, Work Projects Administration, and the National Youth Administration. The depression also accentuated the need for and multiplied the provisions of community recreation.

With the coming of World War II a rapid growth of employee recreation which was due largely to the fact that recreation demonstrated its value in achieving maximum worker efficiency at a time when our nation was engaged in a all-out productive effort to meet the demands of war.¹²

With this tremendous expansion in industrial recreation, came the National Industrial Recreation Association. Organized in 1941, it contributed greatly in promoting and assisting industrial recreation programs. A survey conducted by the Industrial Sports Journal indicated the vastness of this war-time program:

Approximately twenty-thousand companies have an organized recreation program, annual expenditure is estimated at one-hundred and sixty-three million dollars with approximately twenty-four million employees participating.¹³

The values, throughout the years, of industrial recreation has been proven beyond a doubt. It is still in a growing stage and naturally is experiencing some growing pains. What is its future? Mr. Spencer, addressing the National Convention of the American Association for Health, Physical Education and

¹²Recreation For Community Living, (Chicago, The Athletic Institute, 1952), p. 57

¹³Ibid., p. 57.

Recreation, summed it up rather adequately when he said:

Industrial recreation is becoming an increasingly important part of community recreation. Those concerned particularly with community recreation will be called upon to take a more important part in this work. Industrial recreation activities are organized and operated for a group of people who have a bond of relationship through a common work situation. Thus, it is as much a part of community recreation as recreation carried on through schools, churches and clubs.¹⁴

¹⁴Proceedings 1954 National Convention, (New York, American Association For Health, Physical Education and Recreation, 1954), p. 95.

CHAPTER II

LEADERSHIP

Leadership is the most important factor upon which the success of the employee recreation program depends. "The leader is one who guides, conducts, influences and helps others to achieve through recreation their maximum development as individuals and as members of a group."¹⁵ These responsibilities demand the careful selection and training of those who will serve in leadership capacities in the recreation program. This was not always the case. Recreation leaders were and still are being chosen from the ranks of the employees. Many had not had any professional training or understanding of the problems of the industrial employee. Some were chosen because of their athletic abilities and usually developed athletic teams only; meeting the needs of expression for a few, leaving the mass to take care of themselves. However, there are encouraging trends in the use of the full-time recreation director. Using Hanifor's study, Anderson points out:

...wide spread use of paid and volunteer recreation leadership. He found that 49% of the two-hundred and sixty-five included in his study employed either full or part-time recreation leaders. His findings indicate an increase of 18% in number of full-time men directors and an increase of 60% in the number of full-time women directors since 1940.¹⁶

Another encouraging trend, was an indication that many of the recreation directors, who were not college trained, were being replaced by those who were college trained. Training for industrial recreation leaders has assumed a very

¹⁵Jackson M. Anderson, Industrial Recreation, p. 147.

¹⁶Jackson M. Anderson, "A Survey of Recent Research Findings in Industrial Recreation," Research Quarterly of the American Association For Health, Physical Education, and Recreation, 22:282, October, 1951.

professional level. Majors are being offered in many universities. Other improvements which Hanifor's survey brought to light were that, "27% of the recreation leaders were found to be trained in physical education or recreation. This represented an increase of 5% since 1940."¹⁷

Another enlightening factor which points to the professional growth of paid recreation and volunteer leaders in industry is that:

27% of the companies reported the use of in-service training for men recreation leaders; 11% for women. The majority of the firms reported various types of in-service training rather than a single type. The most common courses offered are: "How to Organize Activity," "Teaching Techniques", and "Planning Exhibits and Demonstrations." These training courses were conducted primarily for volunteer leaders.¹⁸

Although this survey points to the improvement of leadership in industrial recreation, it also points to the need of:

...paid executive leadership which tends to organize the athletic program on a more sound basis; develops the need for increased inter-departmental competition; and cultural recreation as well as athletic activities.¹⁹

The professional, well-trained recreation director does have place in industry for:

Industry in recent years have recognized the place of recreation in the operation of their programs and have spent millions of dollars on areas, equipment, facilities and leadership for recreation.²⁰

The three most important duties of a recreation leader are indicated as "promoting activities, supervision of personnel, and teaching activities."²¹

However, a director of recreation may, and in many cases, have additional

¹⁷Anderson, Survey Findings, p. 280

¹⁸Ibid., p. 280

¹⁹Ibid., p. 281.

²⁰Margaret M. Duncan, and Ralph H. Johnson, Introduction to Physical Education, Health Education and Recreation, (New York, Prentice Hall, Inc., 1951), p. 232

²¹Anderson, op. cit., p. 281.

duties. In addition to the recreation program, he may be called on to: "advise and counsel, handle employee publication, bulletin boards, community drives, transportation, travel bureau and athletic and recreation accident polity."²² Their duties will possibly include the administration and supervision of funds and equipment, public relation, defending and selling the program and solicitating support for recreation. In helping the group members to evolve a program of activities, the leader may serve as a "policy maker, planner, organizer, resource person and stimulator."²³ Therefore, one can see the definite need for trained and full time recreation directors.

Personality is golden, skill is silver. If a personality was all that was needed we would have many successful recreational leaders. The same can be said for persons possessing skills. But these are not enough, there are other qualifications to be considered.

The following personnel qualifications were selected as essential for the performance of all leadership duties in public recreation: Consideration, courage, health, intelligence, leadership, professional knowledge, efficiency, sociability, judgement, and dependability.²⁴

Some mention has been made to volunteer leadership. He should possess some of the qualifications which a trained professional would possess. The volunteer is usually in charge of teaching a skill in which he may be proficient.

This brief study on trends and qualifications indicates the enormous task which confronts the leader of recreation in industry. This indication points to the definite need of leaders, that is, leaders who are primarily educated for this profession. The task of attempting to meet the needs of the individual to express themselves is tremendous, the need apparent, and all that is needed is the personnel to fulfill the need and the task. Professionals who will be devoted to Industrial Recreation.

²²Anderson, Survey Findings, p. 281.

²³Richard Kraus, Recreation Leader's Handbook (New York, McGraw-Hill Book Company Inc., 1955), p. 15.

²⁴Jackson M. Anderson, "The Development of Personnel Standards For Leadership Duties in Public Recreation, Research Quarterly of The American Association For Health, Physical Education, & Recreation, 20:291-2, October 1949.

CHAPTER III

FINANCE

"The financing of the employee recreation program is one of the important considerations in the total program."²⁵ There are many methods of financing an industrial recreation program. Among these are:

1. Company financing,
2. Employee recreation association dues,
3. Profits from vending machines, snack bars, canteens and the like,
4. Admission charges and fees,
5. Activity dues or assessments.²⁶

You might add several other agencies to the list compiled by Meyers. In large cities where extra benefits are less common and unions fight for the loyalty of their members, we find unions incorporating extras in their contracts and often have their own recreation program, "such as; that of Detroit's big United Auto Workers' Local at Ford."²⁷ Anderson also cites either the YMCA or municipal recreation departments as agents financing a program.

As you can see, contrary to popular belief, management does not bear the entire cost of the program. The dangers in this method of finance, in which the company pays the entire cost, are paternalism and company domination. On the other hand, where employees are responsible for the financing of the program, "...various research studies have indicated that the burden of the entire program became so expensive that many employees felt they could not afford to belong."²⁸

²⁵Jenny, op. cit., p.192.

²⁶Harold D. Meyer, Charles K. Brightbill, Community Recreation (Englewood Cliffs, New Jersey, Prentice-Hall, Inc., 1956), p. 299.

²⁷"Employee Recreation", Time, 64:96, September 13, 1954.

²⁸Jackson M. Anderson, Industrial Recreation, p. 182.

The obvious is apparent; curtailment of the recreation program. However, Anderson points out that "approximately 46% of the program surveyed" used this method to finance. One example of this type program is at Marcus Hooks (Pennsylvania Refinery of the Sun Oil Company):

The budgets both organization at Marcus Hooks are met by a accumulation of annual dues from each member. The athletic Association has an annual fee of \$3.00 and the Recreation Association of \$2.00. The fee includes all members of the family.²⁹

The budget is bolstered by profits from various concessions, such as; vending machines and snack bars. However, the company management at times "assisted the association when the funds have not been sufficient to balance their annual budget."³⁰

Anderson(19) recommends the joint-contributions plan where the employees and management share the cost of the program. Such is the case at the International Business Machines Corporation which "has three country clubs for its workers, charges membership fees of \$1.00 a year for employees."³¹ At the Post Cereals Division, "the fund for conducting the program comes from two sources. The company helps to support the program, but the bulk comes from proceeds derived from vending machines."³²

When one considers the cost of financing a recreation program, one sees the enormity of industrial recreation. "In 1954, three-thousand companies spent eight-hundred million dollars, 50% higher than in 1948."³³ What are some of the causes? Time reports: "more and more companies are coming around to the view that pampering pays."³⁴

²⁹John H. Jenny, Introduction to Recreation Education, p. 200.

³⁰Ibid., p. 199.

³¹"Employee Recreation", op. cit., p. 96

³²Jenny, op. cit., p. 200

³³"Employee Recreation", op. cit., p.96

³⁴Ibid., p. 96

How was eight-hundred million dollars spent? Well, Detroit Edison and Standard Oil Companies provided yacht clubs. The Convair Recreation Association owned a 125 acre ranch and a rodeo area. At least 5 Atlanta firms had built private parks for their employees at nearby Allatona Lake. Cost of one program could reach as high as \$150,000. McCulloch Motors Corporation provided facilities for most popular sports, and sponsored such activities as skiing and square dances; had a \$1,000,000 employee recreation hall with 12 bowling alleys and a low cost open-air cafeteria. This program costs .56¢ an hour for each employee.

CHAPTER IV

ORGANIZATION

When initiating a recreation program, one of the most important factors is securing the co-operation of the community:

Excellent use of community recreation facilities are being made by industry in Decatur, Illinois, Wichita, Kansas, and in the Milwaukee and Detroit Metropolitan areas.³⁵

Readings have pointed to another important factor this being that the administrative machinery runs more smoothly if the employees participated in the control of their own recreation activities:

At Chicago's Bell and Howell Company the employee recreation corporation has only three management members on the fifteen man board.³⁶

If separate employee associations are formed for recreation purposes:

Careful consideration should be given to its incorporation as a nonpecuniary organization under the laws of the state. Incorporation is wise, particularly in view of the liability of the officers for unpaid bills, civil suits, the right to execute contracts and to sue or be sued. Incorporation is essential if the association has stock, holds titles to physical property or other facilities.³⁷

Mr. Brewer outlines three programs which are rather common in industry throughout the United States:

Plan I

If the industry has a large number of employees in different departments, divisions, or other natural working units, a representative type of organization has been found to be useful.

³⁵Clarence E. Brewer, "Industry and the Community Cooperate for Recreation", Recreation, 49:683, March, 1956.

³⁶"Employee Recreation", op. cit., p. 96.

³⁷Clarence E. Brewer, "Industrial Recreation", Recreation, 37:681, March 1944.

PLANT COUNCIL. This plan involves the election of a plant council composed of representatives elected by the workers from each department, unit, or working division of the plant, and from every shift.

OFFICER AND EXECUTIVE COMMITTEE. The plant council from its members, elect the officers of the association and members of the board of director, who, with either the plant superintendent, the industrial relations director, or personnel director, and the recreation director form the executive committee.

FUNCTIONS. The plant council determines policy, establishes a budget, outlines how the budget will be raised--whether there will be membership dues or other sources of revenue--approves all contracts and expenditures of the executive committee and decides what recreation activities will be sponsored

The executive committee, after the program and budget have been approved, operates the program through the person designated to conduct the activities.

HOW THE PROGRAM WORKS: The program of activities sponsored should be based on the interests of the employees.

LEADERSHIP. The person to handle the recreation program may be a member of the industrial relations division or the personnel division, or a person may be employed to give his full time to plant activities.

CONDUCT OF PROGRAM. The recreation program may be sponsored by management, a labor-management committee, or by an employee association.

Plan II

CHAIRMAN PLAN OF ORGANIZATION

Where there are not enough employees in a department or plant to promote a departmental representative plan of organization, the chairman plan of organization is generally used. Under this plan there is a chairman in charge of each activity. (For example, chairman of the bowling league) The chairman with the recreation man, or personnel director or plant superintendent, form the plant council or executive committee and administers the plan, which operates in the same way as Plan I. FINANCING: (See Chapter III p.10)

Plan III

The plant, or each department, may form its own recreation club. Each club elects its officers, decides its own activities and dues. Each club president becomes a member of the Executive Council for the plant. In addition to its officers, each club has three committees- athletic, social,

and outings which are responsible for the activities of the club.³⁸

Careful consideration must be given to the type of activities which should include activities for all ages and both sexes, with almost one-half being of the active physical type; the remainder are approximately divided between education or cultural and social activities.

The number of activities vary according to the number of plant employees.

The most popular activities in business and industry are:

According to surveys which have been made, the most interesting physical activities seem to be bowling, softball, golf, basketball, baseball, ping-pong, horseshoes, and tennis for men. For women, they are bowling, softball, tennis, ping-pong, and golf. The participation in men's cultural activities is greatest in camera clubs, singing, music, dramatics, and gardening. These same activities are also the most popular with women.³⁹

Recreation activities are now family affairs. In addition to the traditional picnics and Christmas parties we find day camps, junior baseball clinics, swimming, excursions to points of interest, etc..

These are only a few of the many factors which are considered when organizing a recreation program. Recreation is no longer a frill, but a necessity.

³⁸Clarence E. Brewer, Industrial Recreation, pp. 683, 692-693.

³⁹Floyd R. Eastwood, "Organizing a Recreation Program In Small and Large Companies", Journal Of Health and Physical Education, 18:189-90, March, 1947.

CHAPTER V

AIMS

To determine whether industry uses recreation to further itself or if the basic aim, is a bit difficult. There is evidence which lends support to both sides of this question. You might consider industry, in its aims toward recreation, a two-edged sword. Which edge is the sharpest? I'm inclined, by my readings, to regard both edges equally sharp.

First lets take the materialistic aspect:

In the traditionally low paying insurance business some new frills are being added. In Houston, the Prudential Insurance Company of America put up a \$9,000,000 building with swimming pool, outdoor lounge and a free lunch cafeteria. The company now has a waiting list for clerical help. Says Prudential's Vice-President, Charles Fleetwood: 'This building is one of the biggest bargains we ever got.'⁴⁰

State Farm in Bloomington has considered the recreation program a vital factor in its recruiting program. Naturally, when a program is initiated its primary concern is for its employee, but reconsider for a moment the values of recreation. Isn't the worker a part of the community? Industry tries to keep its workers happy and possibly in the process creates a better citizen. This citizen, released from the static condition of a plant, free now by revolution to take and express himself individually or through a group, now serves on fund committees or manages a little league team or even lengthens his life through recreation. Maybe industry's motives are selfish, yet if they create healthier conditions, we should feel compelled to accept them.

Let's examine the other edge of the sward now:

⁴⁰"Employee Recreation", op. cit., p.96.

In Midland, Michigan, a new community center has just been dedicated through the cooperation of the Dow Chemical Company, The Dow Corning Corporation, the Dow Foundation and the Community Fund in constructing an excellent community recreation center containing over one million cubic feet. The center is open to all children and adults living in the vicinity of Midland: and motivated only by the desire to make Midland a better and more pleasant place in which to live, it is dedicated to community service.⁴¹

The Weirton Steel Company with the cooperation of the citizens of Weirton and other corporations, constructed a recreation center and turned it over to the Department of Recreation. Other industries contributed to the United Fund, Community Funds, Red Cross, Hospitals and board programs for support of higher education.

Who can say what industrys' aims are? Basically, through recreation, they hope a recreation program can keep a worker in a healthier frame of mind, but when you measure the other benefits of this program, you become amazed. Naturally, a skeptic immediately thinks of income tax. All we can say then is "Thank the Good Lord for the corporate taxes".

⁴¹Clarence E. Brewer, "Industry and the Community Cooperate For Recreation", Recreation, 49:110, March, 1956.

CHAPTER VI

EVALUATION

"Recreation in industry is like education in a general society. It has long range benefits which are not always seen nor readily measured."⁴² The long range benefits, of which Mr. Jenny writes, are the so called intangibles, such as; health, welfare, and mental attitudes. Along the same lines, Mr. Vannier writes:

Too often recreation programs are evaluated only in terms of attendance. The important question is not how many came to the activity, but what happened to them through the activity as individuals and group members. Americans have fallen into a trap by thinking that something is worth while because hundreds do it.⁴³

In considering a evaluation, one first should realize the values of such a program. The values of Industrial recreation, as listed by Mr. C. E. Brewer, are:

Recreation gives the worker the opportunity to participate with others in activities which offer relaxation from long hours and the strain of work.

Recreation builds up self-reliance in employees and creates 'esprit de corps' among them. Recreation provides workers with a natural outlet for expression of their desires and interests. Recreation improves the physical health and mental stability of employees.

Recreation contributes to better relations between employees and management.

Recreation provided by the plants is less expensive for the workers than that provided commercially.

Recreation through the development of leadership ability, helps discover foremen and supervisory personnel.

Recreation programs that are well administered help attract a better class of workers to the plant.

⁴²Jenny, *op. cit.*, p.192.

⁴³Maryhelen Vannier, *Methods and Materials in Recreation Leadership* (Philadelphia, Pennsylvania, W.B. Saunders Co., 1956), p. 251.

Recreation builds and secures the good will of the community of the employee to management.

Recreation creates worker morale and thus helps increase production efficiency and reduce absenteeism.⁴⁴

Once again, we as Americans, are "impressed by numbers", but these figures simply illustrate some of the intangibles which Mr. Jenny spoke of:

George Meany reported at the AFL convention in 1955 that 55,000 of its members were voluntarily serving on committees and executive boards of health, welfare, and recreation agencies throughout the United States, and that 45 full-time AFL representatives were employed by Community Chests.⁴⁵

Walter Reuther describes similar activities by CIO union members:

About one-third of the money for Community Chest comes from organized labor.⁴⁶

Industry definitely shares recreational responsibilities with the community in many ways. One may merely look through the TV and radio sections of a newspaper to realize the vast sums of money which are spent to recreate the people of the United States. Industry also spends large sums of money in areas, such as; the construction of community centers, and athletic fields, and the lending of various materials, the organization of day camps, and the Little league programs.

In evaluating industry's contributions, you must consider the aims of the organizations involved. In some cases, the company wants nothing more than a fine community to keep his workers happy. Others definitely used their programs to recruit employees. But, whatever industrys' motives might be, I am for it one-hundred per cent. Let's just take one area--that of television. I realize

⁴⁴Brewer, Industrial Recreation, p.679.

⁴⁵James Myers, Harry W. Laidler, What Do You Know About Labor (New York, The John Day Co., 1956), p. 190.

⁴⁶Ibid., p. 191.

that industry is responsible for a lot of the trash that appears on the screen, but remember what is one man's enjoyment is the other man's displeasure. How many people saw Babe Ruth smash home runs out of Yankee Stadium? We are offered the opportunity, on a given Saturday, to see Mickey Mantle hit, run, and field from our living rooms! Yes, industry must be given a high evaluation for its contributions to recreation.

CHAPTER VII

INDUSTRY'S CONTRIBUTION TO COMMUNITY RECREATION

What is industry and what is the community? In some areas, industry and community are one. In other areas we find many industries within a community. Apparently, the need for cooperation is essential between any industry and community. This to me, is industry's contribution to the community. Cooperation on a political, social and economical level with the community, whether this community be a one-industry city, or a city with many industries, it is essential. Socially this is very apparent. The worker is a citizen of the community. If he is a happy worker he is a happy citizen. If he is a conscientious worker he is a conscientious citizen. Happiness and conscientiousness are just a few of the intangibles used in this paper to illustrate the cooperation which can exist between industry and the community. Of the many factors which can contribute to the mental and physical well being of this worker-citizen, recreation is one. That is a well planned recreation program which will satisfy the needs of the worker-citizen for self-expression. Many examples have been cited, in the previous pages, which have pointed to the cooperation between industry and community in recreational programs. The source of these examples were magazines and text books. To receive first hand word of industry's contribution it was necessary to write to 40 different industries requesting information. Several companies did reply and this is a summarization of their contributions. The following companies answered the request for information:

The Hershey Chocolate Corporation
The Reynolds Metals Company
The General Electric Company
The Pure Oil Company
The Hunter Division, Robbins and Myers,
Incorporated

In Hershey, Pennsylvania, the Hershey Chocolate Corporation meets the recreational needs of the community through facilities available at The

Hershey Community Building and Memorial Field. They do not maintain a program on a formalized basis. Apparently Hershey contributes and maintains facilities to the community of Hershey.

The Reynolds Metals Company activities are apparently limited to the contributions of funds to many agencies. Agencies such as the Community Chest, Red Cross, etc..

The Pure Oil Company follows a program of contributing to many varied activities, and a broad program of support of higher education.

At the Hunter Division of Memphis, Tennessee, large contributions are made to the YMCA and the YWCA and all other organized general drives.

These letters would indicate that 1) Industries are generally concerned with their employees first of all. Satisfying their needs with a sound recreation program is important to these personnel leaders 2) the bulk of industries contributions seem to be funds and facilities. Also you might add here, that throughout these reading sources there seemed to be a trend in which industry suggested, because of this worker-citizen classification, taking up the loose ends of their programs.

BIBLIOGRAPHY

- Anderson, Jackson M., "A Survey of Recent Research Findings in Industrial Recreation," Research Quarterly of Physical Education, Health, and Recreation, 22:273-285, October, 1951.
- Anderson, Jackson M., Industrial Recreation. New York, McGraw-Hill Book Co., Inc., 1955. 304pp.
- Anderson, Jackson M., "The Development of Personal Standards for Leadership Duties in Public Recreation," Research Quarterly of Physical Education, Health, and Recreation, 22:273-295, October, 1949.
- Beard, Charles, The Industrial Revolution. London, George Allen and Unwin Ltd., 1901. 105pp.
- Bogart, Ernest and Donald Kemmerer, Economic History of American People. New York, Longmans, Green and Co., 1942. 909pp.
- Brewer, Clarence E., "Industrial Recreation," Recreation, 37:679-683, 692-693, March, 1944.
- Brewer, Clarence E., "Industry and the Community Cooperate For Recreation," Recreation, 49:110-111, March, 1956.
- Chitwood, Oliver P., A History of Colonial America, New York, Harper and Brothers Publishers, 1938. 874pp.
- Duncan, Margaret M. and Ralph H. Johnson, Introduction to Physical Education, Health Education, and Recreation. New York, Prentice Hall, Inc., 1951. 388pp.
- Eastwood, Floyd R., "Organizing a Recreation Program in Small and Large Companies," Journal of Health and Physical Education, 18:134-135, 189-191, March, 1947.
- "Employee Recreation," Time, 64:96, September 13, 1954.
- Jenny, John H., Introduction to Recreation Education. Englewood, New Jersey, Prentice-Hall, Inc., 1956. 310pp.
- Kraus, Richard, Recreation Leader's Handbook. New York, McGraw-Hill Book Co., 1955. 299pp.
- Meyer, Harold D., and Charles K. Brightbill, Community Recreation. Englewood, Jersey, Prentice-Hall, Inc., 1956. 525pp.

Mitchell, Elmer D., The Theory of Play. New York, A.S. Barnes and Co., 1935.
547pp.

Myers, James and Harry W. Laidler, What Do You Know About Labor? New York,
The John Day Co., 1956. 301pp.

Parkman, Francis, Jesuits in North America. Boston, Little, Brown, and Co.,
1908. 463pp.

Proceedings 1954, National Convention, American Association for Health, Physical
Education and Recreation. New York, American Association for Health,
Physical Education and Recreation, 1954. 197pp.

Recreation for Community Living. Chicago, The Athletic Institute, 1952. 167pp.

Vannier, Maryhelen, Methods and Materials in Recreation Leadership. Philadelphia,
W.B. Saunders, Co., 1956. 288pp.

APPENDIX

