

THE UNIVERSITY OF NORTH CAROLINA
NEWS LETTER

Published Weekly by the
 University of North Carolina
 for its University Extension
 Division.

The news in this publication is released for the press on receipt.

JULY 19, 1922

CHAPEL HILL, N. C.

VOL. VIII, NO. 35

Editorial Board: E. C. Branson, S. H. Hobbs, Jr., L. R. Wilson, E. W. Knight, D. D. Carroll, J. B. Bullitt, H. W. Odum. Entered as second-class matter November 14, 1914, at the Postoffice at Chapel Hill, N. C., under the act of August 24, 1911.

AUTOMOBILE WEALTH IN THE U. S.

GAS AND COLLEGE CULTURE

There were ten and a half million motor vehicles in the United States in 1921. Which is nearly exactly five times the total for all the rest of the world, twenty-four times the number in the British Isles, our closest competitor, and ten times the number in Great Britain, Canada, France, and Germany, all put together.

There is a motor car for every ten inhabitants in the United States or one car for every two families, on an average. The ratios range from one car for every five inhabitants in California to one for every 28 inhabitants in Alabama, which foots the column. See the table elsewhere.

In North Carolina there is a motor car for every seventeen inhabitants both races counted, or nearly one for every three families. If we had one high school student from every three families, there would be 170,000 high school students in North Carolina instead of 40,000 as at present.

A vast wealth in automobiles in the United States! Reckoned at five hundred dollars apiece, it amounts to five and a quarter billion dollars.

In North Carolina it amounts to seventy-five million dollars, which is more than twice the value of all the public school property of the state.

Nineteen hundred twenty-one was a hard year in North Carolina, nevertheless our motor cars increased nearly 8,000 over the 1920 total, and 38,000 over the number we owned in 1919, the most prosperous year in all our history.

South Carolina, Georgia, and Mississippi are the southern states that were most hurt by hard times; the proof lies in the fact that their motor cars decreased in number.

The other states that fell behind in automobiles were Minnesota, Montana, South Dakota, Kansas, and Wyoming.

But North Carolina invested another four million dollars in motor cars in 1921. But also she invested four million dollars of state funds in buildings and equipments on her state college campuses.

Which means that we are beginning to set college culture upon a level with gasoline.

EDUCATION PAYS THE STATE

Efficiency in any line with a person of tact, industry, and ingenuity is directly proportional to the extent and kind of education secured. It has been found that boys with no schooling have only one chance in 15,000 of performing distinguished service; with an elementary education they have been found to have their chances increased four times; with a high school education eighty-seven times; and with a college education they have eight hundred times the chance of those without the schooling.

Now since the efficiency and producing power of the individual is greatly increased by education of all kinds, especially that secured in properly equipped and conducted colleges, from the standpoint of the state every encouragement possible should be provided by the state for training its young men and women thoroughly and in such a manner as to best prepare them for the responsibilities of citizenship and the calling they are now to follow.

No money spent by the state may be expected to afford greater returns in a material way, as well as in other respects, than that wisely spent in the training of its youth to meet the responsibilities of the special vocation they are to follow. It is just as necessary to train men for the farm and shop as for the bar and pulpit—Rural Life.

THE FARMER'S MARKET

The housewives of Chapel Hill are trying to cooperate with the farmers in establishing a curb market where fresh farm produce can pass direct from farmers to consumers. It is up to the farmers to cooperate in such an arrangement for by so doing they get the whole worth of their produce, having eliminated the extra expense of distributing it. Then also the farmer will find that he merely has

to bring his produce to market and there the consumer comes to purchase it. He does not have to look all over town for a purchaser. This market will save the farmer in the following ways:

1. A quick sale for his produce.
2. The farmer and purchaser save extra handling costs.
3. Larger prices for produce and smaller prices for consumers.
4. The farmers can quickly understand the needs and demands of consumers.
5. The pocket-books of Orange county get the money which otherwise goes elsewhere.

Farmers are urged to bring their produce on Wednesdays and Saturdays from 7 to 10 A. M. to the market which is the street from the bakery to the City Hall.

Contributed by the Agricultural Department, Chapel Hill High School.—Chapel Hill News.

HURRAH FOR ROCKINGHAM

Well known representative citizens from various sections of Rockingham county interested in the boys and girls have just formed one of the most unique organizations in North Carolina. This organization is known as the Rockingham County Camp and Playground Association. After a very successful county-wide Older Boys' Conference last January, plans were started for the organization of an association which would provide a central place for all people of the county who wish to meet for conference or for camp and outing purposes.

A Playground Secured

The County Commissioners have leased to the Playground Association approximately 100 acres of county land situated just north of the county seat. A board of trustees was appointed to have this land in charge—E. D. Pitcher of Spray, J. C. Ragsdale of Madison, and James Womack of Reidsville. A committee was then delegated to select the 100 acres most suitable for camp purposes. This committee has staked off 87 acres remarkably well suited to the needs of the Association. There is plenty of space for a baseball diamond, tennis grounds, a big artificial lake, place for an auditorium, a dining room, and huts of all kinds.

The Board of Managers

The Board of Managers which is to have charge of all the activities of the Association is composed of W. B. Weaver, Spray, Manager of the Department of Welfare and Health; Mrs. Eugene Irvin, Reidsville; Mr. Bethel Withers, Wentworth, farmer; Mr. P. R. Webster, Madison, cashier of the Bank of Madison; Mrs. E. D. Pitcher, Spray; Mrs. J. S. Hunter, Draper; Mr. P. H. Gwynn, Jr., of Reidsville, Superintendent of the City Public Schools. The ex-officio members of the above committee are R. B. Chance of Reidsville, Chairman Board of County Commissioners; Geo. W. Martin of Madison, Chairman County Board of Education; J. H. Allen of Reidsville, County Welfare Officer; Mrs. Ethel Wells Moore of Reidsville, County Demonstration Agent.

The above committee met last Tuesday at the county seat and organized as follows: President, Mr. J. H. Allen; Vice-President, W. B. Weaver; Secretary, P. H. Gwynn, Jr.; Treasurer, Mrs. E. D. Pitcher; Chairman Finance Committee, Mr. E. D. Pitcher; Chairman Program Committee, J. S. Hunter; Chairman Membership Committee, Mrs. Ethel Moore; Chairman Grounds Committee, W. B. Weaver; Chairman Publicity Committee, Luther H. Hodges.

Camp Being Arranged

About sixty men have been working during the last week at the camp site cutting down trees, cleaning off brush for the athletic field, and building a big dam. Carpenters will start to work within the next day or so on the community dining hall, which is to be in charge of a well-trained matron who will be at the camp all summer. The Red Cross hut has already been authorized and a nurse will be in constant attendance for the purpose of giving in-

Released week beginning July 17
KNOW NORTH CAROLINA
A Resort State

The business of caring for vacationists and resort visitors will one day be a big one in North Carolina, for as wealth increases in the United States more people are able to go away from home for a longer or shorter period of recreation.

North Carolina will have a large amount of this business, for the state has three strong attractions. In the west are the most interesting mountains of eastern United States. On the coast are the sounds and the ocean. In the interior is that unique section known as the Sandhills. In all three sections organized work is on foot to expand the tourist and excursion traffic, each section working a different line, but each bringing into the state or into different parts of the state in the course of the year thousands of people. Pinehurst during the season just ended was called on for accommodation for 20,000 visitors. It was more than could be provided. In spite of the expenditure of a million dollars in new buildings in Moore county during the year the growth of patronage continues far ahead of the ability to care for the people.

North Carolina has three strong features, the mountains, the coast, and the Sandhills, and in each different section the growth of the resort business will be far greater in a few years than it is now, but it needs to be cultivated through the help of much greater facilities for reaching the resort sections and more accommodations for the people when they come. Necessity keeps increasing these facilities, and the communities are moving forward as fast as means are to be had, but the prospects for North Carolina as a resort state are far beyond anything we have attained yet.

In the Sandhills we expect before long to have roofs to shelter a population of forty thousand people any time. The plan in the Sandhills is to make the immediate region the foremost winter resort in the South, and there is no reason to doubt its accomplishment. I have no figures for the mountains and the sea, but I believe the resort business of Moore county brings the county more money annually than the farm crops do, and these include cotton, tobacco, peaches and other crops. Not more than a half dozen separate crops bring as much money to North Carolina as the resort visitors do.—Bion H. Butler.

structions and first aid. The four Y. M. C. A.'s of Leaksville Township have authorized a Y hut and will have a secretary in charge the entire summer. Several individuals have already made plans for private huts to be built on the playground site, and it is expected that a force of men will be kept on the grounds from now until the opening on July 4.

Great interest has already been shown throughout all parts of the county in this great enterprise and it is expected that memberships and donations will be easily secured. Mr. J. F. Penn made a donation of \$500 to the Association this week. Further announcements will be made later on regarding plans.—Luther H. Hodges.

THEIR OWN MIDDLEMEN

American farmers frequently find irritating the exhortations of returned travelers based on the cooperative enterprises of some of the small foreign countries. Indeed, the total population of all Denmark is but little over the

number of members in our cooperative farmers' associations! And cooperation in this country is attended by many more difficulties than in small homogeneous nations, for our people in some localities differ radically in racial origin, our distances are very great, and our American life in years past has tended to make our citizens, particularly the farmers, very individualistic.

Recently an Irish writer, after traveling in America, wrote, 'The cooperators of all European countries have much to learn from America, where the circumstances and business intelligence of the farmers have led them to develop from the beginning the most difficult forms of cooperation.'

Yet, for some reason not explained, the American reader knows much more about cooperation in Denmark or Ireland than that in the United States. Few people realize to what an extent our American farmers are marketing their own products. There are approximately fifteen thousand farmers' purchasing and marketing organizations in the United States and these organizations transact over one and one-half billion dollars' worth of business every year. Most of these associations are formed to handle one commodity exclusively, but among them they do business in a large variety of products, and, although they flourish especially in certain localities, they are found in all parts of our country.

Cooperating Farmers

Throughout the grain-growing states of the Middle West nearly four thousand farmers' elevator companies are in active operation. They operate like private elevator concerns except that usually they limit the returns on capital invested to a fair rate of interest and distribute any further surplus on the basis of patronage. Success in marketing has led to the handling of supplies needed by the farmers so that now many of the companies are buying for their farmer-members such supplies as coal and lumber, flour and feed.

Minnesota, Iowa, Wisconsin and other large dairy states boast an aggregate of three thousand cooperative creameries and cheese factories. They usually follow the plan of taking the raw material from the farm, manufacturing it and selling it as butter or cheese, and dividing the returns less expenses of operation among the farmers according to patronage.

California, Florida, Michigan, Maine, Oregon, Washington, Virginia and many other states furnish examples of prosperous cooperative associations for marketing fruits and vegetables. Of the two thousand in operation those handling the bulk of the citrus fruits of the country are the outstanding examples of success. Nearly two-thirds of the oranges of California are marketed by the farmer-growers through their strong centralized marketing or-

ganization. This organization places the fruit in practically every state of the Union and in some foreign countries.

Live stock shipping associations flourish throughout the Middle West and are also to be found in the South and elsewhere. There are at least twenty-five hundred of them all told. Farmers' cooperative live stock commission houses have been established at some of the central live stock markets, and farmers have ventured into the packing-house business.

The South is just now intensely interested in the cooperative handling of cotton, including the operation of warehouses and gins, while in Massachusetts, Connecticut, New York, and Pennsylvania tobacco growers are banded together for the sale of their product. Cooperative marketing of eggs is well established in California and other states, and California also points with pride to walnut and almond growers and to honey producers who market large quantities of their output cooperatively. Georgia also markets pecans in this way, and Texas is interested in the scheme. In fact, examples could be multiplied almost indefinitely.

Danger Signals

Cooperative enterprises are attended by many pitfalls, and many of our cooperative undertakings have gone on the rocks with discouraging promptness. This may partially account for the general ignorance regarding the successes attained. Cooperative stores, especially, have as a rule had precarious and stormy existences, and they constitute the form of activity best known to others than farmers.

Realizing the fundamental place that cooperation rightfully directed may play in the nation's welfare, the federal government has taken a hand in trying to prevent such failures by advising societies already formed and by urging all those which contemplate organizing to study well their conditions before taking action. Careful study of successes and failures establishes beyond a doubt that success in cooperative marketing depends upon obtaining a sufficient volume of business which will be steadily maintained, observing true cooperative principles from beginning to end, employing capable management—which means the payment of at least one good salary—following up-to-date business methods equivalent to those used in a successful merchandising concern, and having truly loyal members who will uphold the association during periods of depression as well as during periods of prosperity. Organization should be postponed until these conditions can be fulfilled. Once they are well established, a band of farmers who operate under a trade mark that denotes a quality product faithfully supplied need have no fear in entering the markets of the country.—Caroline B. Sherman, Federal Bureau of Markets, in the Survey.

MOTOR CARS IN THE UNITED STATES

Inhabitants Per Car in 1921

Based on the 1922 report of The National Automobile Chamber of Commerce. In the United States as a whole there is one motor car for every 10.3 inhabitants. In North Carolina there is one car for every 17.2 inhabitants; rank of the state 40th.

Total cars registered in the state in 1921 was 148,627, which is 38,610 more than on even date in the prosperous year 1919, and nearly 8,000 more than in 1920.

N. C. counties ranked according to automobile ownership, next issue. Department Rural Social Economics, University of North Carolina

Rank	States	Persons per Auto.	Rank	States	Persons per Auto.
1	California	5.1	25	Florida	9.9
2	Iowa	5.2	25	Maine	9.9
3	South Dakota	5.3	25	Texas	9.9
4	Nebraska	5.4	28	Connecticut	10.4
5	Kansas	6.1	28	Delaware	10.4
6	Colorado	6.4	30	New Hampshire	10.5
7	Oregon	6.6	31	Maryland	10.6
8	North Dakota	6.9	32	Massachusetts	10.7
9	Nevada	7.1	33	Rhode Island	11.3
10	Wyoming	7.2	34	New Jersey	11.6
11	Washington	7.3	35	Pennsylvania	12.6
11	Indiana	7.3	36	New York	13.3
13	Minnesota	7.4	37	West Virginia	15.6
14	Michigan	7.7	38	New Mexico	15.9
14	Wisconsin	7.7	39	Virginia	16.5
16	Ohio	7.9	40	North Carolina	17.2
17	Idaho	8.4	41	South Carolina	18.7
18	Utah	8.9	42	Kentucky	19.0
19	Oklahoma	9.2	43	Tennessee	19.9
20	Montana	9.3	44	Georgia	21.9
21	Vermont	9.4	45	Louisiana	23.1
22	Arizona	9.5	46	Arkansas	25.9
23	Illinois	9.7	47	Mississippi	27.5
24	Missouri	9.8	48	Alabama	28.5