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# THE UNIVERSITY OF NORTH CAROLINA NEWS LETTER

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

SEPTEMBER 27, 1922

CHAPEL HILL, N. C.

VOL. VIII, NO 45

Editorial Board: E. C. Branson, S. H. Hobbs, Jr., L. R. Wilson, E. W. Knight, D. D. Carroll, J. E. 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, 1912

## DOES NORTH CAROLINA READ?

### NEWSPAPER CIRCULATION

When the New York publisher made the statement that his firm sold more books per capita in North Carolina in the fifties than in 1920, he was talking of books, not newspapers and magazines.

But what if he had included them? Could the same statement concerning them be substantiated?

Comparative statistics on this subject are not available. The circulation figures of several of the national weeklies and monthlies and the state dailies are available, however, and, whether the record back in the fifties was good or bad, the showing for North Carolina today is far from pleasing. Certainly North Carolina reads newspapers and magazines. But she falls utterly to read her quota. In the reading of daily newspapers, forty-four states make a better showing. See the table elsewhere in this issue.

### Unpleasant Facts

Statistics published in 1921 by the circulation and advertising departments of The Ladies Home Journal, The Literary Digest, and The Saturday Evening Post—three of the most popular and widely disseminated journals of the country—show that North Carolina stands near the foot of the ladder in her reading of these publications.

One North Carolinian out of every 138 receives a copy of the Literary Digest, or did in 1921, while the average for the United States was one in every 85. Only one person in 149 in North Carolina received a copy of The Saturday Evening Post, against an average of one in every 50 throughout the rest of the country. North Carolina postmasters and news agencies delivered one copy of The Ladies Home Journal to one person in 116, whereas their colleagues throughout the country did practically twice as big business. They handed out a copy to an average of one out of every 65 men, women, and children, which means, of course, that North Carolina, when measured by averages, receives less than one half her quota of these publications. Stated differently in the terms of rank among the forty-eight states, Oregon ranks first in the circulation of The Ladies Home Journal with one copy to every 33 inhabitants, North Carolina ranks 40th, with one copy to every 117, and Mississippi stands at the bottom with one copy to every 181 of her citizens. In the case of The Literary Digest and The Saturday Evening Post, North Carolina ranks 42nd and 46th respectively, while California leads in both instances with one copy to every 41 and 22 inhabitants respectively.

### Among Ourselves

Coming closer home than California, North Carolina makes a poor showing among her immediate neighbors. In the case of The Ladies Home Journal (the State makes its best showing in its reading of this publication, thanks to the women, rather than in The Literary Digest and The Saturday Evening Post) North Carolina ranks 40th. Florida (assisted by her tourists, possibly) ranks 25th; Maryland, Missouri, Oklahoma, Virginia, and Texas also stand ahead of her. Tennessee equals her, and Kentucky, Arkansas, Georgia, South Carolina, Louisiana, Oklahoma, and Mississippi stand below her.

In the case of The Literary Digest Arkansas, Alabama, Georgia, South Carolina, Kentucky, and Mississippi fall below her, whereas in the case of The Saturday Evening Post all outrank her except Mississippi and South Carolina.

### County Quotas

Coming still closer home, the analyses of circulations furnished by these three journals together with The Progressive Farmer make clear the further fact that not all North Carolina counties read equally. The national advertiser who runs a page advertisement in The Literary Digest, for example, does not have the same number per capita of readers in all of the 100 counties. Only 3 copies of this publication were received by or sold to residents of Graham county during the week in April, 1921, when the audit was made. But even with that the average of one copy to every 1624 in-

habitants was higher than that of Alleghany with 4 copies distributed over a total population of 7403, or one copy to every 1850 inhabitants! Buncombe, on the other hand, with its 64,148 inhabitants, received 1454 copies, or one copy to every 44 inhabitants, and thereby led the State, while Mecklenburg, New Hanover, Pasquotank, and Wake followed in close order with 65, 67, 70, and 73 respectively.

### Among the Farmers

An analysis of the circulation of The Progressive Farmer shows the same thing, with the difference that the leadership passes from Buncombe to Randolph. Randolph, with a total mailing list of 978 (at the time the audit was made) led with one copy to every 31 inhabitants. Buncombe dropped to 38th position with one copy to every 117 inhabitants, and Alleghany, which was so inhospitable to The Literary Digest, moved up six places from the bottom to 94th, with one copy to every 160 of her citizens, yielding the cellar position to Dare with a total of twelve copies to a population of 5115, or one paper to every 426.

### Combined Circulation

Analyses of the circulations of single papers, however, do not give an adequate picture of what North Carolina counties read. Consequently, the combined circulation of The Literary Digest, The Ladies Home Journal, The Saturday Evening Post and the Progressive Farmer is given in a table appearing in another issue. Together, they give a cross-section picture of North Carolina reading never given before, and one which should receive the careful study of everyone interested in the economic as well as the social and cultural development of the state.

From even a most superficial study of this picture, two facts are distinctly clear. North Carolina is not reading her quota of the standard journals of the country; and the counties which do not contain large cities, with highly organized public libraries, book stores, and news stands, read far less than those that have these facilities.

Buncombe, with a total of 5000 copies of the four papers combined, leads with the highest per capita circulation of one copy to every 13 inhabitants. Mecklenburg has the greatest total, 5310, but ranks 3rd, being outdistanced by New Hanover with a total of 2967, or one paper to every 15 people. Forsyth, in spite of the fact that it contains the largest city in the state, is outranked by 16 counties.

At the other end of the table Alleghany, Ashe, and Graham fill the 98th, 99th, and 100th positions, the 4872 inhabitants of Graham achieving the distinction of receiving 1 copy of The Ladies Home Journal, 2 copies of The Saturday Evening Post, 3 copies of The Literary Digest, and 20 of The Progressive Farmer—26 copies all told, or one to every 187 inhabitants.

Two other observations might be made. North Carolina country areas are largely unaware of what the rest of the world is thinking about, so far as it is reflected in the magazines of the day; and the high average for Buncombe and Moore counties (in which the principal tourists resorts of North Carolina are located) may be due to the visitors rather than home-stayers!

### State Papers

Few generalizations can be made concerning the reading of state papers by North Carolinians, as no analysis of circulations is available except by towns. The Greensboro Daily News, Charlotte Observer, News and Observer, North Carolina Christian Advocate, Biblical Recorder, Charity and Children, Orphan's Friend, and The News Letter have mailing lists running from about 17,500 to 27,500.

With few exceptions copies of these are received by subscribers in all of the 63 towns in the State having a population of 2000 or more. In that sense they are statewide, and counting five readers to each copy, the average reading public for these publications is from 87,500 to 137,500. The Progressive Farmer and the North Carolina Health Bulletin with North Carolina mailing lists of approximately 50,000 each, are

## KNOW NORTH CAROLINA Carolina Libraries

In 1897, just twenty-five years ago, the city of Durham established the first free, public, tax-supported library in North Carolina.

In 1901, the legislature passed the rural school library law and appropriated \$7500 annually for the establishment of school libraries. In 1920, at the end of twenty years, 4960 of the thirty-dollar and 2331 of the fifteen-dollar libraries had been placed in approximately one half of the schools, both white and colored, and the total collections numbered between 500,000 and 600,000 volumes.

In 1902, the North Carolina Federation of Women's Clubs established its department of libraries. Today the department is heartily supported by the 10,526 members of the Federation, and through it every form of library activity is being promoted. During 1921 and 1922 alone it has been largely instrumental in the establishment of twelve subscription or public libraries.

In May, 1904, the North Carolina Library Association was formed at a meeting in Greensboro with four North Carolina librarians and the late Charles Duncan McIver in attendance. The Association today has a membership of several hundred, and in September and October of this year will hold six district meetings throughout the State.

In May-June, 1907, the American Library Association, with more than 500 delegates, held its annual session in the city of Asheville, the meeting being the second held in the South.

In March, 1909, the Legislature established the North Carolina Library Commission and gave it an annual appropriation of \$1500. In 1921, its appropriation was increased to \$17,500, and it circulated 16,639 pieces of material in package libraries, 616 traveling libraries of 40 volumes each in 414 stations in 98 counties, and promoted in a systematic way the various library interests of the entire state.

In October, 1912, the Dialectic and Philanthropic Literary Societies of the University of North Carolina, with the cooperation of the University Extension Division, established the High School Debating Union, an organization which in the ten years of its existence has actively involved a total of from 10,000 to 20,000 high school boys and girls, all of whom have been taught something concerning the careful use of library material.

In 1921, the Southern Association of Colleges and Preparatory Schools passed a regulation that no high school could be placed on its accredited list which did not have a minimum of 500 volumes in its library exclusive of duplicates and public documents. Following this lead the State Department of Education of North Carolina has passed a similar though modified ruling, and issued in 1922 a splendid list of books from which libraries could be selected.

In 1910, the first year in which the Library Commission summarized the the library statistics of the State, 39 public or semi-public libraries reported a total income of \$25,886; volumes added during the year 13,862; total number of volumes 101,169; periodicals received 679; number of registered borrowers 35,820; total circulation 221,508. The corresponding figures for 1921 were: 67 libraries (three colored) with total incomes of \$83,031.03; volumes added during year 22,162; total number of volumes 213,408; number of registered borrowers 85,882; total circulation 727,905.

In 1910, the figures for the schools and colleges were: 35 institutions including State Library, Supreme Court Library, and nine colored schools; volumes added 13,609; total number of volumes 293,172; total periodicals received 1786. In 1920, 33 institutions reported volumes added 25,479; total number of volumes 444,313; total periodicals received 2807

### Things Needed

1. A tax supported, county-wide public library in North Carolina; or, adequate county support of existing libraries for adequate county library service.

2. Appropriations in the various cities for library purposes to equal \$1 per capita instead of the 18 cents now prevailing.

3. A high school library fund supplied by State and the counties for the steady and adequate upbuilding of high school libraries. The minimum annual expenditure for books alone should be fifty cents per year per pupil and at least \$25 should be spent annually for periodicals.

4. A school library inspector to systematize the work of school libraries and make them effective instruments in their communities.

5. Regular instruction at the University for teachers and librarians in the proper administration of city, county, and school libraries.

6. An individual, or group of individuals, connected with every school, college, city, or county library who will give both time and money to the upbuilding of a statewide, adequate North Carolina library system.—L. R. Wilson, University Librarian.

read by about 250,000 of the population, or one person in ten.

### State Dailies

But in one instance comparisons are possible. The Editor and Publisher of June 10, 1922, prints the total circulation of all the dailies, both morning and Evening, throughout the United States. On April 1, 1922, North Carolina's 9 morning and 27 evening papers were circulating 188,781 copies, or one copy to every 13.5 inhabitants. Massachusetts led the country with a total circulation of 1,971,110, or one copy to every 1.9 inhabitants. The average for the United States was 3.6 inhabitants per subscriber. North Carolina ranked 45th. South Carolina and New Mexico stood immediately below North Carolina with 15.2 and 16.9 respectively, while Mississippi plumbed the depths of apparent adult illiteracy with only one copy to every 37.1 inhabitants.

### THE WESTERN WAY

On July 1, 1918, forty-two of the 68 counties of California had established county libraries under the state library law. Of the 42, thirty-eight received an annual maintenance fund of \$539,458, contained 945,856 volumes, maintained 2890 branch libraries, and served 1549 school districts. Every library was directed by a certificated librarian, and the whole system had the benefit of expert library supervision.

In 1919-20, the state of Wisconsin required every high school to employ a library-trained teacher to have charge of the high school library.

### THE SCHOOL DIRECTOR

I am glad to be a school director. Because it gives me an opportunity to help employ good teachers, to visit the schools, see what is being done, plan with the teachers, advise with the parents, help the boys and girls of my community, and cooperate with all agencies to make better schools.

Because I believe:

1. That what our children are tomorrow depends on what we do for them today.
2. That children who are compelled to attend school, should have a good school to attend.
3. That some schools are worse than no schools.
4. That character building is one of the largest factors in the education of boys and girls.

## DAILY NEWSPAPER CIRCULATION

On April 1, 1922, as per the Editor and Publisher June 10, 1922

Covering (1) the combined circulation of dailies published in each state, and (2) the number of inhabitants per subscriber.

The total for the United States was 29,198,665, or 3.6 inhabitants per subscriber.

In N. C. the combined circulation of our 36 dailies was 188,781, or 13.5 inhabitants per subscriber. Forty-four states made a better showing, and 10 of these were southern states—namely, Florida, Oklahoma, Texas, Tennessee, Louisiana, Kentucky, Virginia, Georgia, Alabama, and Arkansas, in the order named.

L. R. Wilson, Librarian, University of North Carolina

Rank	States	Total Circulation	Inhab. per paper	Rank	States	Total Circulation	Inhab. per paper
1	Massachusetts	1,971,110	1.9	25	Delaware	39,870	5.6
2	New York	4,973,329	2.0	26	Florida	172,103	5.5
3	California	1,542,202	2.2	27	Maine	132,229	5.8
4	Oregon	313,728	2.4	27	Oklahoma	346,655	5.8
5	Missouri	1,345,503	2.5	29	Texas	778,760	5.9
6	Illinois	2,471,603	2.6	30	Tennessee	356,193	6.0
7	Ohio	2,132,532	2.7	31	Montana	84,776	6.4
8	Washington	471,493	2.8	32	Vermont	52,895	6.6
9	Pennsylvania	2,890,857	3.0	33	New Hampshire	65,987	6.7
10	Rhode Island	188,972	3.1	34	Wyoming	26,534	7.3
11	Colorado	291,571	3.2	35	Louisiana	242,362	7.4
12	Maryland	437,502	3.3	36	Kentucky	307,561	7.8
13	Indiana	853,161	3.4	37	Virginia	282,105	8.1
13	Minnesota	691,197	3.4	38	Idaho	52,407	8.2
15	Michigan	1,023,392	3.5	39	South Dakota	75,263	8.4
16	Connecticut	363,949	3.7	40	West Virginia	171,782	8.5
17	Nebraska	340,028	3.8	41	Georgia	311,538	9.2
18	Iowa	614,663	3.9	42	Alabama	220,442	10.6
19	Utah	97,786	4.5	43	North Dakota	58,911	10.9
20	Nevada	16,074	4.8	44	Arkansas	137,394	12.7
21	Kansas	360,472	4.9	45	North Carolina	188,781	13.5
22	Wisconsin	524,104	5.0	46	South Carolina	110,535	15.2
23	Arizona	62,281	5.3	47	New Mexico	21,276	16.9
23	New Jersey	585,729	5.3	48	Mississippi	48,234	37.1