

# THE UNIVERSITY OF NORTH CAROLINA NEWS LETTER

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

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

MAY 30, 1923

CHAPEL HILL, N. C.

VOL. IX, NO. 28

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, 1912

## WHITE FARM OWNERSHIP

### HOME AND FARM OWNERSHIP

The North Carolina Club Year Book for 1921-22 entitled Home and Farm Ownership in North Carolina has just been issued by the Extension Division under the editorial supervision of Professor E. C. Branson. It is an octavo volume of 207 pages in eight point type, contains 11 illustrative plates and numerous statistical tables, and represents the careful study of seventeen students of the University in addition to studies by Professors Branson and Hobbs of the department of Rural Social Economics and Mr. J. W. Bailey, of Raleigh.

The Review makes mention of the publication here for three reasons. It wants the alumni to know that by writing the Extension Division they can secure a copy of this study of one of North Carolina's most serious economic and social problems. In the second place, it wants to emphasize the nature of the studies which treat of the civilization of North Carolina of today. And finally it wishes to make the observation that investigations of this sort will enable the men who have been engaged in making them to diagnose the economic and social ills of the coming generation and to apply remedies for their alleviation and cure. The results may not, and probably will not, be immediate. But in sending men and women out into the state who have the background which the investigations have supplied, the University is contributing distinctly to the state's economic and social advance.—Alumni Review.

### BUILDING PROGRAM

One hundred thousand dollars for a woman's building—that is the decision of the executive committee of the university trustees upon the question that caused so much argument at Chapel Hill recently. This amount does not provide for as elaborate a structure as was once proposed.

The decision to remodel the old buildings, making them serviceable for dormitories and for other purposes at a cost of \$125,000 was one of the most important acts of the executive committee. It also voted \$400,000 for a chemistry building.

The rest of the expansion schedule is as follows:

Men's dormitories, \$375,000; permanent water supply, \$120,000; roads and grading, \$50,000; permanent department equipment, \$75,000; sewers, heating, lighting extensions, \$115,000; exercise and recreation grounds, \$50,000; furniture and fixtures, \$45,000; storage and repair shops, \$10,000; infirmary addition, \$20,000; library addition, \$25,000; physical training building, \$40,000; gymnasium repairs, \$3,000; biology basement floor, \$12,000; extra finish, law building, \$7,700; railway and equipment, \$65,000—total \$1,637,700.

W. N. Everett presided in place of Governor Morrison at the joint meeting of the executive and building committees.

Felix Harvey was elected a member of the building committee to succeed the late J. Bryan Grimes.

Leslie Weil was elected to the finance committee to fill a vacancy.

### NEGROES MOVING NORTH

A general movement of southern negro farmers to northern industrial centers is indicated in a special survey of southern farming districts made by the United States Department of Agriculture. The survey throws additional light on farm population figures recently issued by the department showing a net movement from farms to towns and cities of 324,000 persons, including men, women, and children in the South Atlantic States in 1922.

High industrial wages is given as the chief reason for the reported migration. Boll-weevil conditions last year, which made cotton growing unprofitable for a number of negro farmers, unrest among returning negro troops, who experienced more attractive living conditions away from farms during and after the war, and breakdown of the contract labor system are given as contributory causes.

### KNOW NORTH CAROLINA

#### Tell the World

California, with a good climate and pretty scenery, has attracted the attention of the whole world to her good points.

California has no more in scenic beauty, richness and diversity of soil, or climatic advantages, than has Carolina to brag of, and yet California has had a thousand times the amount of advertising that Carolina's natural resources have ever received.

Carolina mountain scenery is even more beautiful than the flowering hills of California. Carolina raises many more farm products and fruits than does California, and in the great field of manufacture California is but an infant as compared with the giant.

And yet California has built many miles of fine roadways, many elegant resort hotels, and there are few of the hundred million people in America today that have not heard all about California's sunshine and flowers.

The difference is a matter of advertising. Florida has made herself known throughout the world by advertising. California has done the same.

Carolina is building the roads, just as California has done and on a bigger scale than Florida has built, but even yet we have been slow to tell the world.

Few people in other parts of the country know that parts of Western Carolina will far surpass, in elegance and charm of scenery, the famed mountains of Switzerland, which draw tourists for thousands of miles each year.

Few people know that one may take a bath in the Atlantic Ocean of a morning, in warmer water in May than one finds in Atlantic City in July, and on a better beach, and spend the afternoon at Blowing Rock or some other mountain resort 5,000 feet above sea level. Few people know that on this trip one would find a greater variety of fruits and vegetables and farm crops than any state in the Union can boast of. Few know that this road would lead through vast strawberry fields, spreading acres of beans and lettuce and early garden truck, through further miles of melons and through the famed peach orchards which produce thousands of carloads each year; that mingled with these many crops would be fields of tobacco, or cotton, of corn, wheat, rye, oats, barley, of meadow lands, rich with alfalfa and other grasses, through dairying land and through regions that produce four crops per year; through fields of celery, dewberries, raspberries, and other fruits, on up into the mountains where buckwheat and barley flourish and the mountain sides are flaming with rhododendron and azalia.

Few know that Carolina is richer in manufactured products than any other three states of the South, that her taxes on manufactured products are larger than those of five Southern States combined; that many of the world's biggest mills and factories are located in her bounds, while her water power development has no equal in kind on the continent.

The world would know all of these things if we told the world about them. People are reading the papers today as never before. The opportunity was never greater to systematically tell the world about Carolina towns and sections and communities.

The paper each week is endeavoring to give its readers the high spots about various towns and sections that are establishing new development records. We are persuaded that this is the kind of work which will make North Carolina sought after by tourists, and the future home of the investor if carried on in a bigger way. The state should help the counties and the counties and cities should strive as never before to bring their advantages to the attention of the outside world, for never before in history has Carolina been so much in the limelight as she is today.

Lets seize the opportunity and tell the whole world about Carolina roads, about Carolina schools and churches, about Carolina soil, about Carolina mountains and lowlands, about Carolina's wondrous scenic beauties and about her limitless natural resources. Let's tell the world about all that Carolina has today; for no state on the American continent has more to boast of and few states have done so little boasting.—J. C. Patton in Charlotte Observer.

profitably have been invested with Ponzi. The return would have been the same.

### Judicious Advertising

Advertising is a powerful agent when utilized judiciously. The time, however, has long since passed when the progressive merchant scribbles his copy on a piece of brown paper and sends it to the publisher the day preceding its appearance, leaving it to the printer to decide upon layout, balance, type, and coherence. The old slogan, "It pays to advertise," is without a doubt a true one, but certain qualifications are necessary with any axiom.

Advertising should be given as much thought as any other routine duties of the merchant. Careful investigations are necessary in all branches of business before really successful advertising can be accomplished. The advertising agencies have long since acknowledged this necessity and from one-tenth to one-third of the advertising budget of a company is spent on these investigations. Information such as the analysis of the market, of the product, and of the company itself is always necessary, because the advertiser must know who are the users of his product, whether or not his product is best adapted to their needs and desires, where they are located, and how best they can be reached. I do not believe that I would be over-stating the situation by saying that there are hundreds of merchants in the state who are not using the best methods of reaching

the classes of people they desire to reach with their advertising. Some at least are using bill board advertising when the service or product they offer for sale is not adapted to this kind of medium, namely, "reminder type" of advertising. I know of no other way in which a merchant can waste money any quicker nor any way in which a merchant can make money any quicker than through advertising. Good advertising pays handsomely, but poor advertising loses money just as handsomely.

### Some Remedies

A remedy for the present situation can be found in several possible alternatives.

1. Each store have a man assigned this advertising duty who can put considerable time, thought, and study into his particular problem.
2. Better advertising departments in the newspaper offices.
3. Closer cooperation between the newspaper and the advertiser.
4. The establishment of an advertising bureau to handle all the advertising placed by the merchants of one community. It could be conducted as a part of the Merchants Association for the development of better returns for member stores. If conducted properly it should be able to increase each member store's revenue considerably.—C. H. Fernald.

## WHITE FARM OWNERSHIP

### In North Carolina in 1920

Based on the 1920 Census of Agriculture, showing the percent of all white farmers in each county who own the farms they operate.

State average, 66.7 percent of all white farmers and 29.2 percent of all negro farmers own their farms. The white tenants number 63,487, and the negro tenants 53,917. Total farm tenant population 587,000.

White ownership ratios are highest in the mountain, tidewater and central hill counties, where farm population is sparse, land is relatively cheap, and diversified agriculture is the rule. White tenancy prevails in the densely populated coastal plains area, and the northern and southern hill counties, where land is relatively high and cash crops rule supreme.

G. M. Hill, Rutherford County

Department of Rural Social Economics, University of North Carolina

| Rank | County       | Percent Owners | Rank | County      | Percent Owners |
|------|--------------|----------------|------|-------------|----------------|
| 1    | Dare         | 96.0           | 51   | Hyde        | 66.2           |
| 2    | Avery        | 89.4           | 52   | Onslow      | 66.1           |
| 3    | Alleghany    | 87.2           | 53   | Cumberland  | 65.7           |
| 3    | Mitchell     | 87.2           | 53   | Harnett     | 65.7           |
| 5    | Brunswick    | 86.6           | 55   | Folk        | 65.5           |
| 5    | Watauga      | 86.6           | 56   | Bertie      | 65.2           |
| 7    | Ashe         | 86.9           | 57   | Clay        | 65.1           |
| 8    | Randolph     | 84.1           | 57   | Haywood     | 65.1           |
| 9    | Henderson    | 83.7           | 59   | Craven      | 64.8           |
| 10   | New Hanover  | 83.3           | 59   | Iredell     | 64.8           |
| 11   | Columbus     | 82.6           | 61   | Chowan      | 64.7           |
| 12   | Alexander    | 82.6           | 61   | Graham      | 64.7           |
| 13   | Alamance     | 82.3           | 63   | Davie       | 64.1           |
| 14   | Wilkes       | 81.5           | 64   | Northampton | 62.8           |
| 15   | Jackson      | 81.3           | 65   | Martin      | 62.1           |
| 16   | Davidson     | 81.1           | 66   | Duplin      | 61.8           |
| 17   | Carteret     | 81.0           | 67   | Rutherford  | 59.3           |
| 18   | Yadkin       | 80.9           | 68   | Person      | 59.2           |
| 19   | Transylvania | 80.7           | 69   | Hoke        | 59.1           |
| 20   | Pender       | 80.2           | 70   | Union       | 58.6           |
| 21   | Bladen       | 79.9           | 71   | Warren      | 58.0           |
| 22   | Caldwell     | 78.7           | 72   | Caswell     | 57.9           |
| 23   | Cherokee     | 78.6           | 73   | Perquimans  | 57.8           |
| 24   | Catawba      | 77.4           | 73   | Robeson     | 57.8           |
| 25   | Gulford      | 77.2           | 75   | Vance       | 57.7           |
| 26   | Macon        | 76.7           | 76   | Cabarrus    | 57.5           |
| 27   | Tyrrell      | 76.0           | 77   | Cleveland   | 57.3           |
| 28   | Moore        | 75.2           | 78   | Stokes      | 57.1           |
| 29   | Buncombe     | 75.0           | 79   | Pasquotank  | 55.8           |
| 30   | Forsyth      | 74.5           | 80   | Granville   | 55.6           |
| 31   | Beaufort     | 74.3           | 81   | Mecklenburg | 55.4           |
| 32   | Orange       | 74.1           | 82   | Richmond    | 55.2           |
| 33   | Chatham      | 74.0           | 83   | Halifax     | 55.1           |
| 34   | Currituck    | 73.6           | 84   | Wake        | 54.9           |
| 34   | Gates        | 73.6           | 85   | Hertford    | 54.6           |
| 36   | Swain        | 73.4           | 86   | Johnston    | 54.5           |
| 37   | Yancey       | 73.0           | 87   | Nash        | 54.4           |
| 38   | Burke        | 72.8           | 88   | Durham      | 53.3           |
| 39   | Famlico      | 72.6           | 89   | Anson       | 52.1           |
| 40   | Surry        | 71.4           | 90   | Camden      | 51.8           |
| 41   | Lee          | 70.9           | 91   | Rockingham  | 49.3           |
| 42   | McDowell     | 70.0           | 92   | Jones       | 47.5           |
| 42   | Rowan        | 70.0           | 93   | Pitt        | 45.6           |
| 44   | Gaston       | 69.2           | 94   | Franklin    | 48.9           |
| 44   | Lincoln      | 69.2           | 95   | Wayne       | 45.3           |
| 44   | Stanly       | 69.2           | 96   | Lenoir      | 45.2           |
| 47   | Sampson      | 69.1           | 97   | Edgecombe   | 39.4           |
| 48   | Montgomery   | 68.3           | 98   | Wilson      | 36.0           |
| 49   | Washington   | 68.2           | 99   | Greene      | 33.6           |
| 50   | Madison      | 67.8           | 100  | Scotland    | 30.1           |