

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

THE UNIVERSITY OF NORTH CAROLINA NEWS LETTER

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

JANUARY 14, 1925

CHAPEL HILL, N. C.
THE UNIVERSITY OF NORTH CAROLINA PRESS

VOL. XI, NO. 9

Editorial Board: H. C. Branson, S. H. Hobbs, Jr., L. R. Wilson, B. W. Knight, D. D. Carrell, 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

LITERATURE AND STATEHOOD

CAROLINA—PUBLISHER

Is North Carolina—Publisher to be added to the rising tide of titles recently applied to the Tar Heel State and now heralded to the world by French Strother and Irvin Cobb? Is it to take its place side by side with North Carolina—Road Builder, North Carolina—Cotton Manufacturer, North Carolina—Cigarette Maker, North Carolina—Federal Tax Payer, North Carolina—Educator, North Carolina—Farmer?

The basis upon which this question rests is not hard to see. It is to be discovered in certain events which transpired during 1924, unimpressive when considered singly, but notable when viewed collectively.

Twice within the last two months, H. L. Mencken, editor of The American Mercury and contributor to the Baltimore Evening Sun, has proclaimed The Journal of Social Forces, a University of North Carolina Press publication now beginning its third volume, the most significant periodical the South has ever seen. Early in 1924 the Trinity College Press brought out a volume, an Anthology of Verse by American Negroes, which was widely commended by reviewers throughout the country, and from the same Press The South Atlantic Quarterly added a new volume to the distinguished series of twenty-two volumes which have appeared heretofore. From the North Carolina Historical Commission has come volume one of the North Carolina Historical Review, and during the most recent tour of the Carolina Playmakers a second series of Folk Plays written by the Playmakers has come from the press of Henry Holt and Company. Some time during the summer an attractively printed volume of prize short stories and poems came from the North Carolina Federation of Women's Clubs, later the Wachovia Historical Society issued an attractive genealogical work, and throughout the year articles and occasional books by North Carolina authors appeared in the national magazines and in the lists of national book publishers. Finally, at the meeting of the State Literary and Historical Association in Raleigh on December 4 and 5, the University of North Carolina Press exhibited twelve books, five learned journals, and four service periodicals published by it during the year, and on December 7 the State press carried the information that The Reviewer, a distinctive literary journal published for the last three years in Richmond, has been acquired by a group of North Carolina writers and hereafter would be issued from editorial and business offices located at Chapel Hill and Hickory, respectively.

Whether or not the title North Carolina—Publisher is to stick, we cannot say. But if it does, and we belong to the tribe which hopes it may, the following bare bone facts will have to be faced.

Few Publishing Houses

First and foremost of these is the fact that the South has not acquired the publishing habit. Of the 375 publishing houses whose catalogues appeared in 1923 in the Publishers' Trade List Annual, only 21 are located between Baltimore and New Orleans, and of the 1692 publishers listed in The American Book Trade Manual for 1922 who bring out occasional books, only 143 are located in the same territory. Of these, 47 are government departments or other publishing agencies in the city of Washington, leaving a net remainder of 96 for the South at large.

Among Southern institutions of higher education, only Johns Hopkins, the University of North Carolina, Trinity College, and Sewanee have established formal presses and entered publishing fields comparable even in a limited sense to those occupied by the presses of Princeton or Chicago or Yale.

With the church publishing boards and educational publishing houses such as the B. F. Johnson Company, of Richmond, the situation is somewhat better. In 1922 the Publishing Boards of three of the leading churches of the South reported sales of publications approximately as follows: Presbyterian \$900,000; Baptist \$1,398,000; Methodist (including sales in the Southwest) \$6,698,252. But nowhere in the South is

there a publishing house of which all of us instantly think when our attention is directed to the general field of book production.

Artistic Form Essential

Book making is essentially a fine art. As such it is receiving special consideration by such book designers as Bruce Rogers, C. P. Rollins, and D. B. Updike, and by such nationally known representative organizations as the Graphic Arts Company of America. Consequently, format and letter-press have to be studied carefully if the products of Southern printeries are to compare favorably with those of other sections. Many Southern print shops have essential mechanical facilities and turn out excellent printing, but with this must be coupled the most careful sort of application and extensive experience if books are to be published which will help sell themselves by virtue of their physical attraction.

Book Stores Rare

Making the title stick, however, cannot be accomplished merely by placing the manuscripts of gifted writers in the hands of experienced publishers and artistic printers. In reality, the manufacturing end of the business is probably the least difficult problem the book-maker must face. Certainly it does not compare with the difficulties of selling when it is remembered that North Carolina stands well toward the bottom of the list of states in its ability to absorb books, that the well stocked thoroughly effective modern book store in the South is comparatively rare, and that 250 copies of such books as Woodrow Wilson's Address on Robert E. Lee, or of Walter Hines Page's Letters would glut the book store market of the State for the first twelve months from date of publication.

But figures carry more conviction than assertion. In North Carolina, for example, every town of any size has its Ford agency; but in the entire State containing 2,600,000 people, there are only ten cities possessing a total of 31 bookstores listed in The American Book Trade Manual. News stands and book shelves in drug stores are to be found fairly well distributed throughout the State, but the Manual referred to includes only reasonably extensive businesses devoted to the sale of books or to large department stores with important book departments.

Measured by the same yardstick, Virginia, with 2,309,187 people, has 47 book stores in 13 of her cities, and Tennessee, with 2,337,855 people, has 43 stores in 7 cities. Wisconsin and Iowa, with populations approximately equal to those of the states mentioned have double the number of stores located in double the number of cities, while Rhode Island, Connecticut and Vermont, with a combined population equal to that of any one of the three states mentioned, have 125 stores in 33 cities.

Graveyard of Journals

Telfair, Jr., writing in The Literary Lantern for December 7, has the following to say concerning contemporary literary journals:

Right now the question which interests most of us is the state of the various literary magazines here in the South. With few exceptions something seems to have gone awry. The Double Dealer drifts along a month or so late and every now and then combines two months in one issue; The Southern Magazine is defunct; The Fugitive from Nashville seems to have taken wings, at least for an issue or two (we hope it is only for reorganization); The Reviewer is threatened and announces a possible though by no means certain abandonment; The Texas Review has changed hands and becomes the Southwest Review; and All's Well has always been so much the hobby of Charles J. Finger as to reflect the editor's busy periods and vacations by delayed publication. Right now of all the literary magazines coming our way two poetry journals only seem to be holding their own—the newly launched Buccaneer of Dallas and that blythe and cheerful Lyric of Norfolk. Of

THE WORLD FOR HIM

Were I to pray for a taste which should stand me in stead under every variety of circumstances and be a source of happiness and cheerfulness to me during life, and a shield against its ills, however things might go amiss and the world frown upon me, it would be a taste for reading. Give a man this taste and the means of gratifying it, and you can hardly fail of making him a happy man unless, indeed, you put into his hands a most perverse selection of books. You place him in contact with the best society in every period of history—with the wisest, the wittiest, the tenderest, the bravest, and the purest characters who adorned humanity. You must make him a denizen of all nations, a contemporary of all ages. The world has been created for him.—Sir John Herschel.

course this means something. What?

Hatteras has frequently been styled the graveyard of ships. The shipwreck of The Southern Eclectic, The Sunny South, The Uncle Remus Magazine, Trotwood's Monthly, to mention four of the best known of the hundred or more publications launched in the South at various times since 1865, would seem to indicate that the South has been a veritable graveyard for such publications. And even the most notable survivors such as The Sewanee Review and The South Atlantic Quarterly have subscription lists in no way comparable to the present series of the Yale Review which, while no older than either of these two has more than 20,000 subscribers.

Apart from church journals, fraternal organs, and educational and agricultural journals, which receive the support of special constituencies, only a baker's dozen of magazines or journals of opinion and comment have made real headway, and that too as a result of effort all out of proportion to the success they have achieved.

Supporters Needed

If North Carolina—Publisher, is to stick, a new crop of Maecenases (other names will be gladly substituted) or supporters will have to be raised up. Popular support such as that of local chautauquas and musical festivals will not go very far in meeting manufacturing and advertising costs, and will not take the place of the sort of thing which has made the Princeton Press a go. Charles Scribner, an alumnus of Princeton, erected a building for the Press, equipped it with everything essential to a modern printing and binding plant and then gave freely of his experience while 300 other Princeton alumni purchased copies of every volume issued by it during a given period of time.

We are not limiting the privilege of this type of support, however, to college alumni. Far from it. We are simply saying that North Carolina—Publisher is a title that the State can win if she wants it and will go after it, and that winning it will bring her a distinction concerning which she has thought, and is now thinking far too little.

Why the Effort?

Just what is involved in winning such a distinction is not at this moment altogether clear. Certainly there is more than merely adding something else about which North Carolina can boast, or catching the eye of the Menckens and Strothers and Cobbs. At all events, it may involve the broadening of the State's intellectual horizon through what the late C. Alphonso Smith characterized the ministry of books; it may bring about the subjection of our living and thinking to a more enlightened, first-hand criticism; it may furnish us a set of ideas more complex than those derived from our reading in the common schools and newspapers but absolutely essential to complete civilization building; and now and then it may swing wide the doors of opportunity for artistic and creative expres-

sion which, at present, are none too far ajar.

Mr. J. B. Duke's statement concerning his recent gift of \$40,000,000 to Southern institutions emphasizes the significance of the way in which our question is answered. He has accompanied his benefaction with the fine common-sense observation that what the South now needs for its full development is competently trained leaders who, as a result of training have acquired this more complex and essential set of ideas.—L. R. Wilson.

UNIVERSITY PRESS BOOKS

With the placing on sale on December 10 of Farm Life Abroad, by Professor E. C. Branson, and the Scientific Study of Human Society, by Professor F. H. Giddings, of Columbia University, the University of North Carolina Press completed its first full year of active publication, an average of one book having been issued for each month of the year.

The objects for which the Press was founded are in the opinion of the Board of Governors, in a fair way of realization. Connections with Oxford and Cambridge University Presses for the distribution of books and journals in England and the British possessions have been established, favorable reviews of the volumes have appeared in scholarly publications in this and other countries, and a group of unusually distinguished authors have submitted their manuscripts for consideration by the editors.

List of Books

The complete list of volumes published to date is as follows:

Robert E. Lee an Interpretation, by Woodrow Wilson, former President of the United States, \$1.00.

Religious Certitude in an Age of Science, by Charles Allen Dinsmore, Professor of the Spiritual Interpretation of Religion in the Yale Divinity school, \$1.50.

Farm Life Abroad, field letters from Germany, Denmark, and France, by E. C. Branson, Kenan Professor of Rural Social Economics in the University of North Carolina, \$2.00.

Law and Morals, by Roscoe Pound, Dean of the Harvard Law School, \$1.50.

The Scientific Study of Human Society, by Franklin H. Giddings, Professor of Sociology and the History of Civilization in Columbia University, \$2.00.

Roads to Social Peace, by Edward Alsworth Ross, Professor of Sociology in the University of Wisconsin, \$1.50.

Analytical Index to the Ballad Entries in the Stationers' Register, by Hyder E. Rollins, Professor of English in New York University, \$4.00.

Argentine Literature, A Bibliography of Literary Criticism, Biography, and Literary Controversy, compiled by Sturgis E. Leavitt, Professor of Spanish in the University of North Carolina, \$1.50.

The Theory of Relativity, by Archibald Henderson, J. W. Lasley, and A. W. Hobbs, Professors in the Department of Mathematics in the University of North Carolina, \$2.50.

The Saprolegniaceae, with Notes on Other Water Molds, by William Chambers Coker, Kenan Professor of Botany and Director of the Arboretum in the University of North Carolina, \$1.00.

The Clavarias of the United States and Canada, by William Chambers Coker, \$8.00.

A Beginner's Spanish Grammar, by Albert Shapiro, Associate Professor of Spanish in University of North Carolina, \$1.50.

Education in the South, by Edgar Wallace Knight, Professor of Education in the University of North Carolina, \$1.75.

Agricultural Graphics: North Carolina and the United States 1866 to 1922, by Henrietta R. Smedes, Librarian and Laboratory Assistant in the Department of Rural Social Economics in the University of North Carolina, \$1.00.

HARDEST ON THE NEGROES

During the year 1923 a total of 2,345 deaths in North Carolina were reported to have been due to pulmonary tuberculosis. Of these 1,189 were whites

and 1,156 were negroes. Which means that the negroes are much more susceptible to tuberculosis than the whites since less than 30 percent of the state's population is negro and 70 percent is white.

The largest total of white deaths, 302, occurred in Buncombe county, due to the location there of the U. S. Government hospitals, and the out-of-state patients temporarily living in Asheville. Forsyth with 75 negro deaths from tuberculosis led the state for that race. Making due allowances for Buncombe, the death rate from tuberculosis is almost exactly three times as high in North Carolina for the negroes as for the whites. This is due largely to the susceptibility of the negro to the "white plague", but it is also due in part to the lack of hospital facilities for caring for negroes afflicted with tuberculosis. In order to prevent the spread of this contagious disease, it is just as necessary to care for afflicted negroes as for whites, perhaps more so because of the nature of the services the negroes perform. The state needs more adequate hospital facilities to care for both white and negro tubercular patients. County sanatoriums should be established throughout the state. Where counties are small, or rural, and sparsely settled, two or more counties could combine to provide a county group sanatorium.

THE COUNTY IDEA GROWING

The Guilford County Sanatorium is almost ideal except for the fact that it does not care for negroes, which we understand it's preparing to do.

A county sanatorium cannot perform its function unless it cares for both white and colored in all stages of the disease. Too, it must furnish diagnostic clinics for the county, and, if it desires to function completely it should, through its clinics and nurses, look after the patients after they leave the sanatorium.

Forsyth County has a small tuberculosis hospital that cares only for far advanced cases, but is thinking of building one adequate to supply the needs of the county. The city of Wilmington has a small tuberculosis hospital supported by Tuberculosis Christmas Seals, the Red Cross, the city, county, and private donations. Edgecombe and Nash have small places, also Mecklenburg will vote on a bond issue for construction, and a tax of five mills for maintenance and for retiring the bonds. Durham will follow suit in a short time, while Wake, Wayne, Gaston, Cabarrus, Stanly, and perhaps others are giving serious consideration to the matter.—N. C. Health Bulletin.

TOBACCO MANUFACTURES

Winston-Salem is the center of our tobacco industry reporting practically three-fourths of the total value of these products for the State. Durham ranks second and has become widely known for the manufacture of smoking tobacco. Other cities in which the industry flourishes are Asheville, Greensboro, Hickory, Leaksville, Reidsville, and Statesville.

This was among the first of the states to engage in tobacco manufacturing on a factory basis. It is not only one of the greatest tobacco growing states in the Republic, ranking second in acreage and in quantity produced, it is first in the value of manufactured products. The state pays 42.3 percent of all tobacco tax paid to the federal government.

Sixteen plants in 1924 report the value of manufactured products at \$251,552,165, showing a decidedly steady advancement for the last biennial period.

The value of plants reported for 1924 is \$50,198,170; yearly payroll \$14,172,446.

Persons employed in plant operations number 17,174, of which 9,247 are men, 7,740 women, and 147 children.

Highest average daily wage paid men, \$4.51; lowest, \$1.88. Highest average paid women, \$2.82; lowest, \$1.45.

Ten factories employ electric power; two steam and electric; two, steam only. Total horsepower employed 9,512. Two of the plants operate by hand.