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DOES NORTH CAROLINA READ

READING DAILY NEWSPAPER

The table which appears elsewhere shows how the states of the Union rank as readers of daily newspapers. The table is based upon government figures of circulation, as compiled by Editor and Publisher, of the 2,014 English language daily newspapers published in this country on January 1, 1925, the time that this table was compiled. Of the 2,014 newspapers, 429 are morning newspapers which have a daily circulation, excepting Sunday, of 12,365,215 copies, and 1,585 are evening papers which have a total net paid circulation of 20,634,222 copies per issue. Sunday newspapers, 539 in number, the circulation of which is not included in the accompanying table because, to a large extent, it would be a duplication of the circulation of the morning papers, had on January 1, 1925, a circulation, net paid, of 22,219,646 copies.

How Calculated

In deriving the rank of states, each state is given credit for the circulation of the newspapers published in the state. Of course, certain inaccuracies may come in, because of interstate circulation, but this, to a large extent, is offset by the fact that interstate circulation is practically reciprocal. Again, only the more prominent newspapers have an interstate circulation of consequence, and that is small in proportion to intra-state circulation. Out of a daily circulation of 346,567 of the New York Times, 253,526 copies are confined to New York state. The New York Evening World out of a circulation of 292,747 copies daily has a city circulation of 245,702. The Charlotte Observer, a paper with a total circulation of 31,831, excluding the circulation in a few adjoining counties in South Carolina, has an out-of-state circulation of 275. Smaller newspapers have very little or no interstate circulation.

Local Circulation

To try to show the rank of states in newspaper reading by using a table based upon the circulation by states of one, or even of a select number of newspapers, would be futile, because no newspaper has, strictly speaking, a national circulation. The telegraph and the Associated Press have rendered impossible a newspaper with a great representative national circulation, like that enjoyed by the Saturday Evening Post and other magazines. The question of space and time comes in. A person in California can pick up a copy of a magazine published a week before in New York or Philadelphia and read it with as much interest as if it had just come off the press, but he has little immediate interest in the copy of a newspaper that has been shipped across the continent, because it is a week old and the news is stale.

The method used in working out the table on newspaper circulation is, in one sense, exactly the opposite to that used in determining the rank of the states in reading the 47 national magazines. In reference to the magazines the method used was exclusive and selective. Only the circulation of the magazines that had a representative national circulation was used. But in considering the circulation of newspapers the idea was to be inclusive, to include every daily newspaper published in English in the United States, from the large New York papers with more than 500,000 circulation to the little Nebraska daily with a circulation of less than 300 per issue.

The table showing the rank of states in reading newspapers is important for two reasons: (1) it gives the ratio of newspaper circulation to population; (2) it shows that there is a great variation in the extent of reading done in different states and corroborates the facts brought out in the table showing the rank of the states in reading the 47 magazines. There is a high correlation between the relative rank of the states in reading the 47 magazines and in their rank in reading the 2,014 daily papers. This is an outstanding fact. It gives additional proof of the great variation in reading proclivity of different states and sections.

How the States Rank

The table shows that California ranks first with one copy of daily

newspaper circulation for every 1.68 inhabitants, and that Mississippi comes last with one copy for every 28.11 inhabitants, while the average for the United States is one copy for every 8.20 inhabitants. North Carolina has one copy for every 9.74 inhabitants, and among the states she occupies forty-third position. The fact that she holds the same rank—forty-third, in reading magazines and in reading newspapers is quite significant. But from a viewpoint relative to the nation as a whole North Carolina ranks slightly lower in reading the daily newspapers than in reading the 47 magazines. In reference to the magazines, there was one copy for every 8.77 inhabitants while in the nation there was one copy for every 3.97 inhabitants; but in reading the newspapers, North Carolina has a circulation of one copy for every 9.74 inhabitants while in the United States there is one copy for every 3.20 inhabitants.

Geographic Areas

The following table shows the rank of the geographic areas of the United States as readers of daily newspapers, for the year 1924. The table includes every daily newspaper printed in the English language published in the United States, 2,014 all told. The South reads only 26 percent as much as the Far West and only 44 percent as much as the average for the entire Nation. North Carolina reads less than three-fourths as much as the average for the South. Surely there is room for expansion of the daily press in North Carolina.

Rank Group	Inhabs. per Daily Paper
1. Far West:	
Cal., Ore., Wash.,	1.91
2. New England:	
Conn., Me., Mass., N. H., Vt., R. I.,	2.40
3. Middle Atlantic:	
Del., D. C., Md., N. J., Pa., N. Y.,	2.33
4. Middle West:	
Ill., Ind., Iowa, Kan., Minn., Mich., Mo., N. D., Neb., Ohio, S. D., Wis.,	2.92
5. Mountain:	
Ariz., Col., Idaho., Mont., N. M., Nev., Utah, Wyo.,	4.84
6. Southern:	
Ala., Ark., Ga., Fla., Ky., La., N. C., Okla., Miss., Tenn., Texas, S. C., W. Va., Va.,	7.29

—Orlando Stone.

GROWTH OF DAILIES

Although the number of daily papers published in the United States decreased by 14 from 1921 to 1925 there has been a steady increase in circulation. In 1921 the morning papers had a circulation of 10,144,260 copies daily. The total at the present is 12,365,215 copies daily, which is a gain of 2,220,955 copies, or 21.9 percent in four years.

For the same period the circulation of evening papers showed an increase from 18,279,480 copies daily to 20,634,222, a gain of 2,354,742 copies daily, or 12.8 percent. The total daily circulation in 1921 was 28,423,740 copies, and in 1925 it is 32,999,437 copies, an increase of 4,575,697 copies, or 16.1 percent.

During the same period of time the population of the country increased approximately 6 percent so that apparently the people of the country are reading daily newspapers relatively about ten percent more extensively than they did in 1921. These increases in circulation show that daily newspapers are becoming more and more important as a means of communication between peoples.

Growth in North Carolina

Also there has been a steady increase in the circulation of dailies in North Carolina within the last two decades. The following table presents at a glance the main facts showing the growth of daily newspapers in the state since 1901.

Year	No. of Papers	Circulation	Inhabs. per Paper
1901	30	49,060	38.56
1910	31	103,915	21.24
1920	36	197,958	13.93
1925	42	262,740	9.74

THE N. C. YEAR BOOK What Next in N. C.?

The Year Book of the North Carolina Club at the University of North Carolina, What Next in North Carolina, is just off the press. A copy will be mailed free to anyone in the state who writes for it, as long as the limited edition lasts. The price to those outside the state is seventy-five cents.

The North Carolina Club, which was organized in the fall of 1914, is composed of students and faculty members who meet for one hour every two weeks to hear a paper on some subject of vital concern to North Carolina. Eight year-books have been issued to date, as follows: (1) The Resources, Advantages, and Opportunities of North Carolina, (2) Wealth and Welfare in North Carolina, (3) County Government and County Affairs in North Carolina, (4) State Reconstruction Studies, (5) North Carolina, Urban and Industrial, (6) Home and Farm Ownership in North Carolina, (7) What Next in North Carolina, 1922-23, and (8) What Next in North Carolina, 1923-24.

The 1923-24 Year-Book contains one hundred and twenty-eight pages of reading matter dealing with fourteen subjects of present-day interest to North Carolinians, and of vital concern to the state. The subjects treated are as follows:

1. Forest Conservation in North Carolina.
2. The Equalizing of Taxes.
3. State Prison Reform in North Carolina.
4. Social Treatment of Criminals in North Carolina.
5. A Program for Delinquent Girls in North Carolina.
6. Home and Farm Ownership.
7. Country Community Life and Cooperative Farm Enterprise.
8. County and County-Group Hospitals.
6. County Boards of Public Welfare.
10. County and County-Group Homes for the Poor.
11. North Carolina County Library Service.
12. County Government in North Carolina.
13. The Consolidation of Rural Schools and the County-Wide Plan of Administration.
14. A State-Wide Program of Physical Education for North Carolina.

For a copy of the Year-Book address The University Extension Division, Chapel Hill, N. C.

The growth of daily newspaper circulation in the state has been fairly rapid, but perhaps, no more so than in the country at large. The growth during the last two decades is the direct result of rapid urbanization in this state. Country people, the nation over, rank low as readers, and this is especially true with respect to daily papers. Their reading consists mainly of magazines and country weeklies. As long as North Carolina remains predominantly rural we may expect her to continue to rank low in reading daily papers. But we ought not to be content to remain in our present low position of forty-third. All factors considered we ought to make a better showing than we do, especially in view of our network of highways which facilitate communication, thus enabling papers to reach the readers while the news is fresh.—Orlando Stone.

ROBESON COUNTY BULLETIN

A new type of a student is going to college these days—a new type is going from Robeson county to colleges and universities in North Carolina.

They are students characterized by an ambition to count for something where to be a counter means most, and that's back home among the folks. College students are peeping over the campus bow these days into the world of living people beyond, trying to puzzle out ways and means to a better existence. Youth is everywhere in a state of unrest. They insist that they be allowed to work with others rather than merely for others, and Robeson county students at the university are no exception to the rule. They have never lost sight of or interest in what has been going on back in the big county and through the Robeson county club have kept alive and developed sentiments of localism and pride which have been manifested, for example, in the folk plays of Mr. William Cox of Rowland and Mr. Robert Proctor of Lumberton.

During the present college year three Robeson county students—Mr. F. L. Adams of Rowland, Mr. W. T. Sinclair of Red Springs, and Mr. W. Douglad Cox of Red Springs—have busied themselves with the work of preparing a social and economic survey of Robeson county. It is a hundred-page summary bulletin which ought to be thoroughly read by every citizen in the county, taught in the civic classes of the schools, and made a part of the program of women's study clubs. It ought to be preserved as a permanent work of value and added to every private and public library within the county.

The survey contains ten chapters as follows: Historical Background, Natural Resources, Industries and Opportunities, Facts about the Folks, Wealth and Taxation, Schools, Farm Conditions and Practices, Food and Feed Production, Evidences of Progress, Problems and Solutions.

The publication of the survey will be financed by advertising and this week the authors will canvass the business men of the county for this purpose. The Robesonian hopes that Robeson's citizens, men and women, will support this worthwhile undertaking.—The Robesonian.

THE SUREST WAY

Agriculture, said Herbert Hoover the other day, is a better town builder than industry. The remark is one that deserves more than passing notice. The chambers of commerce in nine out of every ten towns in the United States should have this very fact drilled into their systems. The majority of the American towns which now are straining their suspenders in an effort to pull factories in their direction will make more healthful progress if they forget the factories and extend a cooperative hand to the farmer.

Agriculture is the backbone of the average small town, but the town boosters are inclined to forget this fact. They labor under the mistaken notion that a good town means a bigger town and that a bunch of factories would solve their problem. The goodwill and the whole-hearted support of the farmers in that town's trade territory are vastly more desirable than factories for the average town. This good will and this support will not come unsought and uninvited. The boosting of a community's agriculture will be bread cast upon the waters. The town will progress without belching smoke stacks.—Emporia Gazette.

READING DAILY NEWSPAPERS In the United States, January 1925

The following table, based on Government statements of circulations, shows the rank of the states as readers of daily newspapers, and gives the number of inhabitants per daily paper, morning and evening, for each state. The table covers the total circulation of every daily paper printed in English published in the United States, 2,014 all told. The rank of states is arrived at by dividing the population of each state by the total number of copies of dailies published in each state.

California leads with one daily paper for every 1.68 inhabitants, while Mississippi comes last with one copy for every 28.11 inhabitants. North Carolina ranks 43rd with one daily paper for every 9.74 inhabitants, or one-third the U. S. average of one paper for every 3.20 inhabitants.

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Rank	Name of State	Number of Papers		Total Inhabs. per Daily Paper
		Evening	Morning	
	District of Col.	2	3	5
1	California	42	105	147
2	Massachusetts	11	62	73
3	New York	36	99	135
4	Missouri	9	58	67
5	Oregon	7	22	29
6	Ohio	18	116	134
7	Illinois	15	102	117
8	Washington	10	22	32
9	Maryland	5	10	15
10	Pennsylvania	34	125	169
11	Rhode Island	2	8	10
12	Michigan	6	51	57
13	Colorado	7	25	32
14	Indiana	22	97	119
15	Connecticut	7	27	34
16	Nebraska	7	18	25
17	Minnesota	5	31	36
18	Iowa	5	44	49
19	Utah	1	5	6
20	Wisconsin	2	44	46
21	New Jersey	7	29	36
22	Florida	13	22	35
23	Kansas	10	49	59
24	Maine	5	6	11
25	Delaware	1	2	3
26	Tennessee	5	15	20
27	Arizona	6	10	16
28	Texas	20	80	100
29	Nevada	3	4	7
30	Oklahoma	10	38	48
31	Montana	10	8	18
32	Vermont	2	8	10
33	Kentucky	9	21	30
34	Louisiana	5	11	16
35	West Virginia	9	21	30
36	New Hampshire	1	9	10
37	South Dakota	4	12	16
38	Wyoming	1	5	6
39	Virginia	9	20	29
40	Idaho	6	7	13
41	Georgia	6	20	26
42	Alabama	3	21	24
43	North Carolina	13	29	42
44	North Dakota	2	8	10
45	Arkansas	6	28	34
46	South Carolina	6	12	18
47	New Mexico	1	6	7
48	Mississippi	3	10	13

N. B. Correction. The introduction to the tables under the heading Does North Carolina Read in the last two issues of News Letter stated that the figures of inhabitants per magazine were derived by dividing total circulation by population. This is a reversal of the process used; the statement should read "dividing total population by circulation." The figures and column headings in the tables, however, are correct as given.