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## COUNTY BUYING POWER

### COUNTY BUYING POWER

Forsyth county ranks first in buying power, according to the Dartnell Advertiser's Guide, just off the press. Elsewhere appears a table which ranks the counties according to buying power, as determined by Dartnell. The index of buying power is determined by combining a series of wealth production and standard of living factors chosen to indicate the purchasing power of counties. A unit of each factor is given a value and the total of the values is the index of the county's buying power. The factors chosen by Dartnell are: Value added by manufacture, value of mined products, value of crops, value of livestock products, value of fishing products, bank deposits, number of domestic lighting consumers, number of Ford and other passenger cars, number of income tax returns filed, circulation of thirty leading magazines, total population and an index of population quality. The table is designed to show purchasing power only, and is not an indication of how counties rank generally, or in any other specific way.

### Forsyth Leads

When the production and consumption units are totaled, Forsyth leads with three hundred and sixty-six, and Graham comes last with only five. Which means that the indications are that Forsyth's purchasing power is about seventy-five times the purchasing power of Graham. Graham county people live largely at home, while Forsyth people are great consumers of goods produced elsewhere.

Ranking after Forsyth are Guilford with an index of one hundred and ninety, and Mecklenburg with an index of one hundred and sixty-four, followed closely by Durham, Wake, Gaston, and Buncombe. The high index of Forsyth is due in part to the enormous value of her manufactured tobacco, out of which comes a large federal tax. The buying power is reduced at least by the amount of the tobacco tax. The same factor has some influence on the rank of Durham. Forsyth may purchase more than Guilford or Mecklenburg, but certainly not nearly twice as much. Aside from this we have very little criticism of the table. Enough production and standard of living factors are included to show fairly accurately the relative buying power of the counties.

The industrial and urban counties and the great cash-crop counties stand well up in the table. These are counties with large cash incomes, and therefore possess great buying power. The rural counties with more or less of a cash-crop type of agriculture occupy a middle position. The highly self-sufficing mountain and Tidewater counties come last. It may be that many of the counties near the end of the table have higher standards of living than some further up. They produce at home most of the things they consume. Some cash-crop counties may not live so well, but they have cash income and naturally they have greater purchasing power. Dartnell is interested in informing advertisers as to sales possibilities. We believe the findings are well worth passing on.

### BUILDING HOMES

The imperative call in our country is for more homes to be owned by their occupants, and less tenancy.

If a man who makes two blades of grass grow where one formerly grew is accounted a public benefactor, what shall be the appraisal of an association that finances the building of half a million homes in one year? There may be some objections by the captious to calling all houses constructed through the good offices of the building and loan association that many homes. It is true enough that a house does not make a home, but it is not true that there must be the shelter of a house for the lares and penates of a home?

Therefore, a building for a family must precede the founding of every home, and experience has proved that, though the exceptions are many, the home nest or fireside is the citadel of happiness and pa-

triotism. The heart of the nation is in the home and if your association can not claim the credit for creating the conditions that make the home the citadel, certainly it provides the buildings in which the spirit of the home burgeons and from which go influences that make a better world with more and more comforts for those privileged by the aid of your organization to become owners of houses where the blessings of home convert a building into the nearest approach to a heaven on earth.

In a day of easy credit, governmental agencies and individuals are so prone to go into debt that it would be well to declare that the philosophy of 'pay as you go' ought to be adopted by many in our day. It certainly ought to be the practice of governments and individuals as to everything except that which looks to permanency. Borrowing money even for bread and butter, not to say luxuries, is sure to bring the 'misery' foretold by Mr. Micawber. It is equally true that strict adherence to this principle as to home owning by citizens and for needed permanent improvements would check the wheels of progress and deny homes to many families in the years when they can afford most happiness.

It is only 18 years ago that this state really recognized agencies of comfort and gave them direction and supervision—only 18 years, though, of course, a number of associations functioned successfully before then. Then, the assets of the associations were \$4,352,888.08. The last annual report showed the assets had increased to \$85,715,009.08, an increase in the 18-year period of more than \$81,000,000.—Josephus Daniels, before the National B. and L. Convention.

### ELECTRICITY ON FARMS

The electric light and power industry is now doing for the farms of this country what it has done for the town and city—providing them with the prime factor of economic prosperity, electric service.

That is made clearer than ever in the report of G. C. Neff, chairman of the National Electric Light Association, to the Atlantic City convention of this body last month. Mr. Neff, vice president and general manager of the Wisconsin Power and Light Company, headquarters at Madison, shows that farm electrification increased 86.6 percent in the last year, notwithstanding the fact that this was a rather depressive year for most farmers. Thus electrical development steps out in front of the procession of progress on the farm as in the city and leads the way to new conquests. That is as it should be, for it is the function of the utility to lead. It must always be prepared, not only to meet present demands for its service, but the ever-expanding demands.

At this rate of increase—86.6 percent the last year—Mr. Neff says that by the end of 1932 there will be 1,000,000 American farms equipped with electrical service and by the end of 1938 three times that many, or nearly one-half of all the farms in this country.—Public Service.

### TRUTH IN NEWS

The need for editors to print the truth, whether the facts are creditable or discreditable to their community or state, has never been greater than it is today, Julian Harris, editor of the Columbus, Ga., Enquirer-Sun, told the North Carolina Press Association at its annual banquet.

"And never greater has been the responsibility resting on each and every editor, whether his paper be a country weekly with 500 subscribers or a city daily with 50,000, to do his full share toward ridding his section of the forces and ideas which are menacing its intellectual progress and spiritual growth and making a jest of justice and a lie of liberty," the editor declared.

Mr. Harris then propounded the following questions:

"Are each of you honestly, and with-

### HOLDING THE FARMER

A representative survey just completed by the Department of Agriculture indicates that 84 percent of the farmers who moved to towns between 1917 and 1926 owned their farms at the time the change was made. No doubt many of these farms were mortgaged. More than half of the farmers were under 50 years of age.

They gave as their reasons for leaving the farms: Economic, 37.8 percent; old age and physical disabilities, 25.2 percent; opportunity to give children better schooling, 10.9 percent; because of having achieved a competency, 2.5 percent; in order to let son have farm, 1.8 percent; all other reasons, 21.8 percent.

What happens when a fairly well-to-do farmer moves to the city? He either sells his farm or places a tenant in charge. If the latter occurs, the farm must then support two families. The new man, as a general rule, has his fortune to make out of the soil. The prosperous farmer takes to the city with him his years of experience and education in business-like farming, his wealth which was produced on the land, and his desire to live a more comfortable life. The rural neighborhood, school, club, church, and local government lose a substantial supporter. By remaining on the farm, the fairly well-to-do man could do much to raise the standard of living in his community. In moving to the city, he enters an entirely new environment with a good chance of being a misfit in the new surroundings.

As I see it, if we are to develop a fuller and richer rural life, if we are to make farm life and the farm home sufficiently attractive to keep the best farmers in the rural communities, we must pay more attention to the technical principles of rural consumption. That is to say, we must assist the rural communities to achieve the highest possible standard of living on their income.

When the makers of apparatus and appliances start out to improve the conveniences of the farm house, they must invent things adapted to the conditions which surround the farm home. There must be heating plants, kitchen facilities—for lighting, cooking, disposal of sewage—radio sets adapted to farm use. This is not impossible. I have talked with men engaged in these industries, and they believe the thing can be done. The demand and the market is waiting for the leader who will get back of the idea and work it out.—Secretary of Agriculture Jardine.

out reservations of any kind, printing all the facts relating to every form of injustice which is calculated to destroy the happiness, limit the comforts, narrow the rights, or threaten the life or liberty of the people of your state?

"Or do you put industrial progress and financial prosperity above human advancement and human happiness?"

"Are you working for the welfare of the people of your town, whether against social prejudice, religious intolerance, or organized lawlessness?"

"Or do you use your columns to clamor for a bigger town instead of a far better one, and for a wealthier community rather than one where the less prosperous may have full opportunity to improve their condition?"

### WEALTH AND ILLITERACY

Julian Harris in his recent address to the North Carolina Press Association made a plea for the editors to fight illiteracy, prejudice and ignorance in the South. Quoting Walter Hines Page that a "South, illiterate, unhealthy, poverty-stricken was a national peril," the editor declared that "to that statement I would add that it is equally true that a South illiterate and intolerant, but wealthy, is a national menace."

"If you are tempted to reply that as soon as the South is wealthy, illiteracy and ignorance, which breed intolerance, will be wiped out, my reply is that the South, even now, is rolling in wealth."

Reciting a list of figures showing the great increase in recent years of wealth in the South, Mr. Harris said the South is no longer poverty-stricken and unhealthy, "yet, illiteracy thrives, and prejudice and intolerance, often masked and hooded, usurps the law and administers justice with the lash."

## NOTES ON PUBLIC EDUCATION

### 2. A STATE PROGRAM FOR EDUCATION

The legislative program for any particular state will differ from that in others because it must provide for particular and specific state needs and must be consistent with the existing administrative system and traditions and ideals of the people. There are, however, certain considerations and problems common to all states which will doubtless be the subject of consideration in formulating educational programs. In many states the first step should be to take an inventory or survey of the educational assets and liabilities of the state, and on the basis of this study to formulate a program of educational legislation extending over a period of years. Such a program would include, among other things, some provision for the following:

1. A businesslike state system of school organization, administration, supervision, and support; a professionally staffed and adequate state department of education.
2. Establishment of an effective unit for the greatest efficiency in local school administration, or such changes in existing unit as will add to its practical efficiency.

3. Readjustment of elementary and secondary education to include (a) education for health, (b) education for citizenship, (c) education for life occupation, and (d) education for leisure.

4. A liberal system of school support, including sources which supplement income from property taxation, if possible; a scientifically distributed equalization fund; or an equitable method of distributing established funds to equalize educational opportunities and at the same time provide an equitable distribution of tax burdens.

5. Provision which insures sanitary and appropriate school grounds and buildings, preferably under state supervision and inspection.

6. Preparation of an adequate staff of teachers.

7. Provision for a modern system of certificating teaching based on a gradual increase in professional requirements.

8. Adequate provision for living salaries for these teachers, longer tenures, and retirement pension.—From A Manual of Educational Legislation, U. S. Bureau of Education.

### BUYING POWER OF COUNTIES IN 1927

In the following table the counties are ranked according to an index of total buying power as determined by the Dartnell Advertiser's Guide. The index is determined by combining a series of factors chosen to indicate the purchasing power of counties. The factors chosen are: Value added by manufacture, value of mined products, value of crops, value of livestock products, value of fishing products, bank deposits, number of domestic lighting consumers, number of passenger cars, number of income tax returns, circulation of thirty leading magazines, total population and an index of population quality. The table is designed to show only purchasing power, and is not an index of how counties rank generally, or in other specific ways. Forsyth's high index is largely due to value of tobacco products. See brief interpretation which appears elsewhere.

Department of Rural Social-Economics, University of North Carolina

Rank	County	Buying power, Dartnell index	Rank	County	Buying power, Dartnell index
1	Forsyth	366	51	Caldwell	33
2	Guilford	190	52	Pasquotank	32
3	Mecklenburg	164	53	Lincoln	30
4	Durham	156	53	Orange	30
5	Wake	131	53	Stokes	30
6	Gaston	120	56	Henderson	29
7	Buncombe	106	56	McDowell	29
8	Rockingham	90	56	Person	29
9	Johnston	86	56	Warren	29
10	New Hanover	83	60	Ashe	27
11	Pitt	81	60	Greene	27
11	Robeson	81	60	Hertford	27
13	Wayne	78	63	Bladen	26
14	Halifax	76	63	Madison	26
15	Cabarrus	74	63	Scotland	26
16	Edgecombe	73	66	Davie	24
16	Rowan	73	67	Carteret	23
18	Wilson	70	67	Yadkin	23
19	Nash	67	69	Cherokee	22
20	Davidson	65	69	Yancey	22
21	Cleveland	64	69	Montgomery	22
22	Alamance	62	72	Caswell	21
22	Iredell	62	72	Lee	21
24	Catawba	50	74	Brunswick	20
25	Cumberland	56	75	Hoke	19
25	Sampson	56	75	Jackson	19
27	Lenoir	53	75	Onslow	19
27	Rutherford	53	75	Swain	19
27	Union	53	75	Watauga	19
30	Craven	51	80	Chowan	18
30	Surry	51	80	Pender	18
32	Harnett	50	82	Alexander	17
33	Randolph	49	82	Macon	17
34	Richmond	48	82	Perquimans	17
34	Stanly	48	85	Gates	16
36	Beaufort	46	85	Transylvania	16
37	Duplin	45	85	Washington	16
38	Anson	44	88	Mitchell	15
38	Wilkes	44	89	Jones	14
40	Columbus	43	90	Avery	13
40	Vance	43	90	Pamlico	13
42	Franklin	41	90	Polk	13
43	Granville	40	93	Currituck	11
44	Bertie	39	93	Hyde	11
45	Haywood	38	95	Alleghany	9
46	Moore	37	96	Camden	8
47	Northampton	36	97	Dare	7
48	Burke	34	98	Clay	6
48	Chatham	34	98	Tyrrell	6
48	Martin	34	100	Graham	5