

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 its Bureau of Extension.

FEBRUARY 9, 1921

CHAPEL HILL, N. C.

VOL VII, NO. 12

Editorial Board: E. C. Branson, L. R. Wilson, E. W. Knight, D. D. Carroll, J. B. Bullitt.

Entered as second-class matter November 14, 1914, at the Postoffice at Chapel Hill, N. C., under the act of August 24, 1911.

SET CAROLINA COLLEGES FREE

THE SONS OF CAROLINA

To you, the ten thousand living alumni of the University of North Carolina, Alma Mater calls in this her hour of need. If you really believe that what the University did for you was worth while; if you have faith that what the University has done and is doing for North Carolina is worth while; if your hearts thrill with the everlasting righteousness of the cause she lives for—then rally ten thousand strong about her standard.

For her cause is in no wise partisan or selfish. It is the cause of North Carolina; the cause of the commonwealth itself. It is not the future of the University alone, but the future of North Carolina which trembles in the balance. The University cannot without relief educate even her present number of students. She cannot hold her present strong faculty. She must inevitably sink to a position of inferior and sharply limited service. But limited registration and inferior work mean the slamming of the doors of opportunity in the faces of North Carolina's sons. They mean the tragedy of youthful promise unfulfilled, potential leadership crippled, the future of a state, now bright with promise, shadowed and darkened.

The time for decision is now. Two years from now, it will be too late to save the situation. The University will have lost more ground than can be regained in a decade—and her loss will be North Carolina's.

Never was the state faced by a greater crisis. The issue is simply and clearly whether she shall save dollars or grow men. Shall she hide in a napkin the greatest gift that God has given her—the gift of fine, clean young manhood, youth of the sturdy old American strain?

Barred gates instead of an open road to learning; youth cramped, denied, confined; future leaders untrained, penalized for their North Carolina birth—will the great heart of the state suffer these things to be?

And you, who know what a fuller life and a richer service is yours because of your years on this campus, you before whom the doors of opportunity swung open, you least of all men can consent that others lose what you have gained. The cause is yours, your sons', your state's. It is the cause of life against stagnation, of education against ignorance. Your University, strong, willing, eager, asks but one thing; that she be set free to do her work for the upbuilding of her state. Are you, her sons, content with less?

Confidently she calls to you, sure of your response. Now is the day of your opportunity. Are you ready for the task?—President H. W. Chase.

THREE ESSENTIALS

In whatever order you place their importance, the following are three essentials that North Carolina must have regardless of the cost: Good Schools, Good Roads, Good Health.

Each one has an important relation to the others; to promote one is to help the others, they are inseparable.

North Carolina has paid for mud roads a tax far in excess of the cost of a modern system of highways.

North Carolina has suffered a high death rate from preventable disease.

North Carolina has paid a big price, in shame and incompetency, for illiteracy.

Our State is Rich

Our state is now one of the richest in the Union despite our undeveloped resources, and yet some of our citizens shudder at the idea of taxation for improvements. Like the ostrich, who sticks his head in the sand during a storm, they are not aware that there is a whirlwind of demand for the correction of bad roads, inadequate schools, and poor health conditions. These are handicaps that no state can afford to labor under.

The General Assembly has convened in Raleigh to consider matters of vital importance to the welfare of our citizens and the development of the state. Members of the legislature will pass

the needed legislation if citizens will make their demands known.

If you desire to eliminate the present enormous waste, to develop better homes, better schools, better churches, better farms and to promote general improvement along every line, write your representatives at Raleigh, care General Assembly, and let them know that public sentiment favors a comprehensive road law and liberal appropriations for public health and education.

This Association is advocating the enactment of an adequate State Road Law that will provide for the construction and maintenance of a modern system of State Highways. We believe that good roads will remove isolation and thus contribute to the improvement of educational facilities, health, and other economic conditions.

Hermit Souls

The time is ripe for the Old North State to appreciate her opportunities and assume her obligations. The State as a unit has not functioned properly.

She has long been noted for her conservatism.

Conservatism might be an asset, but poor health is not.

Conservatism might be profitable, but bad roads are not.

Conservatism might be politically expedient, but illiteracy is not.

Let us pay a good roads tax rather than a mud tax; let us pay a tax for public health rather than an undertaker's bill; let us pay a tax for real education rather than for lost opportunities.

"There are hermit souls that live withdrawn

In the peace of their self content;
There are souls like stars that dwell apart

In a fellowless firmament.
There are pioneer souls that blaze their paths

Where Highways never ran;
But let me live by the side of the road
And be a friend to man."

—W. A. McGirt, President N. C. Good Roads Association.

FARM ORGANIZATION

Out of the economic plight of the farmers is coming a new program, backed by farmers and other interests of the country, for a sounder business organization in growing and marketing crops. The National Association of Marketing Officials, which has just closed its convention in Chicago, took a wide survey of what has been accomplished already in this respect and mapped out a broad field for future activity.

Some of the principal objects emphasized in the conference were organization of producers' co-operative organizations for the purpose of standardizing farm products; prevention of loss and waste in transit; better facilities in bringing producer and market together; efforts to improve terminal facilities, especially with a view to reducing expenses for handling farm products; investigation into the costs of distribution so that farmer and consumer may have a clearer idea of what is a legitimate profit for middlemen; adequate storage accommodations and the extension of credit facilities, particularly through co-operative banks and credit unions.

Many of these subjects have received careful study in the past and considerable progress has been made in applying the knowledge gained. But there is still a wilderness of confusion for farmer and the buying public because of insufficiently developed agencies for rapid and cheap distribution. Last summer enormous quantities of garden products went to absolute waste near Philadelphia, New York and other population centers while the commission men and retailers were charging practically war prices for fresh vegetables. Such a situation is partly the result of the profiteering impulse; a large part of it is lack of organization in the business of raising and distributing food commodities.

Let farmers' organizations lead the way in outlining the sort of legislative help they need in perfecting organiza-

THE GOVERNOR'S PROGRAM FOR GOOD ROADS

We must have good surface roads in the state. The main highways must be of hard surface, and dependable every day in the year. The construction of the main highways must be forced by the state, and constructed under its agents in order to get them through a few unprogressive counties that will not construct them, and through a few poor counties which do not have sufficient wealth to justify their construction. We have few such counties, but the few make a completed system for the state impossible without state action. It, therefore, becomes imperative, if we are to have a reliable system of highways in the state, over which the people can travel at all seasons of the year in safety and confidence, for the state to depart from its time-honored policy of leaving the construction and maintenance of roads to the counties.

tion of their industry. The consuming world is more than ready to support the man who feeds them all in establishing closer communication between him and themselves.—Asheville Citizen.

HE DRIFTED TO THE CITY

"What attracts country boys to industrial centers?" he said, repeating the question. "The eternal longing for variety, progress, companionship. There are just as many ambitious, progressive people born on the farm as in the cities. Work on the average farm round here is monotonous, hard for grown people, and far harder for young folks. We still have the old routine of grandfather's time—everybody up at sunrise and on the job until bedtime, with no method and little or no system. If the farmer's boys and girls leave for town jobs it is chiefly his own fault. If he ran his farm with some of the power devices available today his boys with mechanical ability would probably stay on the farm instead of seeking factory jobs in the nearest town. During the worst farm-labor shortage incident to the war help was most plentiful on the larger Western farms equipped with power, and scarcest on the old-fashioned, small, drudging farms in the East.

"The farmer complains of factory competition, and believes that he cannot pay factory wages. But he has the same opportunity as the manufacturer had years ago if he will systematize farm jobs to increase production and profits. The farmer was asleep during the war. He lost out by not offering better living conditions, shorter hours and more wages when the demand for his product was greatest. Long ago the manufacturers learned that long hours, unsafe and unsanitary working conditions and low wages do not pay in production or profit. So he provides sanitary workrooms, shorter hours, night schools, vocational training, athletics and sports, and even looks after the housing and nourishment of his employees. Give country boys the same opportunities, and by special training teach them that a farmer must be a manager, a salesman, a cost accountant, an advertiser, a technical expert and an all-round business man, and more of them will stay on the farms and make them pay."

The Desire to See Life

Why does the city attract the country boy, and is he really better off there than upon the farm?

There are at least half a dozen basic factors in the lure of the city. Money is usually placed first—opportunities to earn higher wages, and what is even more potent, all-year-round work as against the seasonal work of the farm. Excitement is another motive, including not merely the much-blamed movie, theater, dancing and like attractions, but the crowds and contacts and thrills of big communities where something is

COUNTRY HOME CONVENIENCES LETTER SERIES No. 41 EXPERIENCES IN THE FIELD—I

Mr. J. C. Smith, a business man and land owner, lives in one of our western counties. His home is in a small town completely hemmed in by tall mountains and very hard to reach by train or wagon road. Within half a mile there are three or four swift running mountain streams. One of these belongs to Mr. Smith. Some time ago he was very anxious to develop this to furnish electric light and power for himself and his neighbors. He installed a plant, many houses and the few stores were wired and a moving picture show started. Right away, however, it was seen that something was wrong.

Even when there was plenty of water in the stream the plant did not give good service. Sometimes the lights would be bright and then they would grow very dim. When the movie show was going on the lights were dimmest. There were a great many people too who did not care to go to the movies at night, but preferred to stay at home and read the weekly newspaper or a good book. Very often the women had their sewing to do at night. These people were compelled to bring out the old oil lamps until the show was over.

always going on. Then many farm boys are born city dwellers by ability and instinct, their tastes running toward technical, industrial and professional occupations, gifts that find no outlet on the farm. City opportunities for advancement, with their schools, libraries, museums and institutions generally, are another strong attraction. City comforts make their appeal by contrast with crude living conditions on many farms—compact apartments, baths, steam heat, electricity, trolleys, spick-and-span offices and work-rooms, ever-present power appliances to save drudgery and time. Imagination, romance, adventure—when these no longer call the country boy to town there will be something wrong with him. The big-scale way of doing things in cities impresses the country boy—splitting up work into specialized jobs in contrast with the jack-of-all-trades method inseparable from farming, adequate capital and equipment for every purpose, the enormous extent of industrial and business organizations and plants.—James H. Collins, Saturday Evening Post.

RURAL TELEPHONES

One of the latest of the leaflets of the University of North Carolina has to do with the construction of rural telephone systems. It is written by John E. Lear, of the department of Country Home Conveniences of the University, in collaboration with the State Highway Commission. The leaflet is crowded with information which will be of service to communities considering the construction of a telephone system, as will be gathered from some of the subjects treated, as for instance, Planning the System, Poles and Pole Fittings, Setting and Guying, Stringing and Tying, Installation of the Telephones, Ground Connections, etc. Even the forms of petitions to superintendents of railways for permission to cross railroad lines and to mayors for permission to erect lines within city limits are given, as are also requirements of the Corporation Commission, details as to cost of material and other information of use in construction of a telephone system.

A wide circulation of the booklet should have the effect of greatly arousing the interest of rural communities in this facility which has become a necessity of modern city life and which is steadily gaining ground in the rural sections. Copies of this and other leaflets on country home comforts and conveniences can be had by addressing the Bureau of Extension, Chapel Hill, North Carolina.—News and Observer.

HOBSON'S CHOICE

If the small towns of North Carolina, towns with less than 2500 inhabitants, want to survive and grow, they must do one of two things, according to Roy

Something had to be done right away. No one in the neighborhood knew what to do, so Mr. Smith began seeking outside help. He didn't want to go to the expense of having a professional consulting engineer. About this time some one told him of the Bureau of Country Home Comforts and Conveniences at the University which furnished free engineering service to people in the rural districts of the state.

Mr. Smith wrote this division, requesting that the water power expert be sent to go over the situation on the spot. The representative immediately called, made stream gaugings and surveys, looked at the power house and equipment, the flume, the makeshift dam and power connections and found the trouble right away. The curious assortment of equipment and the un-engineering method of putting it in so aroused the representative's curiosity that he was compelled to ask, "How did you do it?" In reply—but herein lies a tale which we will tell our readers next week. Likewise we will tell you how Mr. Smith and the community were helped out of their trouble.—W. C. W.

M. Brown, of Watauga county, speaking before the North Carolina Club, which is this year studying the state from an urban and industrial point of view. These small towns, said he, must either move forward into the class of manufacturing centers, which a few of them have been able to do; or they must by community effort become attractive local trade, high school, and residence centers.

Mr. Brown cited figures showing that small towns of North Carolina were not only not increasing in population, but that 93 of them in the past decade actually dwindled in size and 40 of them surrendered their charters of incorporation and quietly faded from the map, disappeared, lay down and died.

He thinks the same fate is coming to others unless they do something to prevent it. Country people leaving their farms do not stop in these little towns, he said, unless they are especially attracted to them and see in them a chance for themselves and their children. They jump over them and go to the larger cities.

Here is the great place for chambers of commerce or other community bodies, said Mr. Brown. Membership and activities of such bodies should extend throughout the trade area of the town. In predominantly rural counties the chambers should be county-wide.—Lenoir Chambers.

A NEW EXTENSION AGENT

Announcement has been made by President H. W. Chase of the University of North Carolina, that Chester D. Snell has been appointed assistant director of the Bureau of Extension and will begin his new duties immediately as assistant to Dr. Louis R. Wilson, present director, who has been in charge of the University Extension work since it was started nine years ago.

Mr. Snell was a student at the Y. M. C. A. College at Springfield, Mass. He is a graduate of Teachers College, Columbia University. During the war he was a member of the Harvard University Officer Material School, and an ensign in the Naval Reserve.

He was survey supervisor of North Carolina for the Inter-Church World Movement, and manager of the educational service unit of the Y. M. C. A. for North Carolina. During the past year he has lived in and traveled extensively throughout the state.

As assistant director he will be immediately in charge of the divisions of home study and lectures. He will be closely related to the field work of the Bureau and will spend considerable part of his time away from Chapel Hill. The extension work of the University has grown widely in recent years and its new plans call for a closer supervision of its activities in many parts of the state.