

THE UNIVERSITY OF NORTH CAROLINA NEWS LETTER

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

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BILLIONS FOR LUXURIES

MILLIONS FOR EDUCATION

Nearly twenty-three billions for luxuries in the United States in 1920!

The sum is so immense that it is unrealizable. In a single year we spent nearly as many billions on luxuries as we spent directly in the Great World War, or twenty-three against twenty-four billion dollars.

We spent twenty-three billions for luxuries, but we spent less than one billion for education—for schools of every grade and type, public and private, church and state; for teachers' salaries, new school buildings and equipments, janitor services, repairs, heating, lighting, and all incidentals.

Elsewhere in this issue will be found two tables on expenditures for luxuries and for education in the United States; one table based on the researches of the tax experts in the federal Treasury, and the other one given to the public by Dr. P. P. Claxton, U. S. Commissioner of Education.

These tables provoke endless comparisons. And comparisons, said Shakespeare, are odious. Elsewhere he speaks of comparisons as odorous.

The thoughtful reader has his choice of adjectives.

What we spent on (1) cigarettes, or (2) plug tobacco and snuff, or (3) movies, theatres, ball games, and the like, or (4) face powders, cosmetics, and perfumery, was in each instance more than the sum we spent on elementary and high school education, public and private, church and state.

These four forms of luxury in a single year called for more ready cash than the elementary and high schools of the nation will cost the taxpayers during the next four years.

We spent five hundred million dollars on jewelry, but we spent only one hundred thirty-seven million dollars on colleges, technical schools, and universities of every grade and character. Indeed, what we spent on jewelry alone in one year would keep all the colleges and universities of the country going nearly four years.

But perhaps the most startling comparison concerns chewing gum and normal schools; twenty millions spent on normal schools for teacher-training and fifty millions spent on chewing gum. We spend two and a half times as much for chewing gum as we spend for teacher-training in America.

We spent two billion one hundred eleven millions on manufactured tobacco products. What we spent in one year on tobacco products alone would pay our total education bill for more than two whole years.

What we spent on commercial candy was a billion dollars. Our candy money alone is more than the total cost of education in the United States year by year, and nearly twice the value of all the college properties erected and equipped in three centuries.

What we have spent in this country on education of every sort during the last fifty years is fourteen and a half billion dollars. Our luxury expenditure last year overtops our education bill during the last half century by eight billion dollars.

What we have spent for education in the United States in our entire history is nearly seventeen billion dollars. Our luxury bill for a single year overtops our educational expenditures during the last three hundred years by more than six billion dollars.

And so on and on. We are merely attempting to draw the attention of thoughtful people to these authoritative sources of information and to set them thinking about the soul of America. It comes near to being true that a nation is what it laughs at or spends its money for.

We are a luxury-loving people, in ways and degrees that stagger the imagination. We have billions for luxuries every year and less than a single billion for education.

We have billions for luxuries, while public schools, church colleges, and state universities limp along lamely.

What we spend on carpets, rugs, and luxurious clothing is a billion and a half dollars a year, and what we have been willing to invest in church properties in

three hundred years in America is barely more than one and a half billion dollars.

We spend three hundred fifty millions a year on soda fountain drinks, but we spend only three hundred twenty-nine millions a year for church support.

We are closing this brief comment with a little table of irritating comparisons.

Luxuries and Education

Luxuries in 1920	\$22,700,000,000
Educ. in our entire history	16,700,000,000
Educ., total fifty years	14,500,000,000
Tobacco products, 1920	2,111,000,000
Carpets and lux. clothes	1,500,000,000
Church sup. in 1916	1,657,000,000
Cigarettes, 1920	800,000,000
Plug tob. and snuff, 1920	800,000,000
Theatres, movies, etc. 1920	800,000,000
Face powders, cosmetics, perfumery, 1920	750,000,000
Elementary and high schools, 1918	762,000,000
Soft drinks and ice cream, 1920	600,000,000
College properties total in 1918	579,000,000
Jewelry, 1920	500,000,000
Church support, 1916	329,000,000
Furs and fur articles, 1920	300,000,000
Colleges and universities, 1918	137,000,000
Chewing gum, 1920	50,000,000
Normal schools, 1918	20,400,000

WE CAN BUY THEM AT HOME

Speaking of the sixty-three million dollars of state bonds authorized by the last legislature for state highways, consolidated public schools and state institutions of learning and benevolence, and the tight money market North, The Hickory Record says:

It has frequently been suggested that the people of the state purchase their own bonds, but the matter has gained little progress.

Prior to the war the people of North Carolina knew very little about bond matters and they seldom invested their savings in these securities. Northern people bought North Carolina bonds.

The war, however, made many thousands of North Carolinians holders of bonds, and the habit formed four years ago might as well be continued. Why not buy North Carolina bonds?

The Daily News has no doubt that it is possible for North Carolina to finance itself entirely; indeed, a little consideration of the facts and figures of North Carolina resources presents the proposition as self-evident.

Moreover it is very probable that the North Carolina dollar invested in North Carolina development will in direct and indirect returns profit its owner more than any other use of it could.—Hickory Record.

UNIVERSITY ENLARGEMENT

The beginning of a big job of expansion over at the University means an influence on education in North Carolina that no one among us is able to comprehend. In the past twenty years the University has been reaching out beyond its old-time horizon and doing so many things to broaden its influence and extend its acquaintance that today it is an institution well rated at home, but away from home accounted a leader in many things that many of us do not know of. With the program of building carried out to the extent of improvement that will cost a million and a half dollars the stimulus to the present organization and the increased possibilities that will be afforded will put the University on a basis that will change its character entirely.

Until in the last few years the institution has had more or less of a struggle to hold its place as a factor in higher education. The many vicissitudes encountered were obstacles hard to get over. But Chapel Hill persisted and at length came the day when money was easier and the field widened. When the breaking of the bonds commenced the rest was swift, and almost before North Carolina or the country was aware the University had begun to work in fields that were new to the institution, and a surprise to more pre-

CLEAVE TO CAROLINA

Thomas Ruffin

Cleave to North Carolina. Stay in her, fertilize her, till her, cherish her rising manufactures, extend her railways, encourage and endow her schools and colleges, sustain her institutions, develop her resources, promote knowledge, virtue, and religion throughout her borders, stimulate state pride and exalt her renown.

tentious universities and colleges elsewhere. A management always a little ahead of the resources of the place, and a faculty that has been standing by with a remarkably confident view of the future have been at the bottom of it. With this to work with, the state and the people have been backing the University enthusiastically, and the result is the scheme that is now starting and which will lift it to a new place among educational establishments.

Handicapped as it has been by its limited income, the University of North Carolina has positively defined its status, and it has an individuality among the advanced schools that identified it as of its own type. It is no follower. It is marking new paths and getting credit for what it is doing. With its increased facilities it will do much better, for nothing can do its best when hampered by lack of the necessities of operation. North Carolina will be well pleased with the University as its immediate future unfolds for it will be able presently to do what it wants to do and do it right and without limit.—News and Observer.

IMPROVING SCHOOL GROUNDS

In order to promote the beautifying of school grounds in North Carolina a bulletin on this subject has been prepared by Dr. W. C. Coker, Kenan Professor of Botany and Director of the University Arboretum, and Miss Eleanor Hoffman, and published by the Bureau of Extension. This bulletin contains designs for actual and hypothetical school grounds, each design being accompanied by a planting plan showing the plants to be used. There are also photographs and sketches of illustrative planting from various sources such as the University Arboretum and private grounds.

The text of this new bulletin consists of advice as to principles of planting so as to secure the most desirable effects, together with descriptions of trees, shrubs, and flowers recommended for use in the three main sections of the state—East, Central, and West.

People in all sections of the state are requesting information which will assist them in beautifying their school, home, or city grounds. If you are interested, send a card to-day addressed, Bureau of Extension, Chapel Hill, N. C., requesting that one of these bulletins be sent you. No charge will be made to residents of North Carolina. School principals and superintendents, and school boards that are contemplating a new school building or improving an old one will find this bulletin invaluable.

As a further help toward beautifying school grounds in North Carolina, the Bureau of Design and Improvement of School Grounds of the University Bureau of Extension will give direct assistance by sending out a field worker to assist in preparing plans for beautifying localities. In offering this service, the Bureau will follow its usual practice—no charge will be made for personal visits except that the traveling expense of the worker will be borne by the school or organization requesting the service. Address: Division of Design and Improvement of School Grounds, Bureau of Extension, Chapel Hill, N. C.

THE COST OF EDUCATION

We are here giving the cost of education in the United States covering schools of every grade and type, public and private, church and state—teachers salaries, new school buildings and

COUNTRY HOME CONVENIENCES

LETTER SERIES No. 52
FARM LIGHTING PLANTS—IV

In a recent News Letter article on farm lighting plants we assumed that the price of carbide was \$3.75 per hundred pounds. Some of our readers have called our attention to the fact that carbide at present costs \$5.90 per hundred pounds. We wish to explain that the price we used was taken from a publication sent us recently by a prominent manufacturer of carbide lighting plants. In this connection it might be well to point out that whereas we stated in our Letter Series No. 45 that the electric plant was somewhat cheaper to run when compared with the acetylene plant using carbide at the old price that with the present price of carbide the cost of operation of an acetylene plant is practically double that of a small electric plant. This is best shown by using some figures.

The Electric Cost

Under average conditions the farmer with his electric plant uses about 5-kilowatt hours of energy per week. This is equivalent to using about seven 25-watt lamps for a period of four hours each day. The cost per kilowatt hour of electricity delivered by the generator of an electric plant considering only the cost of the gasoline and the oil is about ten cents. This power after coming from the generator goes to a set of 32-volt storage batteries where it is stored for use when needed. Some of the power, of course, is lost in the battery. If we assume that this loss is thirty per cent, then the cost of the power delivered by the batteries to the lights is 14.3c per kilowatt hour, which for 5-kilowatt hour a week would a-

mount to a cost of \$37.50 per year for running cost of the plant.

The Acetylene Cost

Now considering the acetylene plant we find that a gas burner giving the same amount of light as one 25-watt electric lamp uses 1-2 cu. ft. of gas per hour. Now 500 cu. ft. of gas is generated from a hundred pounds of carbide costing \$5.90. This makes the acetylene cost 1.18c per cu. ft. Using the same number of gas burners of the size to give as much light as 25-watt electric lamps and using them for the same length of time each week they would burn up 100 cu. ft. of gas per week which at a cost of 1.18c per cu. ft. would amount to \$61.40 per year for the operating cost of the acetylene plant.

The Investment Analyzed

If we take up now the initial cost of the investment in each case we find that the electric plant means an outlay of about \$600, and the acetylene plant about \$350. The interest and depreciation on the electric plant would be about \$120 per year. Wherefore the interest and depreciation on the acetylene plant would be about \$55. If we add in these figures to the running cost cited above we find that the total cost per year of the electric plant is \$157.20 and the corresponding cost of the acetylene \$116.40, there being a difference of \$40.80 in favor of the acetylene. This point of higher cost, however, was discussed in one of our former articles. We believe that the many advantages of the electric plant over the acetylene more than out-weigh the additional cost of the electric plant.—W. C. W.

equipments, repairs, janitor services, heating, lighting and all incidentals in 1918:
Elementary schools, high schools, junior colleges...\$762,259,154
Colleges, technical schools, universities..... 137,055,415
Teacher training schools.... 20,414,689
Total.....\$919,729,258
And also the total cost of education in the United States during the last half century, from 1870 to 1920:
Elementary schools, high

schools, junior colleges \$12,457,484,563
Colleges, tech. schools, universities..... 1,804,200,272
Teacher train'g schools. 291,111,232

Total.....\$14,552,796,067
All previous expenditures 2,153,000,000

Grand total.....\$16,706,796,067
These authoritative figures by Dr. P. P. Claxton, U. S. Commissioner of Education, are detailed for comparison with our expenditures for luxuries as given to the public by the Secretary of the Federal Treasury for 1920.

LUXURY EXPENDITURES IN THE UNITED STATES

Covering the Year 1920

Based on Letter of Hon. D. F. Houston, Secretary of the Treasury, June 11, 1920.

As per the Report of the Federal Treasury Experts Canvassing Tax Returns and Other Sources of Information.

Luxurious foods—not staple foods, but extras, dainties, luxuries	\$5,000,000,000
Luxurious services—attendants in homes, hotels, restaurants; chauffeurs, maids, valets, caterers, and the like	3,750,000,000
Other luxuries—joy riding, pleasure resorts, races, etc.	3,000,000,000
Sugar—for articles made and sold outside the household; candy, ice-cream, cakes, soda fountain drinks, cereal beverages, etc.	2,180,000,000
Commercial candy	\$1,000,000,000
Soda fountain drinks	350,000,000
Cakes and confections	350,000,000
Ice-cream	250,000,000
Cereal beverages	230,000,000
Tobacco—manufactured products	2,111,000,000
Cigarettes	\$800,000,000
Plug tobacco and snuff	800,000,000
Cigars	510,000,000
Cigar and cigarette holders	1,500,000
Carpets, rugs, and luxurious clothing—clothing so expensive as to call for a sales tax	1,500,000,000
Amusements—movies, theatres, ball games, prize fights; admission fees and dues of all sorts	800,000,000
Perfumery—face powders, cosmetics, and the like	750,000,000
Jewelry	500,000,000
Toilet soaps	400,000,000
Furs and fur articles	300,000,000
Pianos, organs, and victrolas	250,000,000
Chewing gum	50,000,000
Sporting goods	25,000,000
Art works	15,000,000
Electric fans, portable	8,000,000
Miscellaneous—hunting and shooting garments, yachts, liveries, etc	10,000,000
Grand total	\$22,700,000,000

"Opinions will differ", said Secretary Houston, "as to whether many of these articles should be classed as luxuries or non-essentials, and expenditure on them considered as unwise or extravagant. Expenditure in reasonable measure for many of these articles would not be regarded as luxurious or wasteful, but expenditure in such volume on any of them, and the aggregate expenditure for such goods and services would, I imagine, be regarded as unreasonable and extravagant."