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NEEDED--SMALL TOWN ACTIVITIES

IMPROVING THE HOME TOWN

A little group of students at the University has been studying the local community in connection with their course in Rural Social Science. The results of their investigations and findings are collated below and submitted to our readers as an interesting study in what may be done towards making one's home town the best place on earth in which to live.

The problem was considered (1) on the basis of what can be done without raising the city tax rate (a) through individual and household initiative, and (b) through intelligent ordinances courageously enforced; and (2) on the basis of what can be done only with increased tax revenue. The study also included (3) consideration of the most hopeful agency as the immediate source of town reform, and (4) the basis on which this agency could best be enlisted in the work. The more important suggestions of this little band of students are summed up below.

Without Tax Increase

1. Suggested improvements which may be made without increasing the tax rate—

(a) On the basis of individual and household initiative:

(1) A modern hotel should be constructed which will amply meet all the town's every-day needs. In a town like Chapel Hill this hotel should be sufficiently commodious to provide suitably for the entertainment of the guests at commencement times, and the visiting delegates at various conferences of educational sort—both those now held and those which could profitably be held were accommodations available.

(2) Establish a first-class cafeteria.

(3) Establish a Chamber of Commerce with a definite program embracing the entire surrounding trade area. A farm bureau which does everything possible to make the farmers enjoy their visits to town and leads them to come to town for wholesome pleasure, as well as on business, is an excellent investment.

(4) Maintain an active Community Club, which would initiate and carry out such enterprises as are further suggested.

(5) Boy Scouts and Camp Fire Girls should be encouraged by prizes offered by the Community Club for superior attainment in these clubs.

(6) Some member of the community with superior attainment in such matters (like Dr. Coker in Chapel Hill) might be induced to supervise the beautifying of the village with trees, shrubs, flowers, and hedges. The Club could keep its own little nursery and let the citizens have the plants at cost; or the members might be encouraged, for their mutual benefit, to exchange plants among themselves.

(7) Develop in each family a sense of civic responsibility for the appearance of both street and side-walk in front of its property.

(8) Through anti-fly campaigns, etc., encourage the people to screen their homes, to keep all trash and garbage in regulation sanitary cans, and to keep all outhouses neat and clean. Also encourage the people to take good care of their fences, hedges, and both back and front yards.

(9) Encourage democratic discussion of community problems at the Community Club meetings. A twenty-five cent supper is a good thing to get the crowd out.

(10) Gain the interest and confidence of the people in each other by organizing reading circles, study classes, debating societies, children's story-hour groups in the school, and so on.

(11) The Community Club might put on a community pageant, featuring the historical background of the community.

(12) Encourage a spirit of friendliness by having welcoming committees at the church doors every Sunday.

(13) Encourage parents to be frank with their children about sex problems, in order that they may learn the things they should know in a clean and wholesome way.

(14) Encourage exercise in some form for everybody. Organize hiking clubs, tennis clubs, swimming teams, baseball teams, golf clubs, etc.

(15) Cultivate a sense of justice and fairplay toward the negroes; strive to promote and firmly establish a spirit of friendly helpfulness between the races.

(16) Publish freely in the local paper and by whatever other means may be available every constructive action taken, that your town may be as a city that is set on a hill, whose light cannot be hid.

Through Ordinances

(b) On the basis of intelligent ordinances courageously enforced:

(1) Have the health officer make, at least quarterly, an inspection of the premises of all cafes, grocers' stores, butchers' shops, etc.; the water supply of the town; all public property; and private property in as far as it borders on the street or is within sight of fellow townsmen. Post sanitary rating of the premises inspected in a public place, and condemn such conditions as deserve condemnation.

(2) Require that all rubbish be kept in proper receptacles in the back yards, and that the garbage man be regular in his periodic trips over the town.

(3) Regulate the position of barns, hog-pens, dumping grounds, etc., so that neither the beauty of the town nor the health of the community will be endangered by such outhouses and surroundings.

(4) Compel every household to connect with water supply and sewerage system. They may be charged rent whether they connect or not, or they may be made subject to police court indictment.

(5) Compel owners of vacant lots to keep them clean.

(6) Hold property owners responsible for condition of sidewalks and streets in front of their homes.

(7) Require owners to keep chickens and dogs from running at large. Prohibit bicycles from sidewalks.

(8) Have the speed limit strictly enforced in order to prevent accidents.

(9) Establish and enforce reasonable automobile parking regulations.

(10) Provide a competent police force.

(11) Enforce the state law in regard to the school attendance of children within the compulsory age limit.

(12) Provide proper regulations against profiteering, and enforce them rigidly.

Involving Tax Increase

2. Suggested action on the basis of what may necessitate increasing the tax rate:

(1) Determine the level of the streets and begin to grade them and to lay curbing and pavements.

(2) Extend the sewer and water systems throughout the town, and compel the people to connect therewith.

(3) Provide a good lighting system.

(4) Provide a decent, well-kept lock-up.

(5) Increase the fire protection and put it on a paid basis.

(6) Purchase an incinerator.

(7) Lay out a town square and provide a band stand.

(8) Build a town hall, or a community building, with adequate facilities for the production of plays, community sings, and other public entertainment.

(9) Provide a market-place for farm produce, with public hitching and camping ground for the farmers, and a drinking fountain for man and beast.

(10) Provide a rest room for the farmers' wives when they come to town.

(11) Furnish free tuition for the children in the surrounding trade area.

(12) Provide ample play facilities for the children on the school grounds.

(13) Provide while land is cheap for playgrounds and parks that are likely to be required in the future. A well-equipped playground should include a baseball diamond, tennis courts, a swimming pool, swings, sand piles, and so on. It should be located near the center of the town.

(14) Provide an adequate health department, which should include a whole-time health officer and a public nurse.

(15) Pay sufficient salaries to enable the town to secure competent employees in all its paid offices; employ enough people to transact the city's business after the best and most efficient methods.

CITY PERSONALITY

Don E. Mowry

City personality is developed by preaching the gospel of making the city a better place in which to work and live; by giving many people an opportunity to work for the city; by replacing a selfish business spirit with an unselfish civic spirit; by effective community advertising at home and abroad; by teaching the people that they can have what they seek only as they make themselves attractive to themselves and therefore attractive to outsiders; by developing strong men and backing them with a strong community spirit.

The Most Hopeful Agency

3. The most hopeful agency to bring about needed improvements in a town is a Community Club which includes both men and women. It should utilize the best principles of clubs of the character of the Rotary Club, and should be divided into different departments to look after different divisions of the work.

The Appeal

4. In promoting the community ends desired, appeal should be made to the following emotions: personal pride, community pride, concern for both the present and the future of the community. Acquaint the people with facts about your town—its plague spots, its infant death rate, its loss in population if it is falling behind. Appeal to their natural craving for recreation—active rather than passive; to their desire for self-expression; enlist even their fear and greed, their self-interest, their friendly rivalry; and, above all, their common love of children.

The result should be such an intense love of the community and pride in its welfare and progress, that all the people—regardless of religious or fraternal affiliation, of age, of sex, of position in life, or of color—will merge their divergent interests in a united and continuous attempt to make their home town the best place in the world in which to live.

A WORD FROM THE WEST

It is a pleasure to be able to print some recent news from our absent Editor, Mr. Branson, who is at present upholding the honor of our State University in the summer school of the University of California, at Ontario, in southern California. He writes enthusiastically, and it is plain to see that his lines are fallen in pleasant places. In part, his letter is as follows:

We are in the heart of the Sunkist Orange region (the box in our room cost seventy-five cents); in a little orange, lemon, grape market town, where the high school has 1,200 pupils with 128 graduates Friday night—just about half boys and half girls. The elementary school children who go into the high school and junior college are 100 percent and so it is practically all over California. Minimum elementary school salaries are \$1,200 all over the state and for high school teachers \$1,800. This little school district spends \$98 per pupil per year for high school pupils; \$27 for elementary school pupils. It spends \$12,000 a year on Kindergartens alone.

California Foresight

California had sense enough long ago to see that water, roads, schools, and cooperative efforts were indispensable to civilization; and everywhere they have been willing to stand face to face with bankruptcy to secure these essentials of community life and prosperity.

And the investment has paid. Mr. Weldon pays \$60 a year for water for his little place 75x100 feet, but every inch of it is set with lemon trees, orange, pomegranates, quince, grapes, and currants. They spent \$21,000 preparing the school farm of 55 acres for irrigation and fruit farming in general.

As for roads, the town is paved with concrete, and these hard surfaced roads are part of a system of 4,000 miles of such roads in the eight counties of southern California; more concrete roads

and more money invested in highways than in all the 100 counties of North Carolina.

A City Beautiful

Ontario is a city beautiful; trig, trim, immaculately clean and tidy, and set with shade trees, flowers, and shrubs to the curbing of the sidewalks everywhere. But mind you it is no more beautiful than any other little town in California. Verily these people are dowered with the love of things lovely to the eye. The center of Ontario is pierced by a 300-foot boulevard that extends to the foot of the mountains on the north, seven miles away. In the center is a double row of California pepper trees, a beautiful avenue for the car line; on either side the rows of grovillias and fan palms stand in stately ranks, while between are the concrete roadways, 160 feet wide each. Altogether Euclid Avenue is 17 miles long, and it runs through a paradise of orange and lemon trees, shrubs, flowers, and dainty homes. But think of the cost of such a boulevard for a farm people! Almost the first thing these people did years ago was to build this boulevard and lay their drainage and irrigation ditches and pipes. This avenue could not now be duplicated for less than \$100,000 a mile and I know of nothing like it this side the Champs Elysees.

A Home Lesson

The small towns I have seen (Ontario, Upland, Pomona, Redlands, Riverside, and San Bernardino) are beautiful, but no more beautiful than Chapel Hill might easily be with a far smaller expenditure of money. What we need is a sense of the beautiful and a quickened community pride. If only everybody would keep the grass on the sidewalk and on the street cut trim in front of his house, as Collier Cobb does, the appearance of the entire town would be changed over night. Weedy sidewalks and ditches deface Chapel Hill sadly. Personal household initiative and pride would work wonders on the Hill. Here in Ontario everybody's place—yards, front, side, and rear, and sidewalks to the curbing—is set with flowers and shrubs and trees—the sidewalks mind you; and apparently every home owner vies with every other in making his place look the most charming.

We are just in from a 70-mile trolley trip to the Old Mission Inn in Riverside and a motor drive over Smiley's Heights near Redlands. A vision of beauty every inch of the way.

TOWN AND COUNTRY

We expressed the opinion recently that the people of the rural sections of this country were making great progress in moral and material welfare and uplift. Such is a consummation greatly to be desired, for the rural communities, where agriculture is followed, are the bed-rock of the nation, after all. It is very encouraging to note the fact that some of the great cities are realizing the importance of building up the rural communities, and in this connection the following from the June number of the Review of Reviews is of interest:

"Atlanta, while growing in a hundred aspects that make for wealth, beauty, comfort, and social well-being, is like Nashville, destined to become a noteworthy educational center with its cluster of growing institutions. But the thing that will in the end react most favorably upon the progress of Atlanta will be the adoption of a bold and generous policy looking to the advancement of agriculture and the education for home and neighborhood life, as well as for farming, of all the people in Georgia's numerous rural communities."

The city which follows such a course as that mapped out above is building wisely, not only for the rural communities which it seeks to benefit, but primarily for itself. Show us the city which wants to see its back country developed with its own development, and we will show you a city which is founded on a rock. A city in a mining district may prosper greatly for years from the mining industry, but when the mines give out, as they will eventually, the city's great source of supply is gone. A city may lie in close proximity to splendid forests, from which it gets great and prosperous business, but the forests will be cut down in the

course of time, and the revenue from them will cease.

Fayetteville once got big business from the splendid long-leaf pine forests which surrounded it on every side, and the naval stores and lumber industries brought much gain. But practically there are no long-leaf pines in this section today. Fortunately, however, Fayetteville has a good farming back country, and the land will surround the city as long as the earth stands. Bread is the staff of life; the people must have bread, so that any city which is surrounded by an agricultural section is on a sure foundation, and the greater the development of agriculture, the more prosperous the city which lies at the doors of the farms.

Let the people of Fayetteville and the surrounding country cooperate under any and all circumstances, for they are interdependent, and what is to the interest of one certainly should be to the interest of the other. Very unfortunately and unwisely there generally exists an antagonism, one toward the other, between town and country. Let the people of Fayetteville and the agricultural districts tributary to it resolve that such a state of affairs shall not exist with them, but that cooperation and a desire to advance town and country alike shall prevail.—Fayetteville Observer.

THE UNIVERSITY SERVES

"We were astonished," said a woman who lives in one of the smaller piedmont towns the other day, "at what the University can do. The women of the town have been wanting for a long time to do something toward making the school grounds less bleak and dreary. But none of us knew precisely how to go about it until someone suggested writing to the University."

"Nobody expected much real help, but we wrote, all the same. And then, before we had time to turn around, here was a woman from Chapel Hill, marching about the school grounds, measuring and plating, laying off plans for walks and flower-beds and shrubbery with the swiftness and skill of an expert in such things. We had our problem solved for us in almost no time; and it cost us the price of a stamp."

Nevertheless, North Carolina is slowly assimilating the idea that the University is something more than merely a place where men rich enough to send their sons to college may have them educated at the expense, in part, of the taxpayers. It is being realized that the University belongs to all the people of the state, that the learned men who compose it are employed by the state to put their special talents at the service of every citizen of the state who has need of them, and not merely at the service of a few hundred boys. The University is emerging from the status of a dozen or more men's colleges in North Carolina and becoming to the state what his reference works are to the student—a depository of special information available at any time to any citizen. And in so doing it is more than ever justifying the efforts of those citizens who have labored to increase its facilities and its power for service.—Greensboro News.

YOUR HOME TOWN AND YOU

The Kiwanis Clubs, of which there are a good many in the country now, have as their motto: A town that is good enough to live in is good enough to boost.

That is a good motto for everybody to use, and as there is no copyright on it we might all adopt it with profit to ourselves and for the general good.

And why should not a man speak well of the town in which he lives? If he cannot speak well of it, why should he live in it?

There is a bird that befouls its own nest, but it is the lowest of all the feathered tribes. It is held in abhorrence by all other birds that fly.

And most men, even if they try to conceal the fact, despise the man who knocks his home town. They know that the real trouble is not so much with the town as with the man himself.

Boosting your town may not make your neighbors boost you, but it will at any rate keep them from knocking you. And when your neighbors get down on you, you had just as well move.—Standard-Laonic.