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THE UNIVERSITY OF NORTH CAROLINA NEWS LETTER

Published Weekly by the University of North Carolina for its University Extension Division.

JANUARY 18, 1922

CHAPEL HILL, N. C.

VOL. VIII, NO. 9

Editorial Board: E. C. Branson, S. H. Hobbs, Jr., L. R. Wilson, E. W. Knight, D. D. Carroll, J. B. Bullitt, H. W. Odum. Entered as second-class matter November 14, 1914, at the Postoffice at Chapel Hill, N. C., under the act of August 24, 1912.

THE CALL TO KNOW CAROLINA

FOR THE EDITOR'S EYE

To the Newspapers of North Carolina: At the meeting of the North Carolina Press Association several months ago the following resolution was adopted:

"Resolved, That we suggest that the foremost authorities on each great subject in North Carolina be requested to prepare a three-inch statement as to North Carolina's progress or possibilities with regard to his particular field—as, for example, water-powers, drainage, library development, public health, schoolhouse building, roads, etc., and that each newspaper be requested during the coming twelve months to carry one such inspiring, informing three-inch message under the general head, Know North Carolina."

The undersigned have been named as a special committee to carry out the purposes of this resolution in the year 1922 and a large proportion of the newspapers of the state have signified their intention to carry the service.

In order to save expense, it has been thought advisable to publish in the University News Letter each week the special article which interested newspapers will be asked to carry the following week.

The first article in this series, Bickett's Dream of a Greater North Carolina, is offered herewith and should be used during the week beginning Monday, January 23. In the News Letter each week hereafter one additional article will appear.

The committee regrets that unavoidable circumstances have prevented starting this series earlier, but we are gratified at the interest which has been shown in it by the press of the state.

With the generous cooperation of the men and women whose support we are inviting, we believe that this series can be made of great value to our North Carolina people in awakening them to their needs and opportunities.—Committee: Clarence Poe, L. R. Wilson, E. C. Branson.

KNOW NORTH CAROLINA

At a recent meeting of the North Carolina Press Association the following resolution was adopted:

"Resolved, That we suggest that the foremost authorities of each great subject in North Carolina be requested to prepare a three-inch statement as to North Carolina's progress or possibilities with regard to his particular field—as, for example, water-powers, drainage, library development, public health, schoolhouse building, roads, etc., and that each newspaper be requested during the coming twelve months to carry one such inspiring, informing three-inch message each week under the general head, Know North Carolina."

In accordance with this resolution a committee was appointed consisting of Clarence Poe, E. C. Branson, and L. R. Wilson. The committee has undertaken the task of collecting these informing, concise, clear-cut statements about North Carolina's progress and possibilities, and one such article will appear weekly in the press of the state.

The first article in this series appears elsewhere in this issue and we expect to use as many of them as conditions will permit.

Each editor who contemplates using these concise Know-North-Carolina articles is invited to make his own announcement of the series. In case any editor prefers to do so, however, he may use the announcement printed above, preferably running it in the same issue in which the Bickett quotation appears.

SUBJECTS AND WRITERS

For the information of North Carolina readers we attach a tentative list of subjects and writers for the Know North Carolina series. The committee will appreciate it if any interested North Carolinian will suggest other subjects that ought to have a place in this series and the best man or woman to handle each subject.

A Greater North Carolina—Hon. T. W. Bickett.

What North Carolina Needs—Governor Cameron Morrison, Hon. Josephus Daniels, Senator F. M. Simmons, Judge Walter Clark, Judge H. G. Connor, David H. Blair, A. W. McLean, Judge W. A. Hoke, Dr. J. Y. Joyner, Leonard Tufts, Dr. H. W. Odum, W. A. Graham, Henry A. Page, O. Max Gardner, Dr. Cyrus Thompson, Hon. Locke Craig, B. N. Duke, Dr. E. C. Lindeman, Dr. W. L. Poteat, Bishop John C. Kilgo, Miss Mary O. Graham, Mrs. Lindsay Patterson, and others.

The Spirit of North Carolina—Dr. Edwin A. Alderman.

North Carolina's Agricultural Progress—B. W. Kilgore.

North Carolina's Educational Progress—E. C. Brooks.

The Church Schools of North Carolina—W. T. Few.

The Country Schools of North Carolina—E. W. Knight.

North Carolina's Climate—Clarence Poe.

North Carolina's Water Powers—Dr. J. H. Pratt.

North Carolina's Forests—Dr. J. H. Pratt.

North Carolina's Public Roads—Frank Page.

Library Work in North Carolina Cities—Miss Mary B. Palmer.

North Carolina's Public Health Work—Dr. W. S. Rankin.

County Agents and their Job—B. W. Kilgore.

Home Agents and their Job—Mrs. Jane S. McKimmon.

County Welfare Officers and their Job—Mrs. Clarence A. Johnson.

Training Social Workers in North Carolina—H. W. Odum.

North Carolina's Club Women and their Work—Mrs. W. T. Bost.

North Carolina's Cotton Manufacturing—David Clark.

North Carolina's Public Moving Pictures—W. C. Crosby.

What the Draft Act Showed about North Carolina—J. W. Bailey.

The Reading Habit in North Carolina—L. R. Wilson.

Agricultural and Industrial Training in North Carolina—T. E. Browne.

North Carolina's Community Schools—Miss Elizabeth Kelly.

North Carolina's Traveling Libraries—Miss Mary B. Palmer.

What the Historical Commission Has Done—R. D. W. Connor.

North Carolina Needs More White Settlers—Clarence Poe.

Nature's Conspiracy to Make North Carolina Great—Bion H. Butler.

Opportunities in Eastern North Carolina—W. A. McGirt.

Opportunities in Western North Carolina—N. Buckner.

Home and Farm Ownership in North Carolina—E. C. Branson.

Wealth-Production and Wealth-Retention in North Carolina—E. C. Branson.

The Negro Population of North Carolina—N. C. Newbold.

North Carolina as a Resort State—Bion H. Butler.

Community Drama in North Carolina—Frederick H. Koch.

Free Literature on Health Subjects—W. S. Rankin.

Free Literature on School Subjects—N. W. Walker.

Free Literature on Gardening and Orchard—R. W. Green.

Free Literature on Cotton, Tobacco, and Corn—R. W. Green.

Free Literature on Dairy and Livestock Subjects—R. W. Green.

Public High Schools in North Carolina—N. W. Walker.

Credit Unions in North Carolina—Fred R. Yoder.

Opportunities for Beauty in Rural North Carolina—John J. Blair.

Hogs in North Carolina—W. W. Shay.

Dairying in North Carolina—J. A. Arey.

The Boll Weevil in North Carolina—C. B. Williams.

The North Carolina Press—Gerald Johnson.

Historical Background of North Carolina—R. D. W. Connor.

Religious Organizations in North Carolina—Dr. Charles E. Madry.

The Public Debt of North Carolina—H. G. Connor, Jr.

A GREATER CAROLINA

The late Governor T. W. Bickett had promised to prepare the first of the series of articles on Know North Carolina, one of which is to appear each week in the newspapers of the state. His sudden and much lamented death has prevented him from giving our people a new message. But we can at least catch the inspiration of his spirit by turning back to the closing words of his inaugural address as Governor of North Carolina, January 11, 1917—just five years ago. Though dead, he yet speaketh to all North Carolinians in these stirring phrases that so finely reveal the spirit of the dead leader.

BICKETT'S DREAM

"Gentlemen of the general assembly, ladies and gentlemen: I have endeavored to visualize my dream of a fairer and finer state. I have outlined the means by which I hope to make the dream come true. And the means all reach out to a single end—a larger hope, a wider door for the average man than he has ever known."

"With a six-months school guaranteed to every child; with the forces of disease routed from their ancient strongholds; with the curse of rum lifted from every home; with our fields tilled by the men who own and therefore love them; with our harvests free from the crop lien's deadly blight; with modern conveniences and wholesome diversions within reach of every country home, our dear old state, released from her bondage to the blood-kin tyrants of Ignorance, Poverty, Disease, and Crime, will begin to realize her finest possibilities in riches and grace; will assume her rightful place in the march of civilization; and from the blue of the mountains to the blue of the sea there will spring up a hardier, holier race, not unlike the giants that walked the earth when the sons of God mated with the daughters of men."

Improving County Government in North Carolina—E. C. Brooks.

North Carolina Railways—A. J. Maxwell.

The object of all these articles will be to present with the utmost brevity and conciseness the most remarkable and significant facts that every citizen of North Carolina ought to know about the subject indicated. The resolution as passed calls for an article making about three inches in type, and in no case must an article exceed 300 words.

In handling each subject we shall ask each writer simply to give us the big brief facts (1) as to the situation, (2) as to progress made, and (3) as to work yet to be done, stressing whichever of these three phases he thinks most needs attention.

THE STATE PRESS PROGRAM

The North Carolina Press Association at its 1920 convention decided to suggest to the editors of the state at each annual meeting one or two big subjects looking to the development of North Carolina, for especial emphasis during the succeeding twelve months. The two subjects that were chosen at that time are good roads and library building.

1. Improved Highways

The emphasis placed upon the first mentioned subject during the year was so great, the results accomplished by a combination of forces which included the newspapers of the state are so impressive that many have perhaps lost sight of the latter subject, although it was a year of development in library work and the average newspaper did not fail to improve its opportunities to forward that work in its own community.

Libraries and library building have continued as a local topic, a local concern; whereas circumstances were to give the subject of roads a state-wide scope. Every community has its local road problems, enterprises and enthusiasms, which have received attention as never before, and in addition as citizens of the state North Carolinians have undertaken a road investment bottomed on a bond authorization of fifty million dollars and revenues of some two millions annually—far the greatest enterprise on which the people have ever ventured.

2. Library Expansion

But if cultural advancement through the agency of libraries did not take on the proportions of state-wide attention, the same object was approached in a different way. There is the great educational authorization, that will affect the cultural side of North Carolina life more profoundly than anything in previous history; and indirectly will build and equip libraries everywhere. At the same time it will spread that disposition to use the stored wealth of the libraries which is more important to the state than the possession of libraries and books. The best of libraries is of little value to a community where few realize its value, or feel any impulse to make its treasures their own.

The support of both these enterprises, the program of educational advancement and good road building and maintenance, negligible on the part of a few papers, was wholehearted, vigorous, persistent on the part of the great majority. There has never before been such splendid evidence of vision, faith and courage in the press of the state.

3. Know North Carolina

The convention of last month at Morehead City adopted a resolution requesting the editors during the next year to stress and emphasize two subjects; first, cooperative marketing of farm products, and second, a campaign for helping North Carolinians to Know North Carolina.

The resolutions further expressed pleasure at hearing the address of Dr. J. Y. Joyner, outlining the plans being presented to the farmers for cooperative marketing of cotton and tobacco in a business-like, scientific, gradual manner through expert selling and the editors assured him and his co-laborers that they stood ready to cooperate with him in promoting these plans for increasing the prosperity of our farmers and therefore of all North Carolina business men.

Suggestion is embodied in the resolutions that the foremost authorities of each great subject in North Carolina be requested to prepare a three-inch statement "as to North Carolina's progress or possibilities with regard to his particular field—as, for example, water-powers, drainage, library development, public health, school house building, roads, etc.,—and that each newspaper be requested during the coming twelve months to carry one such inspiring, informing three-inch article each week under the general head Know North Carolina."

4. Cooperative Marketing

The editor can help the farmer. The newspapers have helped the farmers with suggestion and advice. How can this be when any intelligent farmer knows more about his business than all the editors know? Simply in the way in which the papers can aid any class—by taking the advice of men who do know more in some field than either editor or average farmer, or average citizen, and megaphoning it, magnifying it, presenting it insistently to the public attention. Now and then no doubt we editors urge some foolish and ill-considered advice upon farmers as upon other folks; but the people who would be injured by following it are generally apt to appraise it as foolish. It is hard to get any sort of advice over with the farmer, who is the most conservative of people. If he is impressed, the argument must be more than plausible. The Daily News believes that the editors, toiling in the shade, have greatly helped the farmers, toiling in the sun, since the day when the corn-club and kindred ideas were first advanced.

Whether that is true or not, they can help the farmer in this matter of cooperative marketing, which is perhaps to be the farmer's financial salvation, to place him in a position of security and

independence that he has never enjoyed. We can take the words of his leaders, like Joyner and Poe, and shout them from every hill, impress them, precept upon precept, upon the millions of minds of the state until farmers, merchants, manufacturers, bankers, realize that in this enterprise there has been discovered a great stimulus, a great stabilizer of the basic industry of North Carolina, in which a great majority of our workers are directly engaged, and upon which all of us are more or less dependent.

The outline of a plan of mutual education in general knowledge of North Carolina promises magnificent results. When these concise expressions from the men and women who know most about the multitude of great topics connected with North Carolina shall have been completed every citizen should have in his possession a booklet containing the whole of them. Thousands of people will clip and preserve them and thus compile their own booklets as the articles appear.—Greensboro News.

STATE STUDIES TENANCY

The alarming increase in tenancy presents one of the most serious problems now confronting the farmers of our state and other states. In 1880 only one American farmer in four was a tenant, whereas now practically two out of five are tenants, and the percentage is higher in North Carolina than in the country as a whole. Our public men as well as our agricultural leaders are now becoming aroused to the seriousness of this evil and there is general demand for a thorough investigation of the whole problem with a view to discovering precise facts and suggesting definite remedies.

Therefore, the North Carolina Board of Agriculture has requested four men in North Carolina who have given prolonged study to the question of tenancy and land ownership in this state and other states and in foreign countries—namely, Mr. B. F. Brown, Director of our Division of Markets and Rural Organizations; Dr. Carl C. Taylor, of the Division of Rural Economics, State College of Agriculture and Engineering; Prof. E. C. Branson, Department of Rural Social Economics of our State University; and Dr. E. C. Lindeman of a similar department in our State College for women—together with two representatives of the Board of Agriculture, to come together and make plans for a thoroughgoing study and investigation of the whole subject of farm tenancy and proposed remedies, proceeding immediately with such studies and investigations as they are themselves prepared to carry out, and making plans for the cooperation of all these institutions in prosecuting such additional surveys and investigations as are deemed necessary.

A UNIVERSITY GIFT

Professor Horace Williams has received a letter from Mrs. Graham Kenan enclosing a check for \$26,000 for the establishment of the Graham Kenan fellowship in philosophy in memory of her late husband, member of the class of 1904 in the University.

The details of the application of the income of the fund are left to Professor Williams, who is Kenan professor of Philosophy here. Graham Kenan was one of his students for two years and there existed a close friendship between them.

One thousand dollars of the amount, according to the directions of the donor, is to be used the first year, and the remaining \$25,000 is to constitute the permanent fund.

The annual income, which will be about \$1,500, does not have to go to only one student at a time, but may be divided between two or more according to the nature of the advanced work to be done by them and the place at which it must be done. Nor does it have to be used in accordance with a rigid rule year after year. Full discretion is given to Professor Williams and whatever advisors he may call in to aid.

Graham Kenan was a first cousin of the late Mrs. Robert Bingham, who bequeathed to the University an income of \$75,000 a year for Kenan professorships.