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DOES NORTH CAROLINA READ

HOW OUR COUNTIES READ

Eight Representative Magazines

To work out a table showing accurately the variation in the reading propensity in different sections of North Carolina is difficult for two reasons: (1) only a few publications have a state-wide analysis of circulation by counties available, and (2) a number of well-known publications have only a regional, and not a state-wide circulation, and therefore could not be used. The eight magazines considered in the accompanying tables have a state-wide circulation, and rank among the leading magazines in the country. Three of them circulate over two million copies per issue, and all, with one exception, the Youth's Companion, have over a million copies per issue. Their combined national circulation is 13,007,607 copies per issue, or one copy for every 7.57 inhabitants in the nation. In North Carolina these magazines have a combined circulation of 168,432 copies per issue, or one copy for every 15.94 inhabitants in the state.

These magazines represent different types of interests. Three of them, Woman's Home Companion, Ladies' Home Journal, and McCall's Magazine, are women's publications. The Saturday Evening Post, Cosmopolitan, and American Magazine are well-known publications of fiction. The Literary Digest gives news and current comment, and the Youth's Companion bears out its name.

The author attempted to include in the calculation the circulation by counties in North Carolina of other prominent national publications having a representative state circulation, but figures showing an analysis of circulation by counties were not available.

No Local Publication

The circulation of state publications was not considered because of the question of representative state-wide circulation. Broadly speaking, only one publication in the state, the Progressive Farmer, has a representative state-wide circulation, and the analysis of its circulation will be published in a succeeding article. Some of our larger state dailies, like the News and Observer, send copies to every county in the state, but the greater part of the circulation of each state daily is confined to a more or less restricted trading territory.

A table based upon the circulation of publications that do not have a state-wide circulation would be unfair and misrepresentative. But the magazines considered have a representative state-wide circulation. They are published outside of the state, and therefore the question of locality of publication does not come in. The author feels that the table based upon their circulation is a fairly accurate cross-section of the reading habits of the people in the different counties and areas of the state. At least it shows how the counties rank as readers of magazines, and it is very likely that their relative standing would not be seriously affected if they were ranked according to the total amount of all reading done by the counties.

Buncombe and Graham

Thus, if we are to judge by the accompanying table, it seems that the people of Buncombe read about fourteen times as much as the people of Graham. Of the magazines we are concerned with, one copy gets into Buncombe for every six inhabitants, while for Graham there is one copy for every 88 inhabitants approximately.

Geographic Areas

The table shows that there are great differences in the reading habits of the people of the state when the counties are grouped according to geographic areas. In the Piedmont section, comprising 39 counties west of Raleigh and up to the tier of counties bordering east of the Blue Ridge, there is an average of one copy of the above magazines for every 13.33 inhabitants. In the mountain area, com-

prising 23 Western counties, there is one copy for every 17.57 inhabitants. In the Coastal Plains area, consisting of 38 counties east of Raleigh and Rockingham, the average is one copy for every 20.78 inhabitants. In other words, the people in the counties of the Piedmont section seem to be reading 32 percent more than those in the Mountain area, and 56 percent more than those of the Coastal Plains. One immediately becomes interested in the question, Why does this difference exist?

Piedmont Leads

The people of Piedmont Carolina read most. Is it because of greater means of contact, and because urban people read more extensively than those in rural districts? Why is it that the Mountain area, where nature has made contacts difficult, ranks above the Coastal Plains area? This is one of the surprising facts brought out by the study. Perhaps the racial element largely explains the low rank of the eastern counties. The negro population is largely centered in the Coastal Plains area, a dozen counties having negro majorities. In only two counties in the Mountain district is there more than 12.5 percent of the population negro. But this in itself is not altogether explanatory. There are many more negroes per 1,000 inhabitants in the Piedmont than in the Mountain area, yet the people in the Piedmont read the eight magazines considered 32 percent more extensively than do the mountain people. Evidently urban ratios in the Piedmont more than offset high white ratios in Mountain counties.

Contributing Factors

Other factors which affect reading habits of different counties are accessibility, means of contact, illiteracy, efficiency of school systems, size and number of public and school libraries, per inhabitant wealth, and many others of varying importance.

The counties that rank high in aggregate wealth per inhabitant, rank high in reading and vice versa.

Counties that have a large percentage of their population urban read extensively, while those that have a large percent of their population rural rank low in reading. As statisticians would say, there is a very high correlation between the percentage of urban population and the quantity of reading done in the state.

Again, the question of farm tenancy enters in. The counties that have a large percentage of their farms operated by tenants and croppers rank relatively lower in reading than those that have a larger percentage of landowners.

Likewise, the problem of illiteracy has its influence. Buncombe county, which ranks first in the table, has the lowest illiteracy rate of any county in the state. Other counties that rank high in reading, like Guilford, Moore, Rowan, and others, have low illiteracy rates.

The high position of Buncombe county in reading may be explained in part by the presence of tourists in Asheville. Florida, a tourist state, outranks her neighboring Southern states by many points.

Furthermore, there exists a strong relationship between the efficiency of the various county school systems and reading. As yet there has been no definite index of efficiency worked out for county school systems, but using the total expenditure for school purposes per inhabitant in 1923 as an index, we find generally that the counties that spend liberally for education rank high in the circulation of magazines.

There is a definite positive correlation between library facilities and reading habits. The Piedmont section of the state has more volumes relative to its population than any other section.

In short, where a county possesses a combination of factors conducive to reading, it ranks high. Where a combination of factors not conducive to reading exists, as in a largely rural county with a large negro ratio and a

EDUCATION

An Iowa State College professor, who has given considerable thought to the matter, has worked out a definition of education that is somewhat different from the usual run. Its merits are a matter of opinion. However, the idea may be stimulating:

"An education is the ability to make use of experience. The man with the greatest amount of education is the man whose reasoning power is so developed that he can take advantage of the greatest amount of experience, both his own and others'.

"Originally I had the idea that the information a student accumulates was the thing that was going to give him this advantage. But in later years I have learned that for fifty dollars a man can buy an encyclopedia set that contains more facts than can be extracted from a whole college faculty. So I have come to the conclusion that a knowledge of how to apply principles and facts is the really important part of an education."—Country Gentleman.

high tenancy rate, the county will rank very low. These contributing factors are found in North Carolina in varying combinations, and no two counties in the state rank the same as readers of magazines, newspapers, or any other form of publication. The reader might be interested in analyzing his county's rank, and also in working out ways by which reading may be stimulated.—Orlando Stone.

WHY COLLEGES EXIST

There is a widespread belief that the only people who receive large benefits from colleges and universities are the students who attend them. Many people apparently think that these institutions are maintained solely for the benefit of the students. Sometimes this belief leads to proposals that college students should be required to bear the entire cost of maintaining the colleges that they attend. Such proposals might be sound if only the students benefited from college education. But that the students are not the only beneficiaries has been conclusively shown in a great many instances.

While the college student usually benefits greatly from college education, the public, in the aggregate, benefits much more. Colleges are maintained primarily, not for the purpose of conferring benefits upon the small percentage of the population which attends them, but for the purpose of preparing a limited number of men and women, usually of more than average ability, to perform tasks for all of us which most of us ordinarily are unable to perform. This is only another way of saying that colleges are maintained primarily for the purpose of developing the qualities of leadership. That they are generally successful is clearly shown by the fact that practically all of us depend for leadership, in many important activities, upon college-trained men and women.

This dependence can clearly be seen when we consider how we look about for expert information or assistance in affairs upon which most of us are not well informed. When we build a fine home or other building, we look to the architect for assistance. When we build an expensive bridge or a hard-surfaced road, we look to the civil engineer. When we need medical or surgical attendance, we call in the trained physician and surgeon for ourselves and the trained veterinarian for our domestic animals. And when we need legal advice, we must depend upon the trained attorney. The work of most of the agencies of popular education is done by college-trained men and women. These agencies include many of the good newspapers and magazines, and the grammar schools and high

schools. In agriculture we must look to all these groups of college-trained men and women for the services suggested and for many others. We also have need to depend upon college-trained people for a great variety of technical agricultural service. It is true that we, as individuals, must pay for this service. But this payment seldom makes the payee rich, and, generally speaking, the service we buy is indispensable to us.—F. D. Farrell.

UNIVERSITY PREACHERS

There are 260 University of North Carolina alumni in the ministry, the number actually exceeding those in some of the professions for which specific training is offered, according to an article in the current number of the Alumni Review, alumni magazine of the University, which has just come from the press.

"The University has offered professional training for lawyers, physicians, surgeons, teachers, engineers, pharmacists, and in a measure for journalists," the article points out, "and in addition, alumni engage in 230 trades and professions for which they receive only preliminary training in the University courses. The number of ministers comes high in this second group and actually exceeds some of the professions in which specific training is offered."

"There are 465 alumni who are farmers, or almost two farmers for one minister, but there must be thirty or forty farmers in the state for each minister. Merchants number 570;

manufacturers 352; bankers 331; and insurance men 285. Thus the ministers stand sixth, in numbers, in this group. These compilations are on the basis of a study of 7,500 of the living alumni, and are for June 1924."

These ministers represent a minimum of fifteen denominations and are scattered throughout the world.—Chapel Hill News.

CROOKED CARNIVALS

If a crooked carnival comes to your town it is because the crooked men in that carnival have paid crooked officials in your town to permit them to rob and debauch you and your young men, and it is your duty to expose those officials.

If a crooked carnival sets up its midway on your fairgrounds it is because crooked men in that carnival have paid for the privilege of swindling and degrading the people of your community for one fair week.

That is pointed language, but it is true. It is impossible for a lewd show or a swindle to operate on your fairgrounds without the knowledge and connivance of the secretary of your fair.

So, go after him. Hold him responsible. If you are a preacher, preach against it. If you are a church member, call the attention of the church to it. If you are a woman, move the women of your acquaintance, of your church, of your club or society against this thing.—Country Gentleman.

DOES NORTH CAROLINA READ

The Rank of the Counties in Reading Eight National Magazines

The table below gives the rank of the counties in reading eight of the leading magazines of the country. The table is based upon the circulations of the following magazines: American Magazine, Cosmopolitan, Ladies' Home Journal, McCall's Magazine, Literary Digest, Saturday Evening Post, Woman's Home Companion, Youth's Companion.

Buncombe county, urban, white, and having fewest illiterates relative to population, leads, averaging one copy per issue for every six inhabitants. Graham county, rural and remote, comes last with one copy for every 87.78 inhabitants. The state averages one copy for every 15.94 inhabitants. Twenty-three counties rank above the state average, while seventy-seven fall below.

Orlando Stone, Research Assistant

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Rank	Counties	Inhabs. per Magazine	Rank	Counties	Inhabs. per Magazine
1	Buncombe	6.00	51	Davie	25.08
2	Mecklenburg	6.22	52	Surry	25.11
3	Guilford	6.34	53	McDowell	25.17
4	New Hanover	8.13	54	Person	25.26
5	Wake	8.56	55	Jackson	26.14
6	Durham	9.21	56	Warren	26.21
7	Edgecombe	9.91	57	Union	27.48
8	Moore	11.02	58	Anson	27.49
9	Pasquotank	11.16	59	Macon	28.07
10	Rowan	11.17	60	Franklin	28.49
11	Cumberland	12.09	61	Cherokee	28.85
12	Richmond	12.54	62	Hoke	28.90
13	Orange	12.76	63	Perquimans	29.88
14	Gaston	12.96	64	Johnston	30.14
15	Catawba	13.01	65	Northampton	30.70
16	Forsyth	13.26	66	Camden	30.93
17	Henderson	13.28	67	Currituck	33.33
18	Vance	13.88	68	Dare	33.64
19	Lee	14.10	69	Martin	35.24
20	Iredell	14.20	70	Pamlico	35.95
21	Craven	15.03	71	Pender	36.15
22	Cabarrus	15.30	72	Hertford	36.33
23	Scotland	15.48	73	Mitchell	37.14
24	Lenoir	16.21	74	Columbus	37.16
25	Beaufort	16.58	75	Madison	37.39
26	Wilson	16.79	76	Bertie	38.69
27	Alamance	16.92	76	Swain	38.69
28	Carteret	17.16	78	Duplin	38.72
29	Wayne	17.57	79	Watauga	41.08
30	Rockingham	18.09	80	Onslow	41.18
31	Burke	18.55	81	Gates	41.27
32	Stanly	18.56	82	Chatham	41.79
33	Caldwell	18.60	83	Brunswick	42.95
34	Transylvania	19.57	84	Alexander	43.63
35	Rutherford	20.06	85	Tyrrell	44.89
36	Pitt	20.36	86	Bladen	45.01
37	Halifax	20.39	87	Avery	47.46
38	Haywood	20.40	88	Greene	48.16
39	Cleveland	20.45	89	Yancey	49.79
40	Randolph	20.56	90	Stokes	49.94
41	Montgomery	20.57	91	Wilkes	50.44
42	Robeson	21.07	92	Sampson	52.14
43	Chowan	21.73	93	Clay	52.26
44	Hyde	22.01	94	Nash	53.58
45	Granville	22.17	95	Alleghany	53.75
46	Polk	22.20	96	Caswell	60.23
47	Lincoln	23.23	97	Yadkin	61.76
48	Davidson	23.84	98	Jones	67.14
49	Harnett	24.40	99	Ashe	68.44
50	Washington	24.91	100	Graham	87.78