

For Campus Literary Magazines:

Long History Of Ups And Downs

By ANDY MYERS DTH Feature Writer

(Ed. Note — The new edition of the Carolina quarterly will go on sale in several weeks.

One sold morning in March 1844, the 200 UNC students awoke to find a small five by eight magazine shoved under their doors.

"Kind Reader:" the page one editorial cautiously began, "The first number of the North Carolina University Magazine is before you." It continued: "And now, after the vascillations of labor — all the alternations of Hope and Fear — from the fiery ordeal of anxious preparation, the Magazine is introduced to you, with all the uneasy gawkeries of a blushing Debutant."

Looking back over the 121 year history of UNC literary publications from the "blushing Debutant" to the Carolina Quarterly, the magazines have always reflected the history of the University itself.

No Pictures The first University magazine contained no advertising or pictures and the print was almost unreadable. Little variation was used in the sizes of type.

Some featured articles included a dissertation on American poetry, a eulogy of "Judge Gaston" by Judge Battle, a story on the life of Lewis Cass, and a report on Biblical researches in Palestine.

The goal of 500 subscribers was not half reached by July, and during the four months of publication very few students had made contributions. Reluctantly, the editors stepped down and for the next eight years the magazine lay dormant.

Classic Period The next period of publication, from 1852 to the Civil War, has been termed the "classic period" by Martha Brandis, who has done a thesis on the magazine.

The new editors were more bold than their predecessors," she wrote, "since their names are listed in their publication." Finances were tight during this period although the list showed

over 500 subscribers. In 1859 the editors gave the subscription list to the printer "to collect what he could." The magazine began to gain strength again until 1861 when less than 100 students appeared at the University at the start of the war. Publication was halted for a second time.

After Reconstruction the University reopened in 1875, and three years later the magazine published eight issues, unfortunately of "poor quality," according to Miss Brandis.

Because of the poor quality the magazine died again in two years. But in 1882 the campus literary societies began pressuring for a publication to provide "an outlet for whatever facility of expression or power of thought."

Lifeless Paperback Renamed the University Monthly, the magazine was slow to gain student support. One critic called it "a lifeless little 16-page paperback." In 1884 the name was changed again to the North Carolina University Magazine.

It improved slowly until by 1893 it had gained the reputation of the 1869 "classic" period. That year it promised an "attempt to be a literary magazine with an emphasis on student writing." By then circulation had risen to over 2,500.

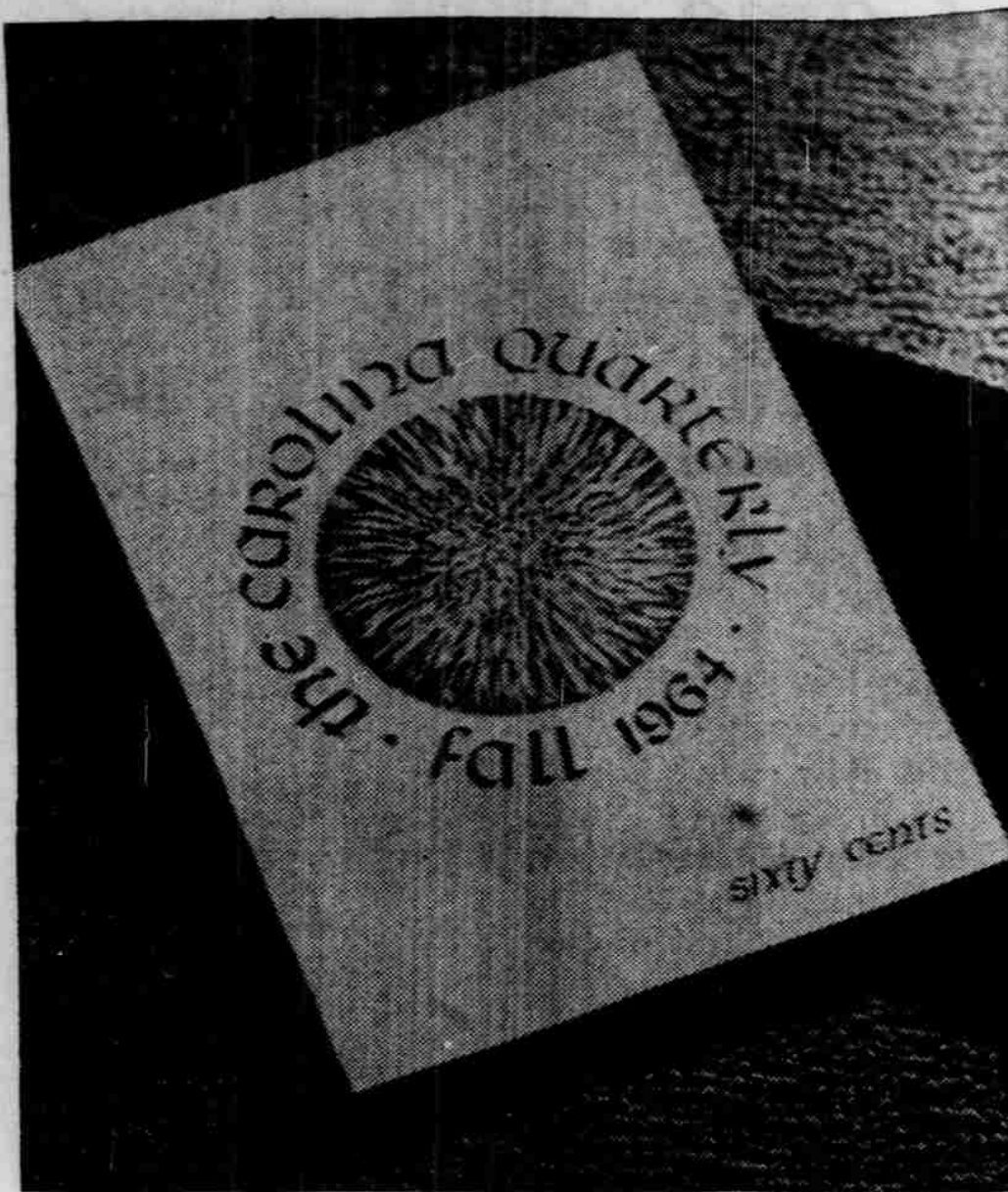
But always on shaky financial grounds the magazine again succumbed to student criticism in 1895. They complained that students were not given the chance to contribute to the magazine.

The magazine was lost for only two years.

Unearth Talent In 1897 the magazine came out in December promising to award prizes in order to "unearth creative talent." But these were changing times, and student creativity was on the wane.

The bitter editors wryly observed that "out of 400 academic students now in college only one voluntarily contributed to this issue." A majority of the students never read the magazine, but circulation sometimes rose to the thousands.

J. C. B. Ehringhaus, who was



CAROLINA QUARTERLY ... Last of a Long Line of Literary Magazines —Photo by Jock Lauterer

to be governor of North Carolina from 1933 to 1937, was business manager during this period.

Continued Strength The magazine continued to be strong, however, even after 1917 when the United States entered World War I. An alert staff kept publishing throughout the war.

In 1920 a new Carolina Magazine emerged, printed on slick paper with large headlines and sub-heads in newspaper style. There was some candid photography and the pages were twice the size of its predecessor.

Jonathan Daniels, now editor of the Raleigh News and Observer, and playwright Paul Green contributed during this era.

In 1923 a publications board was created to appoint business managers for the Carolina Magazine, the Yackety Yack, and the Daily Tar Heel. Students elected editors of all three publications.

Trouble Brews The Associated Press carried a story in October 1926 about the Carolina Magazine titled "Student Editor Assailed." The UNC student council had asked for the resignation of Julian S. Starr, editor and R. K. Fowler assistant editor because the current issue carried a story regarded as "indecent and improper."

The AP said, "The name of the story, written by Fowler, is 'Flades' and deals with the relations between a white woman and a mulatto."

The highest point of excellence in student writing occurred from 1926 to 1929, according to Miss Brandis. The students voted in 1929 to make the Magazine a literary supplement to the Daily Tar Heel. It became a tabloid and was printed on rag paper.

Breaks From DTH In 1934 the magazine broke from the Tar Heel and resumed publication in its own. It continued through the depression with occasional attempts to spice it with humor.

In December 1941 war rocked

the nation and Chapel Hill changed overnight from a sleepy college town to a war training center.

At the University things began moving rapidly. Students were leaving daily for both sides of the world.

The Carolina Magazine was shortened to the Carolina Mag. More photographs appeared, sex appeal was added, and a new streamlined face was adopted. It seemed that all tradition had been dropped.

Also in 1941 all the students who could write were writing for the Daily Tar Heel and the Magazine at the same time, "with the jargon of the newspaper forcing literature back into the background."

Magazines Merge In this atmosphere the Carolina Mag merged with the campus humor magazine, Tar and Feathers, which began in 1940. It was probably this union with humor which kept the "Mag" alive during the war. By 1947 there was a renewed increase of pressure for another humor magazine. One reviewer remarked that the "Mag had long ago lost its sense of direction." Later that year Tarnation, a new humor magazine, came to the Carolina scene.

Tarnation spelled death for

the Carolina Mag. All Humor was dropped from the Mag, and students stopped contributing.

In a surprise move in 1948 a bill was introduced to Student Legislature calling for a referendum on the magazine question.

The voting was: —retain Tarnation, 504 —combine both magazines, 500 Keep both magazines, separately, 267 —abolish all magazines, 169 —alternate publication of each magazine, 90 —retain the Carolina Mag, 22 Since more students voted to have no magazine at all than to retain the Carolina Mag the general opinion seemed obvious. But two days later a petition appeared with 1,400 signatures asking for the establishment of a literary quarterly almost as many who voted in the entire referendum

Appropriated \$2,000

The next March Student Legislature established the Carolina Quarterly to carry on the tradition of a campus literary magazine, appropriating \$2,000 to launch the publication.

The Quarterly has existed for 17 years with the same tribulations of all of its predecessors. Like all earlier campus literary magazines the Quarterly is plagued with small circulation, low budgets, inconstant staffs, and student apathy.

What's in the future for the Carolina Quarterly? Some say perpetual anemia, unless advertising and sales can be made to support the magazine. But they rarely have.

The last issue had less than 200 circulation, most of them sold to libraries around the country. There is no one answer for the perennial poor showing of literary magazines, but one may be that they are "almost totally literary," according to Dr. Lyman Cotten of the Department of English.

No Sales Appeal There is no intrinsic sales appeal to a literary magazine for the general public. Jessie Rehder, creative writing professor, says she feels that it is the competition of other media which has a constant stranglehold on literary journals.

Perhaps Bill Scarborough, once editor of the Quarterly, has made the most succinct observation: "However it might have seemed to falter at times, the Quarterly is symbolic of a creative itch at Carolina, an itch that persisted even after the Carolina Magazine . . . was abandoned in 1948 in favor of a humor magazine, which died after eight years. An independent group of students founded the Quarterly to take the 'Mag's' place; and it has earned the right of succession."

3 Mexican Students Arrive For 8th Exchange Program

Spring semester marks the beginning of the eighth annual exchange of students and faculty between UNC and the Escuela Normal Superior, a Mexican teacher's college.

This semester, three students, Rosa Maria Reyes Casanova, Lorena Lopez Perez and Irizabela Bruixola de los Santos, who are preparing for teaching careers in Mexico, have come here to study professional education and to observe in North Carolina public schools.

During the summer, approximately 12 UNC students and professors will travel to Mexico City to study the teaching of foreign languages at the Escuela Normal Superior and four places of cultural, archeological and historical interest.

Returning from a summer at ENS, students and UNC staff members have demonstrated prowess in the teaching of Spanish. In Mexico City, they have had to converse, prepare lessons and lectures entirely in Spanish, and have carefully studied Mexican methods of foreign language instruction.

The Mexican students, in addition to the professional instruction they are receiving, also carry back to their schools an increased knowledge of the English language.

Supplementing the exchange of students program, the two universities have also sent each other tape recordings, TV slides with tape recordings describing teacher education, phono-

graph records of typical American music and of Mexican folk-music and symphonies, professional magazines, student newspapers, art work and books, some of which are by such North Carolina writers as Thomas Wolfe and Paul Green.

In addition, each school is presently making color motion pictures of their respective activities to be exchanged later this year.

The project has reached at least 2,000 persons in its seven years of existence. It promotes a better understanding between the U. S. and Mexico.

In Chapel Hill, for instance, visiting students are invited into homes for a closer look at the American way of life. In 1964, a series of such invitations were

arranged by the United Church Women's Guild, headed by Mrs. William R. Straughn, in cooperation with the Catholic Women's Guild, The Cosmopolitan Club, and the University adviser to foreign students.

Persons interested in participating in this program may obtain information and applications from Dean Arnold Perry, School of Education.

Applicants must be enrolled in the School of Education as either graduate or undergraduate students in good standing. Priority will be given to those who have a command of the Spanish language and are either teaching Spanish in the secondary school or are in training for such a position.

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Morehead Foundation To Host Prep School Representatives

Representatives from 14 private preparatory schools through the country will visit campus this weekend in conjunction with annual final interviews of candidates for 1965 Morehead Awards.

While the John Motley Morehead Foundation's Central Selection Committee and Board of Trustees are conducting interviews Friday through Tuesday the private school visitors will be guests of the Morehead Foundation.

They will visit classes and meet with UNC officials.

The 14 schools that will send representatives to UNC this weekend are among 16 private preparatory schools eligible to nominate candidates for Morehead Awards.

Morehead Awards provide four-year, all-expense-paid educations.

For the first time since the awards were established in 1951, John Motley Morehead will not make the presentations. The 94-year-old UNC alumnus and benefactor died in January.

UNC Department Head To Speak At U. Of Detroit

Dr. George M. Harper, chairman of the University of North Carolina Department of English, will be a guest speaker on the University of Detroit campus Thursday and Friday, Feb. 25-26.

On Thursday, he will talk to graduate students in English about the Yeats Centennial Celebration in Sligo, Ireland. On Friday, he will present a paper entitled "Yeats's Vision of Eden" to the University of Detroit Friends of the Library.

Geography Lecture Tuesday In Mitchell

What world geography used to be like will be the subject when an American Geological Institute visiting international scientist speaks here at 8 p.m. Tuesday in Mitchell Hall.

Dr. Heinrich K. Erben, professor of paleontology at the University of Bonn, Germany, and one of AGI's visiting scientists will discuss "Lower Devonian Paleogeography of the Old World."

Mayes Leaves For Mid-East

Dr. W. Fred Mayes, dean of the School of Public Health, will leave Thursday to attend a seminar in the Mid-East.

He will join with deans of the 11 other schools of public health in the U. S. for visits to schools in Cairo, Egypt, Beirut, Lebanon, and Ankara, Turkey.

Mayes hopes to visit a school of public health in Goudar, Ethiopia, and to spend some time in Malawi, where the School of Health is now conducting a training program.

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