

through the reports of children, that there was an average of approximately two magazines per home among Negroes in Webster Parish. About one-half of these were agricultural, and one-fourth were women's magazines. Only one children's magazine was reported.³

The circulation of fifteen national magazines combined was 243,841 in the eleven demonstration counties as reported in *Market Data Handbook of the United States*⁴ in 1929. This is an average of four-fifths of a magazine per family, or one magazine for each five persons in the combined area. The range in magazines per family is from one-fourth in Walker County to one in Mecklenburg and Hamilton counties.

TYPES OF MAGAZINES

The libraries in the demonstration group receive approximately 1,500 magazines for their main libraries, not including duplications of a single title within a library system. Of the total number, 1,058 are subscriptions, the range among the counties being from 27 in Davidson County to 242 in Cossitt Library, Shelby County. The titles reported are too numerous to list individually, so they have been grouped into thirty-one types for purposes of description.

Table XXXII shows the types of magazines subscribed for in the main libraries of the eleven counties combined. The same title is included only once for a county, but duplications among different counties are not excluded. The titles in parenthesis following the name of the type of magazine are illustrative of the titles which compose the group. The illustrations have been taken from the subscription lists of the various libraries. Professional and trade magazines; monthly and other reviews; fine arts, women's, and juvenile magazines, are the types most frequently included in the subscription lists of the libraries.

The reading reports secured from individuals in each of the dem-

³ Mary Gladys Bassett, "Reading Interests of Negro Children" (unpublished Master's thesis, Peabody College, Nashville, Tennessee, 1931).

⁴ Paul W. Stewart, *Market Data Handbook of United States* (Washington, D.C.: U.S. Government Printing Office, 1929). The magazines included are the *American Magazine*, *Better Homes and Gardens*, *Collier's*, *Cosmopolitan*, *Delineator*, *Good Housekeeping*, *Ladies' Home Journal*, *Liberty*, *Literary Digest*, *McCall's*, *National Geographic*, *Pictorial Review*, *Red Book*, *Saturday Evening Post*, and *Woman's Home Companion*.

onstration counties requested the titles of magazines and newspapers read and the source from which each was secured. The reading of magazines reported was classified according to the types included in Table XXXII.

The percentage distribution of the types of magazines most frequently read by whites of each residence and sex group is shown in Table XXXIII. The periodicals most frequently reported are the women's magazines costing twenty cents and less, the five-cent weekly fiction and non-fiction, weekly news, juvenile, and the ten- to twenty-five-cent monthly fiction and non-fiction magazines. Many of the magazines in these groups are among those having the highest circulation figures in the United States as a whole, and include such titles as *Liberty*, *Saturday Evening Post*, *Ladies' Home Journal*, *McCall's*, and *Literary Digest*.

Among the types not given in the table and which compose less than 1 per cent of the titles reported in each of the four groups are the following: fine arts, liberal, quality, élite, monthly reviews, radio, fraternal, health, and Negro magazines. It seems especially significant that the first three of these types of magazines are seldom read by any of the persons reporting. These magazines are of interest primarily to adults; but even when the percentages are computed separately for urban and rural adults, no one of these types of magazines is reported by as many as 1½ per cent of any of the four residence or sex groups of adults.

The proportion of persons reading the women's magazines is several times higher for the type classed as twenty cents and under than for those selling at twenty-five cents and over per issue. The low-price group is reported by a proportionately larger number of rural residents, while the more expensive group of women's magazines is read by a proportionately larger number of urban residents.

It is not surprising that the proportion of rural residents reading farm magazines is many times larger than that of urban residents. A similar trend, although much smaller in amount, is observed for religious magazines. The five-cent weekly fiction and non-fiction magazines, such as *Liberty* and *Saturday Evening Post*, which have a high newsstand sale, are reported with considerably higher frequency by urban than by rural residents.

Differences in magazine reading, showing variations for sex and residence at different school levels, are given in Table XXXIV. Ad-

TABLE XXXII

TYPES OF MAGAZINES SUBSCRIBED FOR IN THE MAIN LIBRARIES*

Type of Magazine	No. of Subscriptions
Professional (<i>American Journal of Psychology, Architectural Record, Educational Method</i>)	170
Monthly and other reviews (<i>American Historical Review, Current History, Review of Reviews, Yale Review</i>)	83
Trade (<i>Advertising and Selling, American Machinist, Railway Age</i>)	58
Fine arts (<i>Arts and Decoration, Etude</i>)	56
Women's, parents, and home, 20 cents and under (<i>American Home, Ladies' Home Journal, Woman's Home Companion</i>)	56
Juvenile	54
Popular science and hobbies	49
Quality, 30 cents or more (<i>Atlantic Monthly, Harper's Magazine</i>)	44
Sports and outdoor	38
Liberal and radical (<i>Nation, New Republic</i>)	36
Women's, parents, 25 cents or more (<i>Harper's Bazaar, Parents', Vogue</i>)	32
Religious	29
Weekly news (<i>Literary Digest, Time</i>)	29
Business and commerce	28
Travel (<i>Asia, National Geographic</i>)	17
5-cent weekly (<i>Collier's, Saturday Evening Post, Liberty</i>)	15
10-25-cent monthly fiction and non-fiction (<i>American Magazine, Cosmopolitan</i>)	14
Foreign (<i>Connoisseur, Nineteenth Century, New Statesman</i>)	13
Elite (<i>Spur, Vanity Fair, Esquire, Country Life</i>)	12
Farm	9
Health and physical culture	7
Humor	7
Readers' digests	6

*The classification of types of magazines is that used in a study by Douglas Waples. Titles in parenthesis are illustrative of the types of magazines. The types listed are subscribed for by one-half or more of the libraries. Other types in which reading was reported, but for which the libraries subscribe infrequently or not at all, include true story and love, detective, adventure, radio, movie, fraternal, foreign, and Negro.

venture and detective magazines are read more frequently by boys of the junior high school level than by any other group, while in-

creases at each higher level are shown for weekly news and science and hobbies types. Juvenile magazines show a steady decrease with

TABLE XXXIII

PERCENTAGE DISTRIBUTION OF MAGAZINES READ BY EACH GROUP; WHITE

TYPE OF MAGAZINE	TOTAL TIMES REPORTED	PERCENTAGE OF EACH GROUP*			
		Urban		Rural	
		Male	Female	Male	Female
Women's, 20 cents and less	2,447	6.2	23.8	9.3	27.9
5-cent weekly	2,060	18.0	15.5	10.8	10.1
News	1,187	11.2	8.6	6.3	5.2
Juvenile	1,315	14.0	8.1	9.1	4.0
10-25-cent monthly	1,007	6.5	8.7	5.3	6.6
Religious	989	4.0	6.5	7.6	11.0
Farm	909	1.2	2.1	15.3	13.4
Science and hobbies	605	7.5	1.6	7.6	0.8
Adventure	560	5.9	1.7	8.6	1.0
Women's, 25 cents and more	546	1.7	6.3	0.9	5.0
True story	515	1.6	3.7	4.2	5.8
Movie	292	1.2	4.0	0.8	1.2
Detective	244	2.7	0.6	3.6	0.6
Sports	208	2.2	0.7	1.7	1.3
Travel	199	1.9	1.2	1.4	1.0
Trade	180	2.5	0.6	1.2	0.4
Readers' digests	167	2.0	1.1	0.6	0.3
Humor	135	1.2	0.7	1.2	0.7
Professional	122	1.4	0.8	0.4	0.4
Business	76	1.5	0.2	0.1	0.06
Number of magazines	14,331	4,362	4,615	2,225	3,129
Average per person	2.8	2.9	2.9	2.5	2.8

*Other types, reported by less than 1 per cent in each of the four groups, are not listed, and include: radio, fine arts, liberal, quality, elite, monthly review, fraternal, foreign, health, and Negro magazines.

higher school levels. The proportions of boys reading true-story and love magazines are relatively small but tend to decrease with increasing school level.

Three of the types of magazines which receive increasing atten-

tion from similar groups at higher school levels among females are women's magazines selling for twenty cents or less, the ten- or twenty-five-cent monthly fiction and non-fiction, and movie magazines, while juvenile magazines decrease sharply with increasing maturity.

The percentage distribution of each type of magazine for residence and sex groups is shown for Negroes in Table XXXV. The two

TABLE XXXIV

PERCENTAGE DISTRIBUTION OF MAGAZINES REPORTED, SHOWING DIFFERENCES BETWEEN SEX, RESIDENCE, AND SCHOOL LEVEL; WHITE

SEX GROUP AND TYPE OF MAGAZINES	PERCENTAGE OF MAGAZINES READ BY EACH GROUP							
	Grades V-VI		Grades VII-IX		Grades X-XI		Adult	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Male:								
Adventure.....	6.4	8.0	10.5	14.0	5.0	6.7	0.8	1.2
Detective.....	2.0	3.7	5.0	4.5	2.1	3.0	0.9	2.4
Science and hobbies....	5.6	1.6	12.1	11.3	11.2	10.3	0.8	3.0
Weekly news.....	6.3	3.4	11.7	6.5	11.0	7.7	15.3	9.6
Juvenile.....	25.3	12.8	18.9	10.3	11.4	6.8	0.5	2.4
True story and love....	3.4	5.4	1.6	4.0	1.4	3.4	0.2	4.2
Female:								
Women's, 20 cents and under.....	18.9	24.4	23.1	26.1	25.9	27.4	27.1	36.6
10-25-cent monthly....	3.5	3.1	8.4	5.2	11.7	9.7	11.5	8.0
Movie.....	2.9	0.7	5.6	0.7	6.0	2.5	0.7	0.2
Juvenile.....	20.5	9.5	6.7	3.3	3.6	1.6	1.4	0.5

types reported most frequently by Negroes are identical with those occupying the same position for whites. Types of magazines which are reported somewhat more frequently for rural than urban Negroes include the least expensive women's magazines, religion, science and hobbies, and farm magazines, while the five-cent weeklies, true-story and love, adventure and detective, ten- to twenty-five-cent monthly, and movie types are among those reported more frequently by urban residents. Magazines devoted to the interests and activities of Negroes make up about 4 per cent of the total for urban residents and slightly more than 1 per cent for rural residents.

The types of magazines read by Negroes and whites show relatively insignificant differences in the percentage distributions for the corresponding sex and residence groups. The true-story, farm, women's magazines selling for twenty-five cents or more, and professional are

TABLE XXXV

PERCENTAGE DISTRIBUTION OF MAGAZINES READ BY EACH GROUP; NEGRO

TYPE OF MAGAZINE	TOTAL TIMES REPORTED	PERCENTAGE OF EACH GROUP*			
		Urban		Rural	
		Male	Female	Male	Female
Women's, 20 cents and less....	1,031	9.2	21.4	12.8	21.6
5-cent weekly.....	719	15.5	14.1	8.7	6.3
True story.....	543	8.2	10.9	6.6	8.2
Weekly news.....	595	8.1	8.5	7.8	9.4
Farm.....	438	3.2	3.5	18.9	14.0
Religion.....	411	5.7	5.1	11.9	9.2
Women's, 25 cents and more....	328	3.0	6.8	4.0	6.9
10-25-cent monthly.....	272	4.8	6.0	3.4	2.2
Juvenile.....	196	5.0	2.5	2.8	3.2
Adventure.....	178	7.3	1.8	3.0	0.3
Negro.....	176	3.5	4.1	1.5	0.9
Movie.....	167	4.2	3.8	0.3	0.6
Professional.....	165	0.7	1.0	3.7	8.2
Science and hobbies.....	163	4.3	1.0	5.3	2.9
Detective.....	157	6.1	2.2	0.9	0.5
Travel.....	69	1.8	1.1	1.3	0.5
Sports and outdoor.....	46	1.3	1.0	0.1	0.2

* Other types, reported by less than 1 per cent in each of the four groups, are not listed, and include: radio, readers' digest, humor, fine arts, liberal and radical, quality, elite, monthly and other reviews, trade, fraternal, business, foreign, and health.

among the types which rank slightly higher in the percentage distribution for Negroes; while juvenile, adventure, ten- to twenty-five-cent monthlies, science and hobbies, sports and outdoors, and travel magazines occupy higher ranks for whites.

Comparison of the types of magazines reported as most popular in the demonstration counties with those reported most popular in two southern non-demonstration counties and two California counties shows surprising similarities among the three groups. The list of

ten most popular types of magazines in the demonstration counties includes the nine highest ranking types in the two southern non-demonstration counties and all but one of the ten most popular types in the California counties. The inexpensive women's magazines, the five-cent weeklies, juvenile, and weekly-news magazines are the four most popular types in each of the three areas. Returns from California place travel magazines much higher in the scale of popularity and religious periodicals somewhat lower.

The list of the ten types of magazines most popular with Negroes in the demonstration counties, as shown in Table XXXV, includes all but one of the ten types most frequently reported by southern Negroes in the two counties not taking part in the demonstration. Magazines for Negroes, which make up about 3 per cent of the total in the demonstration group, compose less than 1 per cent of the total titles reported in the other area, while true-story and detective stories are more popular among the latter reports. In general, however, the percentage distributions among the various types of magazines are fairly similar.

Cheney's⁵ indexes of magazine reading show most of the southern states ranking low in comparison with other sections. Of the fourteen states ranking below .50 on his index of the reading of library periodicals, ten are in the southern group; while Oklahoma, Texas, and West Virginia are three of the remaining four.⁶ The indexes of the reading of popular magazines are somewhat higher for the southern states; but the ten lowest figures, all below .70, are for southern states.⁷

SOURCES OF MAGAZINES

In tabulating the answers regarding sources of magazines, an effort was made to distinguish between magazines regularly received by subscription and those purchased from a newsstand, bookstore, or other source. In a number of instances, particularly in answers from school students, the source was given as home, which gives no indication of the previous source of the periodicals. Table XXXVI shows the percentage distribution of the sources of magazines read by each group according to color, residence, and sex.

⁵ O. H. Cheney, *Economic Survey of the Book Industry, 1930-1931* (New York: National Association of Book Publishers, 1931).

⁶ *Ibid.*, Table VIII, p. 28.

⁷ *Ibid.*

Magazines secured by subscription, purchase, from friends, and from home compose more than three-fourths of those reported by whites and slightly less than this figure for those read by Negroes. Urban residents, both white and Negro, secure larger proportions of their magazines from these four sources than rural residents do, while the latter groups make relatively larger use of magazines from the school and from other sources.

The distribution of the sources of magazines read according to school level shows for urban residents, both white and Negro, slight increases at the higher grades in the very small proportion of maga-

TABLE XXXVI
PERCENTAGE OF MAGAZINES SECURED FROM EACH SOURCE BY EACH GROUP

SOURCE OF MAGAZINES	WHITE				NEGRO			
	Urban		Rural		Urban		Rural	
	Male	Female	Male	Female	Male	Female	Male	Female
Subscription	33	35	23	28	10	14	17	18
Purchase	23	17	16	12	33	29	14	14
Friends	11	11	13	15	18	21	16	20
Home	13	19	18	22	17	17	19	16
School	12	8	19	11	12	9	18	18
Library	1	1	1	1	1	2	1	1
Other sources . . .	7	9	10	11	9	8	15	13

zines secured from the public library. One-fourth of the magazines reported by rural students of Grades X and XI were secured from the school, while the percentage from this source is only one-half as large (approximately 11 per cent) for urban high-school students.

These figures indicate that the school library is much less important as a source of magazines than it is as a source of books. The standards of the Southern Association of Secondary Schools and Colleges require that a certain number of magazines be placed in the school library. Most of the high schools, particularly those in rural areas, do not hold membership in the Association. The seating capacity in many of the high-school libraries is insufficient to provide for large use of the library during the regular scheduled portion of the school day. In visiting the high schools little evidence was found of

efforts to incorporate the large and important body of material on social and economic problems available in the current magazines into the body of subject matter composing the curriculum.

Each of the four sex and residence groups of adult whites reports more than 50 per cent of its magazines secured by subscription, while the percentage purchased is approximately 20 for the urban groups and 10 for rural residents. Both urban and rural Negroes report approximately 30 per cent of their magazines secured by subscription; the urban group purchases approximately the same proportion, while the rural group secures about 14 per cent from this source.

Analysis of the sources of the magazines read by whites in the two southern non-demonstration counties shows only one-half of 1 per cent from the library but more than one-fourth of the total secured from the school, whereas Negroes secured less than 2 per cent from the library and school combined.

READING OF NEWSPAPERS

Analysis of the data on the reading of newspapers showed that the schools and public libraries are relatively unimportant sources of supply for this class of reading material, and it was therefore decided to present only a brief summary of the findings for reading of this type in the demonstration counties. Tabulations of the data are shown in Table XXXVII and XXXVIII. The daily newspapers make up more than three-fourths of the total read by whites, while weekly and similar papers make up slightly more than one-eighth of the entire number reported. Although not shown in Table XXXVII, weekly newspapers are reported with considerably greater frequency by rural residents than by urban. None of the four residence and sex groups report more than 7 per cent of the newspapers secured from the school and public library combined, although these two sources are more important for rural than for urban residents.

Considerable difficulty was experienced in identifying titles of Negro newspapers reported except for the more prominent titles, such as the *Chicago Defender*. Approximately one-fifth of the titles reported by Negroes, however, are believed to be of this class, while two-thirds are made up of daily newspapers. None of the Negro

groups report more than 6 per cent of newspapers secured from the school and public library combined.

When the data are classified by school levels, they show as high as 10 per cent of the newspapers read by rural white high-school stu-

TABLE XXXVII
TYPES OF NEWSPAPERS READ BY WHITES AND NEGROES

	Daily	Weekly	Others*
White:			
Number of newspapers.....	9,208	1,611	926
Percentage of total.....	78.4	13.7	7.9
Average per person.....	1.8	0.3	0.2
Negro:			
Number of newspapers.....	3,824	416	1,429
Percentage of total.....	67.5	7.3	25.2
Average per person.....	1.5	0.2	0.6

* Titles not identified are included. The data for Negroes include 1,193, or 21 per cent, of papers for Negroes.

TABLE XXXVIII
PERCENTAGE OF ALL NEWSPAPERS WHICH WERE SECURED FROM THE SCHOOL AND LIBRARY BY WHITES AND NEGROES

	URBAN		RURAL	
	Male	Female	Male	Female
White:				
Percentage from school...	0.6	0.7	0.3	0.6
Percentage from library...	3.0	2.9	5.9	6.2
Average per person.....	2.5	2.4	2.1	2.0
Negro:				
Percentage from school...	1.3	0.8	1.3	1.0
Percentage from library...	3.6	2.3	2.1	1.7
Average per person.....	2.7	2.5	1.6	1.6

dents to be secured from the school library. These proportions are somewhat lower for urban high-school students. Approximately 6 per cent of the newspapers reported by urban Negro high-school students come from the school library, while this source is practically withoutre presentation among rural students at this level.

TABLE XXXIX
SUMMARY OF READING: AVERAGE NUMBER OF BOOKS, MAGAZINES, AND NEWSPAPERS REPORTED BY WHITES AND NEGROES

	GRADES V AND VI				GRADES VII-IX				GRADES X AND XI				ADULTS			
	Urban		Rural		Urban		Rural		Urban		Rural		Urban		Rural	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
White:																
Books.....	3.0	3.5	2.4	3.1	2.7	3.2	2.5	2.5	1.7	2.7	2.2	2.9	0.7	1.2	0.9	1.3
Magazines.....	2.1	2.2	1.8	2.4	3.2	3.5	2.7	2.5	3.2	3.2	3.4	3.9	3.1	3.1	2.0	2.6
Newspapers.....	2.4	2.5	1.9	1.9	2.6	2.7	2.0	2.0	2.5	2.4	2.4	2.5	2.5	2.0	1.6	1.6
Total titles.	7.5	8.2	6.1	7.4	8.5	9.4	7.2	7.0	7.4	8.3	8.0	9.3	6.3	6.3	4.5	5.5
Negro:																
Books.....	3.2	3.3	1.5	2.3	2.5	2.4	1.7	2.3	2.1	2.5	2.2	2.9	1.0	1.4	1.9	2.1
Magazines.....	3.0	2.4	1.9	2.1	2.3	2.6	1.7	2.1	2.6	2.7	2.4	2.3	1.8	2.3	1.4	2.1
Newspapers.....	2.7	2.3	1.6	1.6	2.6	2.7	1.8	1.7	2.7	2.8	1.7	1.9	2.7	2.4	1.5	1.6
Total titles.	8.9	8.0	5.0	6.0	7.4	7.7	5.2	6.1	7.4	8.0	6.3	7.1	5.5	6.1	4.8	5.8

SUMMARY OF READING IN THE DEMONSTRATION COUNTIES

A summary of all of the reading reported, showing the average number of titles in books, magazines, and newspapers for each of the groups, is shown in Table XXXIX. The following generalizations seem to be indicated by the data presented in the table and in preceding chapters of this study:

1. In terms of the total number of titles of all types, females report more than males, and urban residents more than rural. Of the groups representing various levels of maturity, the highest average number of titles reported for urban residents, both male and female, is in Grades VII-IX for whites and in Grades V-VI for Negroes (for urban females the average for Grades X and XI equals the latter group); for all rural groups the tenth and eleventh grades of the high school report the highest number of titles.

2. A definite shift in the preponderant type of reading by whites is indicated between Grades V and VI and adulthood. In the younger group, book titles are most numerous, with magazines and newspapers less frequent, while adults report magazines and newspapers with greatest frequency and books less often. In the Negro groups this shift is not shown with equal consistency.

3. Whites report a larger number of titles than Negroes. In many cases, however, the figures for corresponding groups are larger for Negroes. The averages of all groups combined by color are most nearly equal for books, of which the supply for free circulation is larger than for magazines and newspapers.

4. The library and the school furnish more than one-half (58 per cent) of the books read by the 7,625 persons reporting, but these sources are much less important for supplying magazines (13 per cent) and relatively insignificant for newspapers (4 per cent).