

PLANS EXECUTED FOR ALUMNI DAY

Luncheon at 1 P. M. and Ball at 8 P. M. Are Biggest Events of the Day.

Elaborate plans are being executed to make Alumni Day, Saturday, June 8, one of the main features of the 134th Annual Commencement. The two biggest events will be the Alumni luncheon at 1:00 p. m. and the Alumni ball at 8:00 p. m., both to be held in Swain Hall.

Mr. W. T. Shore, the Alumni president, will preside at the luncheon, and short talks will be made by President Chase, Judge F. D. Winston, and several others. Places will be set for over six hundred people, the different classes being seated together. Wex Malone and Al Kahn, the authors of this year's Wigwe and Masque production, will be in charge of the entertainment which will feature skits by some of the performers of the late revue. Because of their excellence in producing an amateur musical comedy, the Wigwe and Masque entertainers will provide the amusement for the visiting alumni. The decorations of the hall are to be of the most colorful and lavish type and should add much to the occasion. Music for the ball will be furnished by the Carolina Buccaneers.

A new feature of Alumni Day will be the extensive use of decorations on the main street of the village. The local merchants have offered to fix up their store windows in the traditional blue and white, the Carolina colors. Various trophies of former years are to be displayed, and it is likely that they will bring back many brilliant recollections to the visitors.

Rondthaler Conducts Psychological Test

Edward Rondthaler, senior student majoring in the department of psychology has been conducting an interesting experiment in the psychological reaction of individuals to different fonts of type. He has definitely established the fact that the kind and size of type used in advertisements gives a key to the type of thing being advertised.

Forty-seven percent of those persons answering Rondthaler's questionnaire were of the opinion that the specimens printed in light face and ornamental types advertised clothes, hosiery, stationery, etc. On the other hand the answers most frequently elicited by the heavier types were cigarettes, banking, automobiles, trucks, etc.

The same experiment was performed on the nurses in the New York Medical Center, the students of Salem College and Salem Academy at Winston-Salem, and the students of N. C. C. W. In all cases girls and women proved to be much more sensitive to the different kinds of type.

Aiding Rondthaler in his experiment have been William Chapman, L. C. Phillips, and Paul Patten.

Magazine Contest Winners Announced

The results of the essay contest conducted by the New Republic have just been announced. The subject of this contest was "College as It Might Be," and the judges were Dr. Alexander Meiklejohn of the Experimental College at the University of Wisconsin, Dean Max McCann of Lehigh University, and Professor Robert Mors Lovett of the University of Chicago.

Essays in the contest were received from colleges and universities in all parts of the United States and Canada, but the mid-western and eastern districts submitted the largest representation. More than twice as many men participated in the contest as women.

The judges had some difficulty in choosing among several papers which were exceptionally good. They finally selected that of Mr. Howard Jay Graham, graduate of Whitman College, now attending the University of California. Mr. Graham's essay appears in the May 17th issue of the New Republic. Other interesting essays submitted in the contest will appear in succeeding numbers of the New Republic.

People are always willing to arbitrate after they realize that they are licked.

Reunion Committee Discusses Plans For Alumni Day

General Albert Cox Presides at Meeting of Representative of All Reunion Classes.

Meeting in Chapel Hill last week the Reunion Committee composed of class secretaries or representatives of all classes who reunite this Commencement discussed plans for Alumni Day. General Albert L. Cox, chief alumni marshal, presided. Friday, June 7, is Senior Class Day; Saturday is Alumni Day; Sunday, baccalaureate Sunday; and Monday, graduation day. Classes in three college generations reunite this year together with special reunions of the 50-year, 25-year, and 1-year classes: '79, '80, '81, '82, '83, '99, '00, ('01 decided not to reunite formally), '02, '04, '18, '19, '20, '21, '28 are among others reuniting.

Commencement speakers: Sir Esme Howard, the British Ambassador, speaks at the Commencement exercises on Monday at 11 o'clock. Bishop J. E. Freeman, of Washington, preaches the baccalaureate sermon Sunday morning.

Alumni Day: The committee formulated the following program for Alumni Day:

10:30—General Meeting, Gerrard Hall.

1:00—Alumni Luncheon, Swain Hall.

4:30—Band Concert, Davie Poplar.

5:00—Induction of Class of '29 into Alumni Association.

6:00-8:00—Individual Class Reunion Suppers.

8:00—President's Reception.

10:00—Alumni Ball.

Accommodations: The following dormitories will be reserved for alumni: Old East, Old West, Steele and Grimes. Steele will be reserved for mixed couples. Porters and maids will be in attendance. The rooms are all furnished, and will be prepared especially for Commencement. Bed linen, towels, etc. are supplied. For those who may care to go to a hotel there is the Carolina Inn in Chapel Hill, while the Washington Duke and Malbourne in Durham are only a half hour away. The Carolina Inn probably has reservations on all its rooms for Commencement, but the Durham hotels will have rooms. Meals may be had at any of several cafeterias, cafes, dining-rooms, etc. in the town.

Assignment of classes to dormitories necessarily is tentative, but the following schedule will serve for publicity: Old West: '79, '80, '81, '82, '83, '99, '00 and '02. Old East: '04, '18, '19; Grimes: '20, '21, and '28. Steele: Mixed couples. Members of other classes will have rooms available also.

Class Suppers: The committee voted to recommend Saturday evening from 6 to 8 o'clock as the time for individual class suppers. There will be enough places about the town for all classes who desire suppers. A letter to the Alumni Office will bring specific information.

Publicity: The Alumni Office has sent out information about Commencement to all of the members of the college generations, '79-'83. Class secretaries or reunion chairmen have gotten out publicity material to all other reuniting classes. General publicity is being given Commencement through the Alumni Review and the daily press.

Seniors Receive Telephone Positions

The Bell Telephone Company has selected several of the seniors from the University of North Carolina to fill positions with the company following their graduation. Those are R. F. Coltrane, A. L. Groce, W. B. Sharp, P. T. Simpson, and N. T. Burdine. Burdine will be employed in the Bell Telephone Laboratory at New York while the others will take a training course at Atlanta.

Ebony wood weighs as high as 83 pounds a cubic foot.

CAROLINA PLAYMAKERS ENJOYED BEST YEAR IN HISTORY SAYS HEFFNER

(Continued from page one)

to towns that could not be reached on the regular tours. The group played before four different audiences beside the six regular performances given in Chapel Hill.

Seven new plays were presented by the organization. Although no outstanding new play came out of the group, the productions were considered well above the average.

At every performance in the Playmaker theatre standing room was sold, an indication of the interest being manifest. Many new students were attracted to the organization especially in the productions of *An Enemy of the People* and *Rip Van Winkle*. More than 100 students took part in the Playmakers' work in some way.

More interest was shown in the drama and more people took part in productions than ever before. Thus the Carolina Playmakers bring their eleventh season to a close, having brought the drama closer to the lives of the students of Carolina.

With Stymie Stimson, famed dramatic director and critic who has taken the Playmakers by storm during the last few weeks, as their honor guest, the Carolina Playmakers will bring their eleventh season to a close Saturday night at eight o'clock in the Playmaker theatre with the annual caper. At this time in addition to the party and good time, awards for the year will be made. About 25 students are expected to receive awards for meritorious work with the Playmakers this year.

The caper proper will be in the form of a play, "Punasuss," presented in seven scenes. All the Playmakers who are leaving will be featured in the cast. The play itself deals with the Playmakers in New York next year where each will be doing what he has long wanted to do, playing the role that he always had a smouldering desire to play, but never got a "break."

Al Kahn is commander-in-chief of the ceremonies and is writing the caper. He says he is slinging the satire unmercifully. All the productions of the year, the whole staff, and all the work of the organization will come in for a bit of a take-off. He will be assisted in the presentation of the play by Mary Margaret Russell, Mary Dinberger, Pen Harrison, Howard Bailey, Helen Dortch, Nettina Strobach, Sam Selden, Loretta Carroll Bailey, and Lawrence Thompson. Miss Julia Bradham of Rocky Mount will be present to render vocal selections; she will be accompanied by Bill Shaw, also of Rocky Mount at the piano.

All persons who have been connected with the Playmakers in any way, as stage hands, actors, publicity men, and such or have helped in the productions are cordially invited to attend; no formal invitations will be issued. The performances is from eight on.

Time to Wear Crepe

Boston Traffic Cop—"Say, you, get going—what's the matter with you?"

Polite Driver—"I'm just fine, thank you, but I think my engine's dead."—Judge.

A Great Help

Bullis—Do you think that missionaries help the heathen any?

Wasey—Sure. They teach them to have only one wife.

A hick town is a place where a fender retains its virgin shape for three weeks.

Not the First Trip

Chugwater—Did you ever know a woman to buy what she wanted at the first store she came to?

Dashpot—Yes. My wife frequently does—that is, she returns to it after she's been to all the other stores.

NOTICE

All students in the University who desire their credits sent to the State Department of Certification at Raleigh should get the paper blank from C. E. McIntosh at No. 2 Peabody. The credits will not be sent until after all spring grades are in, but the blank should be filled out and left with the Registrar before the students go home.

Alpha Chi Sigma Takes in New Men

Rho Chapter of Alpha Chi Sigma, national chemical fraternity, announces the pledging of the following men from the freshman class: F. W. Grant, B.S. in Chemistry; P. C. Usher, B.S. in Chemistry; P. S. Gilchrist, B. S. in Chemical Engineering; M. M. Matthews, B. S. in Chemical Engineering; E. O. Bryant, B. S. in Chemical Engineering; and D. S. Hartshorn, B.S. in Chemistry.

The following upper classmen were pledged: G. H. McCormick, B.S. in Chemical Engineering, and Frank Thomas, B.S. in Chemical Engineering.

At the Carolina

Another hilarious Glenn Tryon screen comedy is to be seen here when "The Kid's Clever," the Universal fun-maker's latest photoplay, is presented at the Carolina Theatre tomorrow. It is promised as a worthy successor to such Tryon hits as "Painting the Town," "Hot Heels," "The Gate Crasher," "How to Handle Women," and "A Hero for a Night."

William James Craft, who has directed most of Tryon's successes, also was at the helm in the making of this new laugh-film. The story, an original by Vin Moore, noted screen

writer, presents Tryon as an inventive service station owner in a large city, who has devised a combination auto-boat that is fuelled by electricity or something, drawn from the air. There is a pretty girl, the daughter of a wealthy auto manufacturer. There is a demonstration of the trick auto-boat, with that craft doing odd, weird things in a thrilling exciting galore and a sensational wind-up, with Tryon winning both a marvelous contract and the girl.

The sweetheart role in the picture is played by Kathryn Crawford, a

newcomer to the screen. She formerly was a musical comedy favorite and was signed by Universal following a successful season in a Los Angeles playhouse, as the lead in "Hit the Deck." She is heralded as a charming and appealing heroine.

Others in the cast are Russell Simpson, Lloyd Whitlock, George Chandler, Joan Standing, Florence Turner, Virginia Sale, Max Asher and Stepin Fetchit. In addition to the no-fuel auto-boat, the picture contains a number of ingenious and laugh-making gadgets of the type for which Tryon comedies are noted.

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A WORD OF APPRECIATION

At the close of the school year we wish to extend our heartiest thanks to our customers who have made possible another profitable year. We wish you a pleasant and profitable vacation and we trust that in the future we may continue to solve your cleaning and pressing problems with the same

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