

# The Daily Tar Heel

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Thursday, October 5, 1933

## Working Together

Every day except Monday the DAILY TAR HEEL is delivered to over half the population of Chapel Hill, and whether we regard it a part of the daily routine or take an interest in it as a purveyor of news and campus comment, the fact remains that some 3,000 individuals come in contact with this paper almost daily.

When we stop to realize that a paper is made up not only of readable matter, but of a certain amount of advertising, we can do no less than admit that the DAILY TAR HEEL is very definitely, as much so as any other newspaper, an advertising medium. Although it has not the capacity to reach the number of consumers that other larger papers have, the DAILY TAR HEEL has the advantage of being the only daily paper in Chapel Hill and therefore is the only paper to reach consistently the number of Chapel Hill consumers that it does.

Chapel Hill merchants are interested in the buying possibilities of Chapel Hill residents, whether permanent, like the faculty, or temporary, like the students. And for this reason local merchants are advertising in the DAILY TAR HEEL. Those of us who receive the student paper of this University scarcely realize on first thought that Chapel Hill business spends with this paper approximately \$5,000 per year in advertising.

That, we conclude, is a fact that testifies to the good-will existent between student and Chapel Hill merchant. But we maintain that it should mean a great deal more. It should mean that it pays to advertise in the DAILY TAR HEEL. And it undoubtedly does, for this student paper is not being financed by charity.

But if we are to prove to Chapel Hill merchants that the advertising that they buy is not a contribution, but a paying business proposition, we must show them that advertising in the DAILY TAR HEEL brings results. What we want is more comments from students who buy in Chapel Hill, on the advertisements of those merchants from whom they buy. In that way we can prove that every inch of advertising in this paper is bringing results profitable both to student and to merchant.—A.T.D.

## Taxes And Tintypes

Raleigh taxpayers, after the fashion of taxpayers in general, are getting ready for an indignation meeting to protest a proposed increase in the tax rate. It seems that the city fathers need more money for debt service and running expenses, so they are considering raising the tax rate 34 cents, from \$1.10 to \$1.44.

The situation is not unusual. Citizens of the United States are noted for their opposition to taxes. They believe that the government should be run for their benefit at somebody else's expense. The only time that the citizenry voted a tax on itself in any great proportion was when it ratified the seventeenth amendment. And then the popular vote was brought out because the proletariat believed that the income tax was really designed to sock the rich. Getting things by the customs without paying a duty has become a game played by people who could afford to pay several duties without missing a cent. And the devious plans for beating the sales tax could be originated only by an American. We observed one upright citizen buying six dopes one at a time, making six separate trips from store to car, in order to avoid paying a penny tax.

We believe that it's high time the American people were waking up to the fact that taxes are imposed on them for their own ultimate benefit. True, there are abuses that should be eradicated in the handling of public funds; but these abuses do not arise from the existence of excess funds, and the way to curb them is not to refuse to pay more taxes. The primary reason why people object to paying taxes is that they can not see the direct benefit of the money they pay out at the time they pay it. They realize that municipal, state, and federal funds are constantly being used to make things a little better for them and their neighbors, but they don't see the connection between public improvements and benefits and the money that they themselves pay out.

We suggest that before the Raleigh indignants go to their meeting that they do a little thinking about the things that the government alone has made possible for them. They should pass by a fire house, ask directions of a policeman, look

critically at their city's streets. They should take a tour around State College, and then look over their elementary and high schools (which are operating at a point of minimum efficiency because of a lack of funds). Then they should reckon the maintenance cost of these few departments.

If they do some really serious and unselfish thinking, they will not feel that 34 cents is too much money to pay for safety, comfort, convenience, and culture.—J.B.L.

## Loan Fund Cooperation

No better recommendation could be made for the University than that in times such as these it has been possible for more than 323 students to obtain financial aid to the extent of \$22,517, and this from a loan fund a large part of which came as the result of donations from the student body.

Those students who were in the University during the spring of 1931 will remember the intensive drive to increase the loan fund and the remarkable reception it received from the student body, both individually and through its various campus organizations. During the past several years the loan fund has found itself called upon more and more by needy students seeking doggedly for an education. The abolishment of free tuition has thrown an additional burden upon it and taxed its resources to the utmost. While the so-called "state scholarships" provided financial aid of only \$75 yearly, they aided many students who were unable to pay their tuition. Consequently this year students have had to make applications for loans because they could not raise the money to pay tuition.

Every effort is being made by the office of the dean of students and the Y. M. C. A. to give aid to those students whom they feel merit it, the "Y" through its self-help bureau and the dean's office through loans.

The recipients of loans are carefully selected by those in charge. To receive a loan a student must be making good grades on his studies, be of good character, and have some form of reliable security. In the past the fund has been remarkably successful in its collections, losing only about one per cent. This fact is in itself evidence of the sincerity of the students in their desire for an education and their worthiness for aid.

In the face of such a splendid record it should be the duty of every campus organization worthy of its place to offer its full support to the loan fund. The fund needs money and it is the privilege of the campus to help it carry on its work. V.C.R.

## Parents And Student

The management of Graham Memorial is to be congratulated on its not particularly novel but certainly thoughtful plan of sponsoring a Parents' Day in conjunction with the regular University Day celebration.

It should be the duty of every student in the University to take advantage of this planned program to urge his or her parents to come to the Hill at this time and participate in the program planned for them. Many parents and families are forced to go on a strictly economical budget in order to maintain their children during their career at the University; many sacrifices are made for them and it is only natural that the parents would have an interest in the work, activity, and environment at Chapel Hill.

Although the modern youth has clothed himself in a veneer of superficial boredom (see "Speaking the Campus Mind," October 4), has taken on what he believes to be an air of sophistication, and believes that any sentimentality is a display of ignorance, there is, nevertheless, the old and invincible law of the parents' love for children. It is directly to them that we owe our existence on this earth and any small action of ours seems vitally important to them.

The age that a youth passes through during his college days produces the most complete change in him which he ever experiences. It is therefore the most interesting phase of his life—to his parents. The opportunity offered this year to allow the parents of the students to see at first hand a bit of life on the campus should be taken advantage of to the greatest extent possible.—C.G.T.

## It Isn't Spying

Resentment is frequently felt as well as exhibited on this campus in the class room when a professor remains in the room during a quiz. Professors have commented upon the icy eyes that stare at them. They seem to announce indignation at being considered too childish to maintain good behavior during a short examination. This almost tangible feeling is out of place.

The professor is not there for spying. There are two very excellent reasons for his sitting quietly within the reach of the test takers. One is for giving information. There are few quizzes that are entirely lucid in requirements for every student. Certain questions have indefinite objects in view and although some may see at once

just what the prof is getting at, others can think of infinite ways of pursuing the answer. It is then that the instructor is able to clear up matters and prevent that helpless feeling of idea confusion which habitually prevails.

Most students—particularly those who have prepared for their examination, feel that they have a right to order. Therefore, the professor feels that he is really needed in the room during the quiz. He certainly is not remaining with the hopes of finding cheating. That is the last thing he does want to observe. And certainly it isn't entertaining to remain in a pen-scratching atmosphere of worried frowns and depressed countenances.

So those who have been feeling resentful at the insinuations of the prof's remaining within the class room during an exam, should change their attitude to one of appreciation. It would be easier on student and professor alike.—J.S.C.

## SPEAKING the CAMPUS MIND

### Old Man Happy

The editorial in yesterday's TAR HEEL entitled "Old Man Happy," which dealt rather blindly and harshly with the field announcer's work at the Davidson game Saturday, was unjust and deserves correction on a few points.

The writer, H. N. L., denounced the announcer first and to great lengths on his repeated warnings concerning walking across the playing field. H. N. L. forgets or else he has never seen a game in Kenan stadium previously to the Davidson contest, for last year the same announcement about not walking on the grass was repeated many more times than it was Saturday. Since all the spectators do not enter the stadium at the same time, the announcement must necessarily be repeated several times and impressed upon a few, probably those who are bored most by the grass warning.

In the editorial H. N. L. also attacked the quality of Old Man Happy's coverage of the football game itself. It is both interesting and laudatory to know that the reporters in the press box praised our announcer for his full detailed description of each play and his accuracy on all points such as names and measurements.

We are very fortunate in having a man who last year played fullback on the Carolina varsity and who is one person surely in a position to know exactly what is going on in a football game.

Another criticism of H. N. L.'s was that the announcer never informed the crowds in the stadium of the number of minutes left to play. Well, H. N. L., you slipped this time. If you know anything about what you write, you would surely know that that choice bit of information is not even given the coaches—even on request from the timers.

Lets stop knocking and appreciate what Old Man Happy has to offer at the football games. J. W. C.

### Co-eds Arrange Dance

If the arrangements made by the girls of Spencer hall at a special meeting Monday night for the co-ed dance to be given Friday, October 13, are unsatisfactory to the co-eds in town, suggestions should be made to Jane Jolly at the Shack.

## Drugs & Prescriptions Reasonable Prices SUTTON DRUG CO.

## BULL'S HEAD WILL PRESENT PROGRAM

"Anthony Adverse" Among Latest Literary Works to Be Discussed.

The Bull's Head will present the first in a series of informal programs at 4:00 o'clock this afternoon in the Y. M. C. A. Miss Lucile Althar and Miss Mary Shore will speak on "Early Fall Publications."

According to Miss Mary Dirnberger, these gatherings will be held once a week and will consist of lectures, readings, and book reviews. The first program will be given through the cooperation of Miss Beust of the school of library science.

### Other Programs

Among the fiction to be discussed are "Anthony Adverse," by Hervey Allen, and "No Second Spring," the Harper prize novel by Janet Beith; non-fiction to be reviewed are "Fanny Kemble," an autobiography, and "Marie Antoinette," by Stefan Zweig.

Dr. H. R. Huse, of the University faculty, will speak at one of these gatherings at a future date. His newest work, "The Illiteracy of the Literate," has just been published by Appleton. Anyone interested in books is cordially invited by Miss Dirnberger to attend these discussions.

### Miller Speaks

At 10:30 Tuesday morning Dean W. J. Miller gave a short address to the entire engineering school on the value of the "Carolina Engineer," student magazine. The students unanimously agreed to subscribe to this publication at a subscription rate of 50 cents per quarter.

## Ann Harding Plays At Carolina Today

"Double Harness," playing at the Carolina theatre today and starring William Powell and Ann Harding, is a story of a girl who thinks marriage is a woman's only business and proceeds to attempt to justify this assertion.

Ably assisted by Reginald Owen, an English comedian, Henry Stephenson, Lillian Bond, and George Meeker, the two stars present a realistic drama of the life of a couple who were forced to be married.

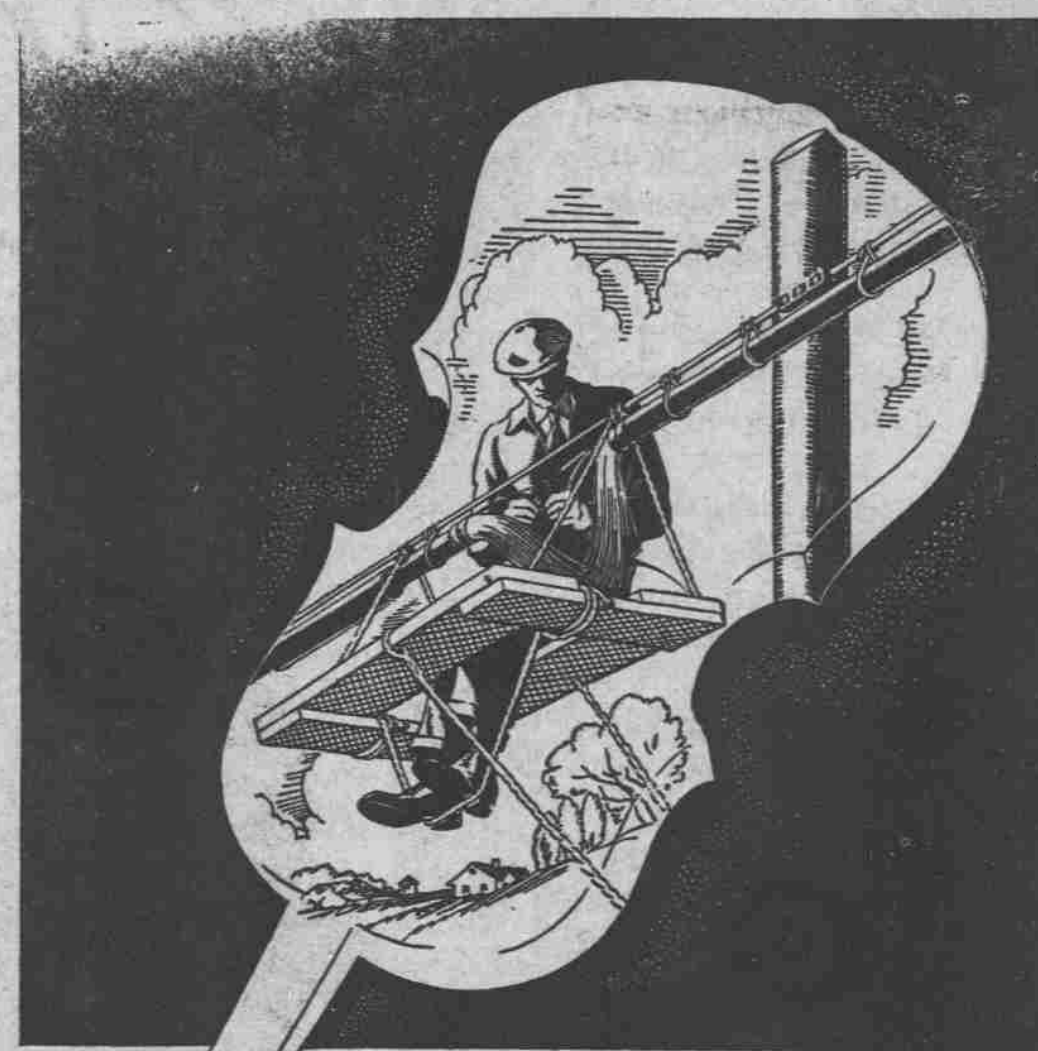
Tricking her lover into marrying her, Ann Harding, in the role she plays, tries to make a great man of him and nearly succeeds. William Powell gives one of his best performances as a polo-playing, sporting, millionaire playboy who is losing his fortune until Miss Harding steps into his life to readjust his affairs. This ultra sophisticated drama is typical of the greater art the motion pictures are achieving.

## NRA "BUY NOW" PROGRAM PLANNED BY COMMITTEE

The NRA has been recently reorganized in Chapel Hill. The response to it has been very encouraging to the members.

Committees are now busy encouraging the individuals, firms, and others who are interested in the NRA work. The committees are also urging firms that have not signed to sign now in order that they may have part in the "Buy Now" campaign which is to be started October ninth.

It is planned to have several three-minute speeches at the Carolina theatre within the next ten days.



# Fit as a fiddle . . .

Telephone service must be kept fit as a fiddle 365 days a year.

Thanks to a continuous program of maintenance and replacement, Bell System plant is today more efficient than ever. Constantly improved operating methods provide the swiftest, surest service on record. Plans devised by telephone men fit the service more and more exactly to subscribers' needs.

The result of all this is: the telephone gives you a lot for a little money.

## BELL SYSTEM



SAY "HELLO" TO MOTHER AND DAD —RATES ARE LOWER AFTER 8.30 P. M.