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CONSPICUOUS CONSUMPTION

A main characteristic of American life in recent years has been the "Name Band" business. By means of the radio, phonograph records, and personal appearances small groups of "musicians" have wheedled the listening public out of thousands of dollars. On the radio they are the most popular programs; they have a monopoly on "juke box" repertoires; when they make a personal appearance, they bleed their sponsor.

Shallow, trite-rhythmed jazz or swing has become the opiate of most of the youth of this country: hardened band leaders and vocalists have become the heroes or heroines which the mass of them worship. New twists and freak horn blowing and attempts to beat a drum as well as a Ubangi keep up the public interest, but swing is swing. There's not much quality to it; but there's an awful lot of quantity to it-sound effects, but not music. A fairly good band on the campus is considered not worth listening to, although the "Name Band" brought down differs from the campus band only in name and possibly in the sort of twist given to a particular recording.

What is all this but "conspicuous consumption"? The "Name Band" has become a luxury for the ultra-sophisticated college generation to indulge in about four times a year; just as in high school this same generation spent most of the night trying to study with a radio blaring, now they want to see the bands they have only listened to. They want to tell some people back home that they heard and saw Little Jack Horner, playing for the Winter Kickaleg Hopandjump.

This is a continuance of an adolescent attitude toward life itself; and of course most of the jitterbugs do not outgrow this attitude. Probably half of the jitterbugs are jitterbugs to consume conspicuously. It shows a basic immaturity, a sort of ignorance, and self-insufficiency; it shows that these people have not realized the value of money and do not know about the existence of some millions of other persons who cannot even buy a mouth harp.

We have pointed this out not to ask that swing bands be abolished or that dances be abolished, but to ask all organizations who will be giving dances during this school year to realize that this country is at war, that now if never before we have got to realize what we are doing with our money. This is another aspect of the National Solipsism which we have consistently accused as being un-American in Tar Heel editorials.

Juniors and Seniors, we appeal to you. Can you not see that conspicuous consumption even in peace is a misuse of the good gifts of the earth and that in war it takes on the nature of an unpatriotic action, an undemocratic action, and a short-sightedness which is ultimately dangerous.

Can you not make this one sacrifice? Does entertainment and having a good time mean for you having a "Name Band" and fancy decorations and millions of figures? Can you not have a good time among yourselves? Does the spirit of the good time lie only in money?

something definite will be presented for your approval. This "something definite" will, we hope, be a cut in your dance expenditures. Think carefully and try to see that this sacrifice is nec- the world. essary and that a good time can be had in spite of the fact that we do not have a "Name Band" down. Sadie Hawkins Day was successful, even though Life did not seem to think so. Junior-Seniors can be enjoyable, even though there may be a monetary sacrifice.

Juniors and Seniors, we appeal to you to make this sacrifice when the time comes for you to vote on it.

TAKE A DATE ...

urday afternoon in Memorial hall is the first concert this year sponsored by the Daily Tar Heel for the benefit of dormitory social rooms. Not inquiry is one of America's basic freedoms.

only that, Will Bradley will present one of the finest such concerts to be presented to the students this year.

Now, we can understand how it is not easy for students to get very enthused about the prospect of a social room at this time. The war, changes in ideas and curriculum, and other unexpected interruptions has put a damper on one of the Tar Heel's pets. No longer are social rooms as important as they were. The problem of our own immediate future means more to us.

Social rooms, however, will be important in the future, and to that end we are planning. It is our hope to raise as much money as possible this year, so that when things are "settled," campus leaders at that time will have something to work

Tickets to the concert cost twenty cents stag or thirty-five cents per couple. When Will Bradley and the boys start giving out with some of that "boogie-woogie," it will be a sight not soon to be forgotten. So make plans to attend the concert. The cause is great, and the returns will be indirectly turned back to you.

CLIPPED ...

Tires on automobiles driven at a speed under 50 miles an hour have a normal life expectancy of 30,000 miles, whereas those on automobiles driven at 70 miles an hour give only 5,000 miles wear, points out B. C. Forbes, economist and business analyst. One thing which every motorist can and should do to prolong the life of his tires, Mr. Forbes points out, is to drive at very moder-

Speed limits of 40 miles an hour would not only conserve rubber and prolong the life of automobile tires but would likewise tend to prolong the lives of automobile occupants. At first it would be awfully irksome to "crawl" along at 40 miles over highways built for higher speeds but in time the motorists would get used to it.

-Roanoke Times.

QUOTABLE QUOTES...

"The last war brought about the teaching of health and physical education in the schools. This war may bring about a new pattern of physical fitness for all of society. The startling and sometimes shocking findings of the medical boards, plus the fact that many men from sections without recreational facilities will become accustomed to regular recreational facilities in the army and on furlough, should revolutionize our whole attitude toward physical fitness." Dr. George M. Gloss, associate professor of health and physical education at Louisiana State university foresees a new national emphasis on physical fitness.

"Japan is at war with the United States and Great Britain because her aggression policy had cost her some 75 per cent of her normal imports and because her economic life was bound up with the nations blockading her. Thus Japan is in a state of economic as well as military siege, and she is extremely vulnerable in both respects." Juniors and Seniors, we appeal to you. Soon Dr. William O. Scroggs, dean of the graduate school at Louisiana State university, says Japan, of all nations, was the one that needed most to live under peaceful trade terms with the rest of

The Information Center at the library continues to serve the student and the state. Services are available to all citizens of North Carolina relative to the issues of war, civilian participation, defense measures, conservation of resources, tax problems, peace proposals, post-war planning, and scores of other social and economic questions arising from the national emergency and the world crisis. Also offered are the latest available facts, figures, re-The Will Bradley concert scheduled for Sat- ports, digests, regulations, and instructions for public use, as well as discussion materials in print on all sides of controversial questions. Freedom of

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WAR NEEDS MONEY!

It will cost money to defeat our enemy aggressors. Your government calls on you to help now.

Buy Defense Bonds or Stamps today. Make every pay day Bond Day by participating in the Pay-roll Savings Plan.

Bonds cost \$18.75 and up. Stamps are 10¢, 25¢ and up. The help of every individual is needed.

Do your part by buying your share every pay day.

collegiate review . . .

By Associated Collegiate Press The University of Colorado was established in 1876.

The University of Kentucky has the fourth largest graduate school east of the Mississippi River and south of the Ohio River.

The Clemson college mess hall contains 278 tables and seats for 2,224 students. Four tables are available for guests.

Seven members of last fall's University of Texas football squad were

Timothy Alden, founder and first president of Allegheny college, was the founder of six other schools.

Five women are taking engineering courses at Wayne university.

Fifty cadets are enrolled in the flying school at Louisiana State university.

Dr. William Harvey Perkins, dean of Jefferson Medical college, was at one time professor of medicine in the native university at Chulalongkarana, Thailand.

Two hundred twenty-one graduate students representing 29 states, two foreign countries and three territories are enrolled at Washington State college.

A new inter-departmental course in retailing will take effect in the fall at Keuka college, Keuka, N. Y.

Facts and traditions in the history of their own college have been furnished to Hollins college students of creative writing as material for advanced composition work.

Courses in first aid for all students have become part of the Muhlenberg college program.

Mrs. Franklin D. Roosevelt recently was initiated as an honorary member of Phi Beta Kappa at Radcliffe

Willian Anderson, chairman of the political science department at the University of Minnesota is current president of the American Political Science association.

Chancellor to the Panamanian consulate at New Orleans is Juan Diaz. senior in law at Louisiana State university, a native of Panama.

Tulane university had its beginning in the Medical college of Louisiana, organized in 1834.

keyboard . . .

The relatives of William Hayes Ackland are suing the executors of the \$1,395,400 will. If they win, each will get \$100,000 instead of \$1,000 each, and one relative will receive half a million for himself. Rollins college has intervened in the suit and can use the money to excellent advantage as a private college. Carolina still hasn't intervened, and we're going to find it necessary to pull a few aces if we expect to cinch that fortune. Youn can put money down that the relatives and Rollins have some fine and convincing evidence to show the Washington court and some legal mud-slinging in UNC's direction have to be awaited.

Dr. Hu Shih is first in the IRC's new "Victory Series" of speakers from Allied powers. This character is unquestionably the strangest Ambassador in Washington. He frequently criticises the Chinese government, is a far cry from the customary diplomat in that he is a compensated introvert rather than the suave, sly, social-minded, exaggerating eulogist that is M. Henry-Haye, IRC's last speaker. He despises working on business matters, is in many ways a pacifist, he pounds his fist on rare occasions (last was shortly before Japan declared war) and his hobbies are collecting honorary degrees and matchbook covers. IRC has picked something this time, but not until Tuesday will we know exactly what it is.

In the last Legislature meeting the salary of the executive secretary of the Debate council was abolished. Dewey Dorsett, who last Tuesday resigned his post as council secretary, was succeeded by Dick Railey, a selfhelp student. Dick has a big job ahead of him and his conscientious effort of the past indicates he'll do it. We'd like to see the Student Legislature reconsider its rider to the Debate reform bill at tonight's meeting. There really is no reason for doing away with the salary, and we're convinced there is a definite place for that allotment.



in dubious battle ...

By Jack Dube

Murphey Hall: Where a door is liable to open at any time and knock you down was constructed by a certain Mr. Montgomery, who after having successfully finished the building and read the casualty list after its first day's usage betook himself to the church . . . to salve his conscience.

Balderdash and Folderol: Overheard in Graham Memorial "Is Lou Harris around . . . Washington calling." . . . Betty Etz and Bobby Epple (alliteration) want to know where the potent gal who worked for the parole officer in "Johnny Eager" fits in . . . she just overdid her part . . . thass all. . . . Incidentally, we're starting a fund to give Lana Turner a scholarship to do sociology at our school . . . and having little trouble getting contributions. . . . Mrs. R. (Eleanor to youse guys) "stood-up" some two thousand stags at the presidential ball by appearing for only three minutes. . . . The entire CPU will now watch "My Day" for the next three months. . . . Betty Dixon always saves two seats in front of her in the movies . . . for diminutive persons. . . . Johnny Rosser (Infirmaryite) leaned over so far to watch a girl going down the hall that he burned his ear on the radiator. . . .

Classroom Calypsos: A student called to one of his pals in a friendly tone "Hey, stupid." The prof who, like his caricature was indulging in absentmindedness, turned around and said sheepishly, "Yes?" . . . A beautiful blonde rapped feverishly on the door of a class but sent an envoy in to get Billy Calhoun for her. . . . The new Daylight-"Saving" Time ordinance will certainly provide a boost to the sale of flashlights . . . to be able to see our way to our 8:30 class-

The Elixir of Life: The coeds are in seventh heaven because of the proposed Cadet Air-training base here. They can see the ratio going up ... up ... up ... e'mon fellas, les' enlist. ... The Dance Saturday night was so crowded that four grammar school gals got lost and George Grotz found himself dancing with Tiny Hutton during one of Kennedy's particularly tepid numbers. . . .

it happens here . . .

10:30-Pre-Med students meet in Gerrard hall.

1:45-FBI agent talks in Gerard hall.

2:30-2:45—AFTERNOON MUS-IC. Ensemble from Chamber Music Class of William Klenz over WDNC, WBIG, WSJS, WSTP.

2:45-3:00-BOOKS, PLAYS AND PROBLEMS presents a discussion of the new "Library of Information" by C. E. Rush, Mrs. Robert P. Weed, Mrs. N. B. Adams, and Mr. B. J. Caldwell over the same stations.

4:00-Bull's Head tea. 4:30-Spencer's informal dance. 7:30-Freshman basketball: Greensboro H. S. 7:30-Blackout concert main lounge

Graham Memorial. 7:30-Student legislature meets in

Phi hall. 8:30-Coed swimming tryouts.

All day-S&F tickets on sale.

