

**RALEIGH STUDENT**

Published every week by Journalism Class, Raleigh High School

Editor-in-Chief.....Lillie Mae Scruggs  
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 Personals.....Sallie Page Ruffin  
 Poet.....Laura Mabel Haywood  
 Official School News.....Gladys Perry  
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 Y. W. C. A. Notes.....Frances Thomas  
 Morson Literary Notes.....Laura Mabel Haywood  
 Lewis Literary Notes.....John Henry Highsmith  
 Chapel Exercises.....Annie Lee Lazarus  
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**CHRYSTALLIZING PUBLIC OPINION — A NEW ART**

Crystallizing Public Opinion, by Edward L. Bernays. Boni and Liveright, publishers, New York.

A new profession has sprung into existence, and so widespread and powerful has its influence become that Edward L. Bernays, of New York, has made it the subject of a somewhat novel treatise. The profession is that of public relations counsel.

Some years ago the pestiferous circus press agent, with his cheap cigars and bundle of tickets, was the only representative of what later became known as the publicity fraternity. Today, big business enterprises, public institutions and movements find it not only profitable but vitally necessary to employ the services of trained publicity experts or, as they are sometimes called, public relations counsel.

Mr. Bernays directs his treatise to journalists, executives, heads of institutions, economists, advertising men and advertisers, public officials, publicists, artists, publicity men and social workers. His study of the individual mind, followed by a discussion of group and herd thought, are a distinct contribution to modern psychology. He explains with remarkable clarity the workings of the public mind, the crystallizing of public opinion and the part which a trained expert may play in shaping that opinion, either for or against certain businesses, institutions or movements. His arguments are interspersed with numerous illustrations which drive home his points and which will be of particular interest to newspaper men.

In view of the bad odor clinging to the word propaganda since the World War, the author's definition is of interest. He writes: "The only difference between 'propaganda' and 'education' is the point of view. The advocacy of what we believe in is education. The advocacy of what we don't believe in is propaganda."

Mr. Bernays explains that the rise of this new profession is based on the very healthy demand on the part of the public for full and complete knowledge of business even of a quasi-public nature and the growing disposition of business to take the public into its confidence.

The book should be of inestimable value to individuals or combinations whose activities deal in any measure with the mind of the public.

S. E. B.

**GAS WAR!**

The gas war, which many thought had been definitely settled, has again broke its chains and appears before us.

The Gulf Refining Company recently made a three-cent cut in their prices throughout the South. This cut consequently made the other gasoline companies reduce their prices also.

Many independent service station owners have been heard to say that they will "stick out" this price-cutting war. The price steadied a few afternoons ago after reaching seventeen cents, but there has been talk of a still lower drop in the price.

There was a time when people knew the exact amount to pay for a gallon of gas. Now, since the gasoline war, which has brought about so many changes in prices, the public is often heard to say, "How much is it?"

—H. Pakula.

Three hundred thousand men and women out of work in New York City, says report.

**"Follies" Scores a Big Hit at State Theatre**

**Many Young People Take Part in Show Presented by the Elks**

The "Follies," which was presented at the State Theater on October 3d, 4th and 6th, under the auspices of the Elks of Raleigh, and given for the benefit of the Christmas charity fund, proved to be one of the most spectacular and brilliant affairs of the season.

At all four performances the players played to overflowing houses, who showed their appreciation and enjoyment by storms of applause.

Gene Trader, a well-known director, had charge of all the rehearsals and directing, and showed his skill to the people of Raleigh by his wonderful training of the younger boys and girls. He says that there is a remarkable amount of talent in these younger folks and that they should be given every possible chance of proving it.

The "Follies" program was as follows:

**PROLOGUE**

"Fairy Tales"—Louise Wynne

**ACT I**

Scene 1. "A Fete in Fairyland."

Scene 2. "Down on the Farm."

Scene 3. "The Parade of the Wood-

en Soldiers."

Scene 4. "Pierrot's Dream."

In this scene Miss Edith Russell, director of dramatics at High School, was one of the outstanding figures.

Scene 5. "Dance of the Golden Nymphs."

*Specialty*

"One Fine Day"—Mrs. Harrison Kauffman.

Scene 6. "Brazilian Tango."

In this scene the well known and noted dancer, Billy Jordan, featured in the "Tango Argentine" with Mary C. Upchurch.

Intermission.

In the intermission the Y. M. C. A. Tumblers and Pyramid Builders took an outstanding part, under the direction of Charles C. Nixon, physical director of Y. M. C. A.

**ACT II**

Scene 1. "Don Ortez."

Scene 2. "Black Hussars."

*Specialty*

"The Dorothy Dance"—Shirly Kauffman, Katherine Riddle.

Scene 3. "The Balloon Ballet."

*Specialty*

"The Limehouse Blues"—Mrs. Karl MacCarthy, Gene Trader, Billy Jordan.

Scene 4. "On a South Sea Isle."

*Specialty*

"In Styles While You Wait"—J. Sherwood Upchurch & Co.

Scene 5. "Lady Frontenac's Garden Party."

A number of Raleigh's leading women served as chaperones to the "Follies."

The music, which was very pretty, was under the direction of Peyton Brown's Orchestra, accompanied by Mrs. Harrison Kauffman at the piano.

There were quite a number of the High School boys and girls as well as those of the grammar grades who took part in this elaborate production; so now the people of Raleigh really saw what talent there is in the men and women of tomorrow.

—Mabel McDade.

**THE GRAMMAR SCHOOLS HAVE FOOTBALL SQUADS**

Mr. Woods, the physical trainer of the Raleigh schools, is busy organizing football squads in the Junior High and grammar schools. The Junior High team is well under way and has games scheduled two weeks in advance.

Work has just begun on the grammar school teams. These will be coached by boys who will play games with each other once a week. The orphanage and other organizations will have teams in the league.

Up to date, the only coach appointed is Frank Petner of the Senior High. He will coach the Wiley School team.

**CHAPEL EXERCISES**

Monday the students of the Senior High School marched in systematic order to chapel exercises.

Mr. Wessinger presented Dr. McCauley, pastor of Holy Trinity Lutheran Church, who led the devotional exercises. Dr. McCauley spoke on concentration, and told the students how difficult it is to think of just one thing and not let other thoughts enter the mind.

Mr. A. L. Fletcher, of the State Insurance Department, spoke to the students on fire prevention.

Miss Edith Russell announced that rehearsals for the historical pageant would be held at the Auditorium.

Announcements concerning athletics for girls and boys were made.

—Ann Lee Lazarus.

**750 Raleigh School Children Will Take Part in Pageant**

(Continued from page 1)

Harding, Susie Tucker, Frances Thomas, Mary Lou Coffey, Melba Austin, Leonora Scott, Lizzie Pullen Belvin, Virginia Rogers.

Scene 2. Landing of Amidas and Barlowe.

Dancers—Junior High.

Amidas—Glenn Lassiter.

Barlowe—Nimrod Glascock.

John—Paul Goodwin.

Jonas—Dick Mason.

Chief Granganimes—James Hartman.

Indian Braves—Junior High.

Sailors—Senior High.

Indian Children—Thompson School.

Scene 3. Virginia Dare and Governor White's Colony.

Gov. John White—Arthur Bridgers.

Ananeas Dare—John H. Highsmith.

Eleanor Dare—Lillie Mae Scruggs.

Virginia Dare—

Boy—Lawrence Covington.

Colonists—Senior High and Lewis School.

Scene 4. The Lost Colony.

Gov. John White—Arthur Bridgers.

First Sailor—Claude Matthews.

Second Sailor—William Womble.

Thomas—Herbert Acton.

Sailors—Senior High.

Scene 5. Procession of Nations Settling in North Carolina.

Scene 6. Indian Massacre of 1711.

Mrs. Porter—Frances Thomas.

Settlers and Indians—Junior High.

Intermission.

Brownie Dance and Fairy Dance—Wiley School.

Minuet—Dorothy Evans, Albert Levine.

Scene 7. A Colonial Market Day.

Horse Trader—Thomas Strother.

First Townsman—John Cole.

Second Townsman—Roger Way.

Third Townsman—Frank Tant.

Fourth Townsman—Gaston Rollins.

Constable—Claude Matthews.

Mail Rider—Eugene Worth.

Townspeople—Senior Hi, Murphey.

Morris Dances—Junior High.

Scene 8. Stamp Act Riot.

His Excellency Gov. William Tryon—Maurice Poole.

Cornelius Harnett—Robert Simms.

Controller Pennington—James Stephenson.

Citizens—Charles Hicks, Joe Norman.

Scene 9. An Episode of Regulators.

James Ashmare—Graham Dobbin.

William White—Robert Dunaway.

Robert Caruthers—Theodore Bethea.

Robert Davis—Mortimer Forrest.

Benjamin Cochran—Stanley Seligson.

Joshua Hadley—Charles Belvin.

Scene 10. Battle of Alamance.

William Tryon—Maurice Poole.

James Hunter—Melvin Kirk.

Captain Malcolm—Claiborn Mangum.

Caldwell—Willford Williamson.

Militia, Regulators—Junior High.

Scene 11—Mecklenburg Declaration.

Col. Thomas Polk—B. Moore Parker.

John Alexander—Charles Hicks.

James Jack—James Hayes.

Rider from Lexington—Talmage Peele.

First Citizen—John Upchurch.

Second Citizen—David Cox.

Citizens—Senior High, Wiley.

Scene 12. Foreshadowing of Future.

Figures of Future—Senior High, Centennial.

Dancers—Miss Nash, Miss Lamb, Miss Coffey, Miss Powell, Miss Acton.

L. M. S.

**DEMONSTRATION IN HOME MAKING AT STATE FAIR**

The Home Economics Division of the State Department of Education will give a series of three demonstrations on Wednesday, Thursday, and Friday of Fair Week. These demonstrations show what a well-equipped department can do in the schools of the State.

On Wednesday morning at 10 o'clock, Miss Mary York, of Cary High School, will give a teaching demonstration to a class of sixteen girls in millinery, and in the afternoon at 2:30 a demonstration in uses of milk will be given.

On Thursday, Miss Mary Polk, of the Raleigh High School, will give a lesson in serving to a class of sophomores, and in the afternoon Miss Catherine Wright, also of Raleigh High School, will give a lesson in serving.

On Friday, Miss Murchison, of Franklinton High School, will bring a class in home furnishing, with emphasis on the choice, framing and hanging of pictures, and a demonstration in making oatmeal cookies in the afternoon. These demonstrations will be given in the Agricultural building.

MELBA AUSTIN.

American aviators end world flight of 27,000 miles at Seattle.

**Educational Contest On Lighting Held**

(Continued from page 1)

test, together with the winners from all over the United States and Canada.

The essays and primers are then considered by the following national judges:

Franklin T. Griffith, president, N. E. L. A.

William McAndrews, Superintendent of Schools, Chicago, Ill.

Mrs. William Brown Meloney, Editor, The Delineator.

B. C. Forbes, Editor, Forbes Magazine.

Miss Sarah L. Rhodes, Principal, P. S. 28, Brooklyn, N. Y.

The following prizes are awarded by these judges:

First Prize—\$15,000 Model Electrical Home (to be built on lot provided by winner).

Two Second Prizes (1 boy, 1 girl)—\$1,200 Scholarship in American or Canadian College or University.

Two Third Prizes (1 boy, 1 girl)—\$600 Scholarship in American or Canadian College or University.

Two Fourth Prizes (1 boy, 1 girl)—\$600 Scholarship in American or Canadian College or University.

Two Fifth Prizes (1 boy, 1 girl)—\$300 Scholarship in American or Canadian College or University.

Two Sixth Prizes (1 boy, 1 girl)—\$300 Scholarship in American or Canadian College or University.

This contest, although wholly educational, is designed so that it will

not involve any time of the school teacher. Its aim is to better the eyesight of the school child by educational means, and the electrical industry expects the contest to have far-reaching results toward accomplishing this object.



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 4 E. Martin St.

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**EVEREADY FLASHLIGHT**  
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