

FORMAL OPENING SCHOOL FRIDAY

President Chase Delivers Address of Welcome Last Friday in Chapel

The formal opening of the University took place Friday morning in Memorial Hall during the chapel period. President Chase delivered an address of welcome to the old and new members having as his theme "American Ideal of Life, Liberty, and the Pursuit of Happiness as applied to Universities." He said that it was the purpose of a university to develop character and moral stamina in its students as well as to develop them physically and mentally so that they can go out into life and find their true status, and do the most good in the world. To attain this ideal, he said, one must everlastingly be in search of the truth.

"Seek ye the truth and the truth shall make you free," he quoted.

"A university's own peculiar task, its concern in all that it touches," he declared, is with the truth. This is the central fact of its life—the fact that here, in an atmosphere which gives time for thought and which is designed through and through to stimulate thought, men can come to some understanding of the truth about themselves and about their world."

It was given out that up to that time 2002 students had registered for work here this term. The registration is not over yet and it is impossible to tell just what the total will be, but it is thought that it will be around 2,200.

SHELVING SPACE SCARCE SINCE SCHOOL STARTS

Library Has Had to Install New Shelves to Meet Need

Because of crowded shelves and lack of space the University Library recently put in a new row of shelves across its stack room. The shelves extend from the ground floor through the third level, thus giving an additional 1400-foot shelving space.

During vacation days twenty-two hundred volumes were moved from the main library to the second floor of Peabody Hall where a new Education Library has been formed, with George B. Logan, as Librarian. With room made by these two changes, ample shelving space can be provided for books which will be catalogued within the next few months.

The office of Dr. L. R. Wilson, Librarian, has been moved from the first floor to where the history seminar room was formerly and the assistant librarian has moved into the one formerly occupied by Dr. Wilson. Mrs. Stacy, the new Dean of women students, has her office in the room at the opposite side of the hall.

The history seminar room has been moved into the corner room which was used last year by the Playmakers. The northeastern corner of the library basement has been converted into a large comfortable room for the Library Extension Department which is being conducted by Miss Nellie Roberson.

Seven newcomers have been added to the library staff since last school year. George B. Logan, formerly of the Albany Library School, has come to be librarian for the school of education. Miss Catherine Boyd has taken Miss Mary Yelot's place as secretary to Dr. Wilson. Other newcomers are Miss Mary Efrid, assistant in the periodical department; Miss Elizabeth Enlow and Miss Flossie Foster, assistant cataloguers; and Miss Clara Cole, assistant in the package library department. Miss Caroling Love, who has charge of ordering all library books, recently returned from a three-months tour of European countries.

CAROLINA PLAYMAKERS HAVE FULL PROGRAM FOR THE SEASON

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on the present tour.

Negotiations for several other outside attractions are in suspension pending the completion of the new Playmakers Theatre in the old Law Building which they hope to occupy in February or March. The management wishes very much to secure the return this season of Miss Gay MacLaren, dramatic impersonator extraordinary, who has been called "the girl with the camera mind." Miss MacLaren's presentation of "Merton of the Movies" in Memorial Hall last year was easily the most outstanding feature of the local dramatic season. The writer saw the original play at the Cort Theatre this summer

and was astounded at the fidelity of Miss MacLaren's reproduction of it.

The season ticket plan used by the Playmakers last year will be continued this season. Holders of these tickets will receive best reserved seats at the four performances given by the Playmakers themselves and will receive a ten per cent reduction on tickets to all other performances given under the auspices of the Carolina Playmakers.

The complete schedule of all performances to be given and sponsored by the Playmakers during the coming season follows.

FALL QUARTER

Oct. 15 Monday—
The Taming of the Shrew—
Forest Theatre.

Oct. 23 Thursday—
Taming of the Shrew and a Folk Play.

High Point "Pageant of Progress"
Nov. 15-16 Thursday-Friday—
New Folk Plays—Playhouse.

Nov. 19-24 Monday-Saturday—
State Tour—Eastern N. C.

Nov. 28—
Wednesday—Plays for Alumni.
Durham, N. C.

WINTER QUARTER

Feb. 1-2 Friday-Saturday—
New Folk Plays—Playhouse.
State Tour—Southeastern N. C.

Feb. 15 Friday—
Tony Sarg's Marionette's (2 performances)—Memorial Hall.

SPRING QUARTER

April 4-5 Friday-Saturday—
New Folk Plays—Playmaker's Theatre.

April 9-16 Wednesday-Wednesday—
State Tour—Western N. C.

FIRST GAME OF SEASON IS DRAW

Durham Highs and Chapel Hill Highs put up a Poor Brand of Football

Durham high school and Chapel Hill high opened the local football season Saturday when a 0-0 tie was played at Emerson Field. A mud-soaked gridiron held back the efforts of the schoolboy athletes. Numerous fumbles, straight football, poor generalship, and about everything else to make up a rotten game, constituted the afternoon's lack of entertainment.

Line-up and summary:
Durham: Position: Chapel Hill:

Kelly	left end	McLennan
Duhlin	left tackle	Maddy (c)
Cates	left guard	R. McIver
Foster	center	Mann
Perry	right guard	Partin
Warren	right tackle	Dawson
Bock	right end	Sparrow
Satterfield	quarter back	Pendergraft
Hackney	left halfback	Farrell
Gallagher (c)	right halfback	White
Lyon	fullback	S. McIver

Substitutes: Williams for Partin, Wright for Pendergraft, Lloyd for Sparrow, Pendergraft for Lloyd, Stone for Pendergraft, Suggs for Stone, Atkins for Cates, Pickett for Duhlin, Howell for Gallagher, Cates for Atkins, Bishop for Warren, Gallagher for Howell.

Referee: Alexander (Washington and Jefferson) Umpire: Grady Pritchard (U. N. C.) Headlinesman: W. L. "Red" Johnston (U. N. C.)

PRESENT OUTLOOK THAT JOHN SMITH, STUDENT STILL WAITS FOR HIS MAIL

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a thousand boxes operated by the University at its own responsibility. The complications of this plan would be many, for it would be difficult to separate University mail from that going to the regular Post Office, and all the letters would have to be addressed with the specific number. A delivery system was considered, but under the Post Office regulations, mail could not be delivered to the rooms, and thus this plan would not remedy conditions appreciably.

A faculty committee appointed Dean Royster to visit Washington as soon as possible to obtain definite action. Postmaster Herndon has been corresponding with government authorities for relief, but governmental wheels move slowly. In the meanwhile, one thousand students wait persistently in endless lines for checks from Dad and letters from the only girl, and six clerks work feverishly to cope with almost riotous conditions.

NEW PROJECT IN EXTENSION WORK

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their business; on the other hand, their seriousness of purpose and willingness to learn impressed me greatly.

"The course in advertising," stated Professor Fernald, "consists primarily of a study of the psychological basis on which the science is founded. This is followed by an analysis of the various types of advertising as

they are adapted to the selling of different kinds of commodities.

"Various methods of testing the effectiveness of copy and the actual writing of advertisements find their place in the course. We wish to give the student a well-defined, clear-cut, knowledge of the work that should precede every advertising campaign so that the money invested in advertising will bring a good return and not be wasted."

The course in advertising, it was stated, consists of twenty-seven assignments which are sent to the student consecutively as he completes the preceding one. The salesmanship course has sixteen assignments or lessons. The new correspondence instruction catalogue has just been issued by the University Extension Division at Chapel Hill. It contains a complete description of the Salesmanship and Advertising courses.

NEW ADDITIONS TO THE FACULTY

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Extension Division of the University. Mr. Logan is an A.B. graduate of Princeton University, and holds a librarian's certificate from the New York State Library School, Albany, New York.

Mr. Lonnie Ray Sides comes to the School of Education as Fellow in Education. He holds the B.A. degree from Elon College, and has previously pursued graduate work in the Summer Quarter in the University of Virginia and the University of North Carolina. Mr. Sides succeeds in this position Mr. Robert A. Davis, Jr., who was Fellow in Education last year and who received his Master's degree in June, 1923.

Mr. George Bryan Logan, Jr., has been added to the Library staff as Librarian for the School of Education.

IN RIBBON WEARERS CAMPUS SEES RESULTS OF MANY MONTHS OF SUCCESSFUL RUHSING

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Mount; R. A. Thompson, Wilson. Sigma Nu: Alton C. Bardin, Wilson.

Sigma Chi: Winslow McIver, Sanford; Paul Transou, Greensboro; Payton Foy, New Bern; Louis Foy, New Bern; Phillip C. Coker, Jr., Asheville; William Faucette, Asheville; Marion Grainger, Kinston; Daniel Corrigher, Kinston.

Kappa Sigma: A. H. Howell, Greensboro; James Lewis, Rocky Mount; William Suggs, Kinston; Jack Cobb, Durham; Billy Devin, Oxford; Russell Braswell, Rocky Mount. Pi Kappa Alpha: James L. Coker, III, Hartsville, S. C.; T. M. Whitener, Hickory; Robert E. Buck, Charlotte; William M. Hicks, Oxford.

Pi Kappa Phi: Herbert Brand, Wilmington; Jeff. B. Fordham, Greensboro. Delta Sigma Phi: Harold Kemp, Charlotte; Frank Patrick, Greenville; Edward Pierce, Greensboro; Lawrence H. Steth, New Bern.

Theta Chi: Hugh Wilcox, Florence, S. C.; Frank Warren, Snow Hill; Lee Herring, Snow Hill; R. E. Enloe, Dillsboro; Henry Foscoe, Jamestown; Thomas, Beaufort; Crockett Chears, Cromartie Dunn; L. R. Johnston, Sanford.

Sigma Phi Epsilon: J. M. Thrasher, Stoneville; J. J. Quinn, Kinston; K. P. Turrentine, Kinston; Raymond Cromartie, unn; L. R. Johnston, Charlotte.

Delta Tau Delta: Wm. Pfohl, Winston-Salem, David Jordan, Wilmington; Frank Bell, Salisbury.

Kappa Pi: Dan Redwine, Salisbury; Jack Allsbrook, Roanoke Rapids; J. L. McColman, Gibson; W. M. Saunders, Roanoke Rapids; Carl Venters, Richlands.

Gamma Phi: Roy Armstrong, Spencer; C. L. Leggett, Hertford; W. K. Norman, Leaksville; Jack Somers, Salisbury.

Acacia: Dr. W. C. Wicker, Elon College; Levi Morton, Jacksonville; M. L. Thompson, Aurora; E. K. Butler, St. Pauls; Dick Watson, Marion, S. C.; R. A. Watson, Atmore, Ala.; Max Rothrock, Thomasville; T. B. Hinson, Monroe.

While the University schedule still carries the V. M. I. game as being "unlocated" nevertheless gayly colored schedules come floating around with Richmond designated as the location. And in our humble opinion we believe that it will be played either in Richmond or Norfolk, and most likely in Richmond.

Taking for granted that V. M. I. will be played away from the Hill, it will be necessary to play the Davidson game here if the student body is to get the chance of seeing a meagre one-third of the games. The students are certainly within their rights to demand at least three out of nine games.

But now it seems that them days is gone forever—or at least until the students themselves rise up and overthrow this system which is rapidly becoming injurious and hateful.

Laundry Department

UNIVERSITY OF NORTH CAROLINA

Session 1923--1924

You are requested to bear in mind that the following rules and regulations must be observed, in order that you get prompt and efficient service from the Laundry Department.

1st. Have your Laundry READY—positively no second call will be made for bundles that are not ready for the laundryman on the first call.

2nd. Write REGISTRATION NUMBER, NAME, INITIALS and ADDRESS, plainly on the Laundry list. This list must accompany your soiled linen to the Laundry. Have each article carefully enumerated on the Laundry List. Place this list INSIDE the Bundle—tie it securely to avoid possible loss in transit.

3rd. Every student is required to enumerate each article on the Laundry list. Claims of error cannot be considered unless such itemized list accompanies soiled linen.

4th. Under NO CIRCUMSTANCES are two or more persons permitted to send their laundry in the same bundle. Do not send "borrowed linens" in your package. Return them to the owner before laundering. When two or more persons send in the same package we will positively accept NO RESPONSIBILITY for either loss or damage.

5th. Laundry will be called for once a week, on MONDAYS, from all students living in town residences and Fraternity houses. You are cautioned to have your laundry ready for the laundryman. Get your laundry ready Sunday eve. WE DO NOT MAKE A SECOND CALL FOR YOUR BUNDLE. Posters placed prominently in all the Dormitories state time that laundry will be called for.

6th. Certain dyes are not fast colors. Certain woollens are not pre-shrunk. We will use every possible precaution, cannot however, accept the responsibility for the fastness of colors, or the shrinkage of woollens.

7th. Kindly make all complaints to the Student Representative, at the office of the Laundry. Complaints for either loss or damage must be made within 24 hours after the delivery of the bundle, accompanied by the coupon that is pasted on the outside of bundle in question, to receive recognition.

8th. It is clearly understood that the University of North Carolina bases the cost of laundering an article on the cost of operation—not upon the value of the article. Hence it is agreed that in event of either loss or damage, that the liability of the Laundry Department of the University of North Carolina shall not exceed ten times the cost of the charge made for the laundering of the article in question.

9th. The representatives of the Laundry Dept. are not permitted to enter the rooms of students. We will deliver back to the place from which we receive all laundry, the clean linen. This done our responsibility ceases.

10th. EACH STUDENT WILL BE GIVEN A MARK OF IDENTIFICATION ON ALL GARMENTS AND LINEN AT THE LAUNDRY. You are therefore requested to have none other than your own apparel or linen in the package; in this manner only can we give to you a service that will satisfy.

"Do not ask for 'Special' or Individual Service, as we are positively unable to grant such a request. Bundles brought to the office of the laundry will not receive other than the regular service accordingly."

LADIES' LIST

Laundry Bag
Dresses, Plain20c
Dresses, Fancy25c up
Middies10c
Belts01c
Skirts15c up
Underskirts10c
Shrt Waists, Plain15c
Shirt Waists, Fancy25c up
Drawers10c
Bloomers10c
Combination Suits or Teddies10c
Night Dresses10c
Corset Covers05c
Undervests03c
Stockings, per pair05c
Collars05c
Cuffs, per pair05c
Kimonas20c
Aprons, Small05c
Aprons, Bungalow15c
Nurse's Uniforms60c
Handkerchiefs01c
Sweaters25c
Spreads10c
Sheets05c
Pillow Slips02c
Towels, hand01c
Towels, bath02c
Napkins, Sanitary02c

GENTLEMEN'S LIST

Rags, Wash01c
Dresser Scarfs05c
Laundry Bag
Shirts: Collars Attached, Soft10c
Shirts: Full Dress or Pleated20c
Shirts: Silk20c
Shirts: Wool13c
Collars: Soft02c
Collars: Starched02c
Drawers05c
Undershirts05c
Union Suits10c
Night Shirts10c
Pajama Coats08c
Pajama Pants08c
Pairs of Socks (Cotton or Silk, Fin)04c
Pairs of Socks (Wool) P'n05c
Handkerchiefs Pin01c
Neckties, (Wash Only)03c
Pants (Wash Only)25c
Vests20c
Sweaters25c
Bath Robes25c
Blankets25c up
Overalls15c up
Aprons05c
Palm Beach Coats30c
Palm Beach Trousers	30c
Spreads10c
Sheet405c
Pillow Slips02c
Towels, Bath02c
Towels, Hand01c

The University owns and operates a modern laundry which is conducted on a strictly scientific basis. All students (except those who live with their families in Chapel Hill are required to send their work to the University laundry. A laundry deposit fee of \$8.50 to be paid at the time registration is required of each student, against which a charge is made for the work done. If the amount of work done is less than the deposit, the balance is refunded, except that a minimum average charge of 25 cents per week will be made.

Laundry may be sent home by parcel post—but must be sent through the office of the Laundry Dept. They will pay the postage and insurance and charge the same against your laundry deposit fee. In this event no minimum charge will be made against the student account.

All work is accepted on a piece-price basis. The charges are exceedingly reasonable and are made strictly in accordance with the cost of operation. This enables the students to get their laundry work at a cost below the usual commercial prices.

LAUNDRY DEPARTMENT

University of North Carolina