

The Tar Heel

LEADING SOUTHERN COLLEGE TRI-WEEKLY NEWSPAPER

Member of North Carolina Collegiate Press Association

Published three times every week of the college year, and is the official newspaper of the Publications Union of the University of North Carolina, Chapel Hill, N. C. Subscription price, \$2.00 local and \$3.00 out of town, for the college year.

Offices in the basement of Alumni Building. Telephone 403.

J. T. MADRY, Editor
F. F. SIMON, Business Mgr.

Editorial Department

Managing Editors
J. F. ASHBY, Tuesday Issue
BYRON WHITE, Thursday Issue
L. H. MCPHERSON, Saturday Issue

Assistant Editor
D. D. CARROLL, Assignment Editor
J. R. BOBBITT, Jr.

Staff

W. P. Perry, J. P. Pretlow, T. M. Reece, D. T. Seiwel, S. B. Shephard, Jr., J. Shohan, F. L. Smith, W. S. Spearman, Wm. H. Windley, Henry Lay

Business Department

W. W. Neal, Jr., Asst. to Bus. Mgr.
Charles Brown, Collection Mgr.
G. W. Ray, Accountant

Managers of Issues

W. R. Hill, Tuesday Issue
James Styles, Thursday Issue
Edward Smith, Saturday Issue

Advertising Department

Kenneth R. Jones, Advertising Mgr.
Young M. Smith, Asst. Adv. Mgr.
M. W. Breman, Local Adv. Mgr.
William K. Wiley, Ben Schwartz
G. W. Bradham, C. J. Shannon
Oates McCullen, Edwin V. Durham
J. H. Mebane, M. Y. Feimster
Walter McConnell, A. J. McNeill

Circulation Department

Henry C. Harper, Circulation Mgr.
R. C. Mulder, Filter of Issues
C. W. Colwell, Tom Raney
Douglas Boyce, W. W. Turner

You can purchase any article advertised in the TAR HEEL with perfect safety because everything it advertises is guaranteed to be as represented. The TAR HEEL solicits advertising from reputable concerns only.

Entered as second-class mail matter at the Post Office, Chapel Hill, N. C.

Thursday, April 7, 1927

PARAGRAPHS

Scheming politicians had this campus divided into regular political divisions. You could hear a "boss" say that he was carrying district 4, ward 6, precinct 9, etc. But anyway, the candidates that carried Graham Memorial are the ones that won.

The new plan of having optional class attendance for juniors and seniors does not seem to be causing any empty class rooms. Nobody seems to be missing any education by the system. Some professors still continue to call the roll.

The motto coming with the announcement about Commencement invitations that "an invitation in time may bring in a mine" reminds us of the time we graduated from prep school. Bought about 40 invitations with the expectation that they would bring in several hundred dollars worth of presents. And, begorra, we just did make expenses.

Speaking about the value of controversy, Dean Bradshaw said in chapel the other day that "the system of student government now in effect on the University campus is the only sort of government of this kind in the United States." The dean really said a mouth full.

The Technician of N. C. State came out with an all-fools' day edition announcing that Otto Wood had been added to the coaching staff, that Shaw University and State were going to unite, that St. Mary's and State are to have a merger for a school of loving, that Otto Wood had offered to give his place of abode to Dr. Crooks as a state home, and that the editor and his assistants were spending the week-

end out of town. Coach Wood was chosen coach of cross-country, track, and football because of his national reputation as a great distance man, expert in clearing the bars, and elusive broken field runner.

SEX APPEAL

"We are moving in a world of constant sex excitement. Pornographic magazines, portraying human bodies in nude, form high piles of filth on every news-stand. Dancing, as it is practiced in many dance halls, is the essence of a sex orgy. Physical attainments of the sex goal are too easily obtainable. It cannot alone give one the spiritual satisfaction human beings long for." Thus Dr. Edith H. Swift, of the American Social Hygiene Association, has given us a subject, though it may sound like the beginning of a sermonette.

Salacious magazines featuring figures of feminine pulchritude and physical perfection have been removed from the shelves of news-stands in several North Carolina cities. The removal of these so-called "art" magazines which stressed nudity and lewd stories is causing worry among students and lovers of the aesthetic, as the nude and semi-nude exposures were termed by some. Such "studies in art" are conspicuous by their absence in Durham, Raleigh, Charlotte, Greensboro, and other towns and cities. And the dearth of such lecherous and aphrodisiacal literature is bemoaned by many.

Nearly ten-tenths of the pornographic magazines and comics invariably carry pictures of semi-clad women on the covers. We ask, why not the picture of a pretty dog for a change? A good dog is a much better friend to man than most women.

But depraved literature is not the only means of creating present-day sex appeal. The sordid sex novelist is competing with banality, vulgarity, and indecency on stage and screen. Flood lamps have long shone on the vicious exploitation and degradation of the stage by those that lack respect for decency and seek to coin immorality into profit. The cinematograph has been doing the same thing for the screen. Older people are crying out that youth is being fed with too much filth, that many of the shows are harmful to the morals of youth and distasteful to self-respectful people. New York recently went into a furor about the licentiousness on the stage and brought up the question of employing a czar to cleanse it, as has been done in baseball. Earl Carroll's act of exposing a silly, drunken girl, naked in a bath tub from which depraved men drank wine, and the burlesque in Atlanta about capped the climax of an appeal to a depraved taste.

Apostles of the so-called "new morality," which is a term brazenly used for the age-old immorality, say that the people are getting what they want. "There is a question as to whether the theatre has debauched the people or the people debauched the theatre," says the Indianapolis News. A producer, in Scribner's magazine, asks: "Is the motion picture debasing the public taste, or is public taste debasing the motion picture?" Americans blame "those insidious Europeans" and vice versa. A group of Germans said recently that they wished to rid Germany of "the demoralizing influences from abroad." And thus the blame for the prurient tastes shifts from place to place.

A local contemporary noting that "America is talking, reading, and harkening to the call of sex" takes the local picture theatre as an example. He points out that the six pictures presented in one certain week bore the following titles: *Don't Tell the Wife, The Popular Sin, For Wives Only, The Waning Sex, A Kiss in a Taxi, and Getting Gertie's Garter.* And every showing drew a capacity house!

But the New York American has found the three saviors. It contends that "light, decency, and law have ruled the world thus far and will continue to rule. Light, representing the intelligence of men, destroys germs of immorality and indecency and cleans up other pestholes, including those established in the theatres for the profit of obtuse and conscienceless men. Decency is the power that prevails in public opinion in the minds of at least ninety percent of the people of this country. And law is the power by which men compel those that lack moral light and decency to refrain from public display of their unworthiness."

Long live light, decency, and law!

A public lecture on Christian Science will be given in the City Auditorium of Durham this evening at 8:15 o'clock.

Mrs. Irene F. Lee has returned from Raleigh after spending a few days with her daughter, Mrs. Cale K. Burgess.

NEXT THURSDAY IS BEGINNING OF HIGH SCHOOL WEEK HERE

State Debate Finals, Track Meets, and Tennis Tournaments Will Be Held.

Next week is High School Week at the University, and the campus will witness an influx of boys and girls from every part of the state.

The week will be featured by the finals to the high school debating contests, a track meet, and a tennis tournament. The track meet will be held Friday, April 15; the tennis tourney will come off both Thursday and Friday.

All schools which have won both of their triangular debates will send their representatives to Chapel Hill for the finals. The first preliminaries are to be held Thursday night, the second preliminaries Friday, and the finals Friday night.

The following schools won their first contests and will be present with their representatives here on the "Hill" during High School Week:

Albemarle, Altamahaw-Ossipee, Asheville, Aurelian Springs, Bailey, Belwood, Baulaville, Black Creek, Bonlee, Bunn, Candor, Cary, Cherryville, Colfax, Cove Creek, Derita, Durham, Ebenezer, Edenton, Erwin, Gibson, Glen Alpine, Grace, Greensboro, Helena, Hendersonville, Henrietta-Caroleen, Hiddenite, Lenoir, Lexington, Liberty, Louisburg, Matthews, Mount Holly, Newell, North Brook, Old Town, Pantego, Parkton, Rich Square, Rockingham, Roxboro, Snow Hill, Southport, Sparta, Stovall, Troutman, Tryon, Union, Unionville, Vanceboro, Wilkesboro, Wilson, Wilton, Yadkinville, Long Creek, and Bryson City.

Read the Tar Heel Ads.

John Ward Men's Shoes
INCORPORATED - REG. U.S. PAT. OFF.

\$9

New Spring Models On Display

—at—

Stetson D Shop
Klutz Building

\$7

John Ward Men's Shoes
INCORPORATED - REG. U.S. PAT. OFF.

Sole in New York, Brooklyn, Newark and Philadelphia. 35 Address for Mail Orders, 47 Hudson St., New York City.



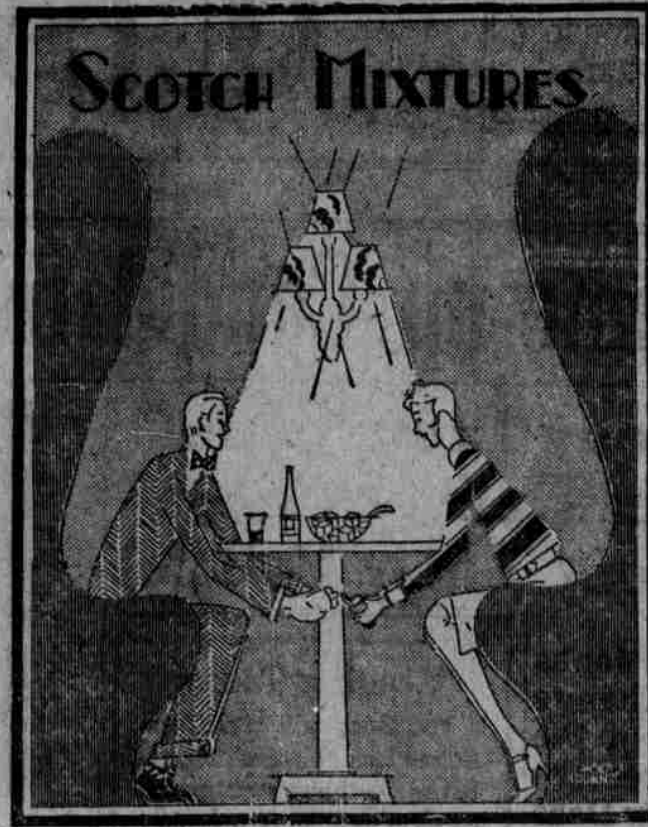
Spring fun calls for a KODAK

At college or at home there's always a chance for Kodak pictures.

Anyone can take good pictures with a Kodak—stop here and get yours.

Prices are \$5 up

FOISTER'S
Chapel Hill, N. C.



Scotch Mixture is the appropriate Spring suiting. The attractive weave attains the durability and finished appearance which the college man demands. For your new suit — a Scotch Mixture and your first thought of Scotch Mixtures should be BRAEBURN.

Braeburn

Smart Styled Clothes For University Men,
Tailored At Rochester

MARKHAM-ROGERS CO.

Durham, N. C.



"Elephants a-pilin' teak,
In the sludgy, squdgy creek,
Where the silence 'ung that 'eavy
You was 'arf afraid to speak!"
—Kipling's "Mandalay"

ELEPHANTS

The elephant is man's most intelligent helper. But—consider this interesting comparison:

An elephant is much larger than the electric motor of a "yarder" or logging machine. The "yarder" has the power of twenty elephants; it handles clusters of logs; it works dependably, twenty-four hours at a stretch, if necessary.

Twenty elephants would eat daily 10,000 pounds of green food, which a corps of attendants must gather. A motor "eats" nothing but electricity, supplied at the throw of a switch.

Power used in the modern industrial world is applied through electric motors—tireless "iron elephants" that are relegating antiquated machines to museums, along with such oldtime household articles as wash-tubs and ordinary irons—and stuffed elephants.



Two million elephants could not do the work now being done by General Electric motors. Whatever the work to be done, whether it needs the power of an elephant or the force of a man's arm, there is a General Electric motor that will do it faithfully for a lifetime at a cost of a few cents an hour.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK