

The Tar Heel

LEADING SOUTHERN COLLEGE TRI-WEEKLY NEWSPAPER



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Tuesday, May 29, 1928

"THE HIT DOG HOLLERS"

If we may judge by the open forum letter of one Emanuel J. Evans in today's TAR HEEL this question of the awarding of contracts must be a sore spot in the vitals of the Publications Union Board. As "Sairey-Sam," one of the delightful characters in that much discussed "Shotgun Splicin," queried: "What's he so amazin' techious about?" Instead of the dignified rejoinder which one might hope to receive from a Publication Union Board striving to justify its actions, this open forum letter deals almost solely in personalities and concerns itself with insinuating thrusts at Business Manager Cone, Editor Allison, and the editor of the TAR HEEL.

An editorial in Saturday's TAR HEEL, headed "The Annual Farce," brought complaint against the P. U. Board for letting printing and engraving contracts for campus publications without consulting the editors and business managers who will have to carry out the terms of the contract. We heartily believe that this complaint is justifiable, and we stoutly maintain that of all persons interested in the success of a publication the incoming editor and business manager are the most vitally concerned and have the most right to be consulted and given some say-so in the disposition of their publication.

Let it be understood that we have no complaint against the present personnel of the P. U. Board. In all probability they did the best they could considering their limited experience and their unwillingness to accept advice from men who were better informed and more directly concerned than they themselves.

As for the personal insinuations cast by Mr. Evans, they seem to us in extremely poor taste if not actually libellous. That the official spokesman of the P. U. Board (Secretary Evans) should accuse a business manager of a campus publication of receiving "all sorts of favors, dinners and suave talk" from representatives of an engraving company and then using his personal influence to secure the contract for that particular company—is a rash action unless there be proof to back it up. And such proof was singularly lacking in the letter. If the question of bribery must be brought into the discussion, why should the editor and business manager be more susceptible to favors and dinners than the P. U. Board itself? Indeed the P. U. Board has nothing to lose if the contracts are awarded by favoritism—its responsibility will have passed over to a new Board. The editor and business manager, on the other hand, have the publication on their hands for the coming year; they will receive credit or discredit according to the merits of their publication. How much more likely

then are they to see that the contracts go where the best work will result!—Intimation that the editorial policy of the TAR HEEL might be shaped because of any personal friendships of the editor is another unjust and unfounded accusation. Strange as such action may seem to the Secretary of the P. U. Board, the TAR HEEL tries to regard matters on the campus with an unprejudiced eye and what criticisms or suggestions it offers are put forth with a hope that the campus may derive some benefit from them. The TAR HEEL does not complain of any injustice done to Allison and Cone; while their advice, based upon experience and knowledge of the Yackety Yack work, would undoubtedly have been worthwhile, still the success or failure of next year's book does not rest with them. It is Editor June Adams and Business Manager Guy Hill who, we insist, should have been considered in the awarding of contracts. Upon them lies the responsibility of the 1929 yearbook, and that responsibility will be a double one in that they had no voice in the letting of contracts.

"Any sane body is open to advice," declares Mr. Evans—but the Publication Union Board does not see fit to seek the advice of editors and business managers.

OPEN FORUM

TO THE RESCUE OF THE P. U. BOARD

Editor of the Tar Heel:

In Saturday's issue of the Tar Heel the Publications Union Board was severely criticized for the letting of contracts which took place last Tuesday. The editor of the Tar Heel, in his leading editorial, heroically announced that the letting of the contracts by the P. U. Board is an annual farce, and he based his reasons for such a brazen statement purely upon the ground that his closest personal friend, John Allison, had not been called and consulted when the contracts were awarded. What a splendid picture! The vanity of a friend insulted, and an editor leaping madly to the rescue!

Editor Spearman went on to say that the men on the P. U. Board knew nothing of the business end of publications. Thus the board has been meeting all year to settle questions pertaining to the business end of publications, but has profited nought by such experiences. All the complicated business problems handled by this year's board (and an examination of our minutes can prove this) has taught the men on the board nothing! The board could have learned the business more properly by conducting a column in the Tar Heel once a week.

One of the members of the board, Mr. Lear, has been connected with University Publications for 15 years. Another member, Mr. Coffin, head of the department of Journalism, has been connected with newspapers and publications all of his life. Two of the student members are editors of campus publications—Marshall the Magazine, and Perry the Buccaneer. And Mr. Spearman had the courage to write that such a board is ignorant of publications and their proper needs!

Another attack upon the board came from Caesar Cone. I can truly appreciate Mr. Cohen's position and I sympathize with him. It is quite difficult for a splendid business man to receive all sorts of favors, dinners, and suave talk from an engraving company's representative, and then sit calmly back while this pleasant representative is bested in a competitive business deal! Caesar has done his duty to his friend's company and all is right with the world.

Mr. Cohen goes on to contend that his opinion and that of Mr. Allison should have been consulted before the contracts were let. As a matter of fact, Mr. Cohen appeared before the board and stated his preferences concerning the letting of contracts. He answered various questions by members of the board, and gave us valuable assistance in understanding a kind of work he had had from the companies with which he had worked. I personally consulted Mr. Allison prior to the letting of the contracts, and if Mr. Allison had wanted to, he could have appeared before the board and stated his preference just as Mr. Cohen did. Also June Adams, editor of next year's Yackety-Yack, as present while the various engravers were interviewed, was present while the voting was going on, and afterwards expressed satisfaction at the choice of the board. Guy Hill, business manager of next year's annual, was out in the hall conferring with Caesar during the meeting, and if he had so liked could have walked in and sat himself down besides Mr. Adams. Elsewhere in this paper, Bill Neal, business manager of the Tar Heel

states that he was present and consulted when the contract was awarded for his publication last year.

I challenge Mr. Cone's statement that this year's board is "afraid to call for suggestions." Any sane body is open to advice, and an examination of the P. U. Board's minutes will prove that Mr. Cone himself and Mr. Allison were often called in to express their opinions about board matters that indirectly affected them.

Mr. Cohen goes on to state that the Charlotte Engraving Company—to whom next year's contract was let—would be unable to do the work satisfactorily. No doubt he bases his statement on the contention of Mr. Allison that the engraving plant has a shabby appearance, is poorly located, has been in existence only four years, and has only two cameras. Do these two gentlemen know that the Southwestern Engraving Company—their favorites—did all the engraving work on this year's Yackety Yack in a small branch office in Atlanta that at the time the contract was let had only one camera, and at present has but two? Does Mr. Cone know that there are going to be several scratched plates done by the Southwestern Engraving company in this year's annual? Does Mr. Allison remember the difficulty he had in securing satisfactory correspondence with the engraving company in Atlanta, and that at one time an expensive trip to Atlanta was thought to be necessary in order to come to an understanding? Does Mr. Cone know that the Charlotte Engraving company turned in a bid that was almost \$500 less than that of any other concern? Does Mr. Cone know that the board—not interested entirely in prices—spent 4 1/2 hours examining specimens of the work of the eight engraving companies submitting bids and studying the quality of each specimen? Does Mr. Cone know that the Charlotte Engraving company engraved over twelve annuals this year and submitted two books that were far and away the best quality work examined? One of these two books was the Davidson Quips and Cranks, which last year won a national first prize for its excellence, and the other was the West Point Howitzer which is one of the finest books I have ever seen.

There are tremendous obvious advantages that can be derived from having the engraving and the printing done in the same city. Mr. Cone should be especially appreciative of this on account of the numerous delays he was subjected to because this year's engraving work was done in Atlanta, and the printing work done in Raleigh. The Board counts itself indeed fortunate in being able to have both the printing and the engraving done by two capable firms located within a few blocks of each other.

Another important consideration in the letting of contracts is the service than an engraver can give. The location of the plants—only 163 miles from Chapel Hill—will be a telling advantage in the amount of personal supervision that the annual can receive. Both companies have made the rather unusual promise to visit Chapel Hill every three weeks in order to help the editor in getting his copy in on time.

The board awarded contracts for next year to those concerns which it thought could work for the best interests of the Carolina Publications, and it is sorry that their choice failed to meet the approval of such business connoisseurs as Mr. Cone, Mr. Allison, and Mr. Spearman.

E. J. EVANS
Secy. P. U. Board

DEFENDS P. U. BOARD

Editor of the Tar Heel:

Caesar Cone's outburst of apparent righteous indignation about the incompetency of the duly elected Publications Union to award judiciously printing and engraving contracts for the Yackety Yack has no justification in light of present circumstances—for as long as men he proposes to have advise the Union accept free liquor and dinner parties from bidding houses their so-called professional opinions amount merely to discharging an obligation to a host.

For three years I have been rather closely identified with the student publications and each year I have become more incensed at the manner in which the editors and business managers of the annual, new and old, have accepted favors from competing printers and engravers. In the long run the students pay the bill for the liquor, dinners and other favors—the commercial houses do not love these men because they are such princely fellows.

Last year the owner of a large printing house offered a student here \$200 to use his personal influence with members of the Union and land the contract for his house to print the annual; the student told him "to go to hell"—and if the editors and business managers of the annual will likewise refuse gratuities from salesmen then it will be sound business policy to allow them to advise the Union in the awarding of contracts.

Unfortunately, the Union has not found the editor and business manager free from such taints in the past.

Please allow me to correct a misrepresentation by Mr. Cone about the Charlotte Engraving company. The Charlotte Engraving Company has the best equipped engraving plant in North Carolina—they have a single monthly account almost as large as the credit rating Mr. Cone grants them—and they are competent and able, both financially and mechanically to produce engraving work that will be a credit to the University yearbook. They do all the engraving work for the United States Military Academy annual, the Howitzer, which is a larger and better book than the Yackety Yack ever has been. In addition to this I know definitely that they do the major part of the engraving work for the Furniture companies in this state, which, by the way, is a small item.

It might be worthy to note here that after the contracts were let I was told by the owner of the Charlotte Engraving company that not one cent was spent by either of the successful bidders in gratuities to anyone on either the business or editorial staffs of the Yackety Yack or any one else. The fact that both were the low bidders makes it even more evident that the other companies are adding "personal favor" charges to their estimates. Naturally the men on the Yackety Yack are incensed that they have accepted favors and then have been unable to discharge their moral obligations, by failing to land the contracts for their friends.

In closing I wish to express my approval of the desire of Mr. Coffin and Mr. Lear to abolish the policy of salesmen catering to the staff heads through bribes, and I offer the highest commendation to all the student members, who not only refused excessive kindnesses from competing salesmen but also refused counsel from some men who have accepted favors.

HOLT McPHERSON

FOR THE PUBLICATIONS UNION

Editor of the Tar Heel:

As business manager of the Tar Heel, I feel that it is my duty to say a word concerning the letter of Caesar Cone, business manager of the 1928 Yackety Yack, published in the Saturday, May 26, Tar Heel.

I have served under this allegedly oppressive board for a year, and at no time have I been dissatisfied with their actions concerning my publication. Contrary to the assertion of Mr. Cone, I was invited to attend the meeting at which the contract for this year's printing was let. I was given a chance to express my opinions on the matter, and in every case my recommendations were accepted. What is more, the same has been true throughout the whole year. Every request that I have made has been granted, and at no time have my policies been questioned. I only hope that any employer whom I may have in the future will be as reasonable.

I would like to add, further, that in my opinion the Publications Union Board is the best possible system under which the Carolina publications can be got out. Even though at times it may have members with little business experience, this is the fault of the student body which elects them. But this has not proved unsatisfactory in the past, because in every case the men have taken an interest in their work, and have worked hard for the good of all four of the student papers and magazines. Such a system makes it impossible for an editor or business manager to allow other factors than the ability of a company to handle a contract to come into consideration. The accepted value of such a board is shown by the constantly increasing number of schools that call on Carolina for information which will help them to install such a board.

Mr. Cone is entirely unjustified in his contention that editors and business managers are treated as if they were crooks or robbers. Rather, the Board considers every action from a business like stand point—which should be done for the good of the publications and of the student body.

Such, in my opinion, is what the Carolina Publications Union stands for; the good of the four Carolina publications, and good of the Carolina student body.

W. W. NEAL, Jr.
Business Manager
The Tar Heel

ON REALISM AND NATURALISM

The day of the Classicist is gone. No need lamenting the fact. It would be a fine idea, however, to retain its theory as a background for further development. The Romanticist is apparently out of style. What have we? They call it Modernism. Yet what is this new modernism? Well, that's a hard problem to solve. Let me suggest that the trend in the south seems to feature the naturalistic phase. This naturalism is most prevalent in the plays presented by the playwrights of the U. of N. C. Here is the cause

for these few remarks.

Just tonight I happened to drop in on a dress rehearsal of a play to be presented to the public the first part of next week. This is the gist of the play. Two dope addicts living together find themselves out of funds. The female, as a prostitute, can not ply her trade because of an ugly sore on her lip. The landlady is willing to cancel the room for the illicit love of the male, a prize fighter before the dope got the better of him. This the female will not permit. What to do? Hope is slim? What matters now, for they have known all life has to offer! Suicide! But alas, there's no gas and they haven't a quarter. Morning comes and they still exist. Well, here's the play. It reminds me of a play the same company presented not long ago. That one was entitled, "A Shotgun Splicin." A few Charlotte ministers objected to it, but local criticism favored the Playmaker, and called the ministers a bunch of old orthodox fogies. Well, where's the rub, and what's it all about?

The whole matter, it seems to me, can be boiled down to a discussion between Naturalism, the type exemplified in the above mentioned plays, and Realism. If the former is what we should have, my criticism of the example is slight. My objection lies, however, in Naturalism as a proper incentive and moral help for the college youth. If you select this type of dramatic art, you must needs look at the foot of the ladder for your material to work with. It is necessary to get nearest the animal for clearest examples of this type. Now just what is the impression this kind of art makes on the audience, and also on the player? Certainly it brings the audience to a plane wherein the basic emotions are ruling. Yet does it lend a beautifying aspect to those emotions? No, it plays with the finest emotions we have and leaves them groveling in the mire. The player, in turn, must place himself in his part. He is consciously or unconsciously affected by the part. True it is that evil, having been learned and hated, is well learned, but is immorality advantageously placed before the public? Is this the best way to establish a disgust for evil? And will this presentment of evil cause universal hatred, or will it impress some as another interesting adventure that might turn out favorably and the chance worth taking?

The realist looks at the tree, sees it as a naturalist would, but in painting it bears in mind the ideal tree. I wonder if Dante's "Hitch your wagon to a star" is so terribly impracticable. Many have attributed their success to ideal aspirations. It seems unjustifiable for us to ignore processes or modes of life proven helpful to numerous individuals.

I'm not a moralist, if I appear to be.

My impression of Realism, the purifying of the visualized, the promoting of inspirational art to the mind, thus educating the emotions, lay for me sure cornerstones for the finer, more-perceiving, and infinitely more substantial realm of Mysticism.

W. R. BARROWS

FOR LECTURES 'GOSH

I hope that you will scratch on the affirmative of the lecture and music ballot next week, the majority of you anyway. It seems evident that this will be the case, since voting is usually done only by the interested. When only 545 votes are cast in an important election such as the one for Chief Cheer Leader, it doesn't seem that there will be very heavy balloting on the subject, which will affect only a small part of the student body.

Unfortunately there is a lack of interest shown in most extracurricular activities. Do the students have time? Has their moral been smothered by such entertainment as bulling, playing bridge, or spank-tail? Is the work too heavy, or just what is the matter? Why is it that Playmaker and Wigwag and Mask productions, band and glee club concerts, illustrated lectures, and endowed lectures, which are really worth while, go unattended? Probably they are too much like street cars!

When a noted lecturer and author comes to "The Hill" Will Durant, for instance, about 1300 people attended and are greatly benefited. It was really more than just an opportunity for autograph collectors. There will probably be quite a few students who will be glad to pay the \$3.00 yearly assessment just for Count Von Luckner's or Henry Ford's autograph. Just think for a little more than the price of one "Carolina" you will get what thousands of people pay \$5.00 or more for. It is enough to make one feel guilty of violating the honor system, in the sense that he is getting something for nothing.

Although I will not be included in the assessment, I shall be glad to pay such a fee. Every Carolina man is here for other purposes than gaining mere social contact; therefore it is not only fitting but advisable that we support such a movement to broaden our scope and knowledge by contact with good music and world renowned men, for which the proposed fee will afford. Obviously this can be attained only through the actual interest and support of the student body at the poles. There is no apparent reason why the vote should not be unambiguously in favor of this advancing movement.

Most Sincerely
JIMMY CONNELL

The Tar Heel covers the Hill like mountain dew.

CAROLINA THEATRE

TODAY
Billie Dove
—in—
"Yellow Lily"
With CLIVE BROOK
Comedy "Long Hosiery" Pathe News

WEDNESDAY
MEMORIAL DAY PROGRAM
Adolphe Menjou
—in—
"A Night of Mystery"
also
Will Rogers Billie Devore Comedy
"In Holland" "Circus Blues"

THURSDAY
Sue Carroll in
"Walking Back"
also
"The Carolina Harmonist"
Late of
Ziegfeld's "Betsy"

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