

## FARRIS RETURNS FROM NATIONAL STUDENT MEETING

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factors in campus morale; honor systems, their relations with, and effects on, campus activity; publications, including all phases of newspaper, yearbook, magazine, and even scandal sheet editing; student government, its composition, scope, control, and machinery. In addition to the many delegates from various men's colleges and universities, there were approximately the same number of women delegates. Meredith, N.C.C.W., and G.C. had delegates present.

Many social functions were held in honor of the delegates. There was a reception, two dances, a basketball game, and a banquet in the way of entertainment. In addition, trips were taken to San Francisco, Golden Gate, China Town, and around the Stanford campus. A high light on the program was the speech of Secretary of Interior Wilbur, made over the radio from Washington, D. C.

According to Farris the trip was an entire success from all standpoints. "Stanford University is quite a beautiful but busy place. The greatest courtesy was shown us on every hand. Many of the discussions were very enlightening and educational. I was interviewed repeatedly in regard to our honor system, student government, athletics, and publications. It was found by a vote that in the majority of schools having an honor system the advantages were believed to outweigh the disadvantages."

Ray had many amusing, and some rather embarrassing, experiences. Once when dancing with a California girl he inadvertently left here in the middle of the floor when she attempted to put into practice one of the unfamiliar steps of a new western dance. On the journey out, he stopped long enough to see something of Hollywood, meeting Jack Oakie, and seeing Lupe Velez and Wallace Beery. He saw also some of the homes of the stars located in Venice, a popular beach resort. The return trip was made via Chicago. One of the most interesting sights of the trip was the Grand Canyon. On the train near St. Louis he met a real gangster in the smoker. He was also invited to join in a card game, but politely declined. Another less judicious individual was subsequently fleeced of fifty dollars by the same men.

The meeting next year is to be held at Atlanta, with Agnes Scott and Georgia Tech acting as hosts. Murrow, of Washington State, is the president-elect. At the convention next year the schools are to be divided according to size and whether or not they are denominational, thus enabling the discussion of common problems of each group.

### Chain Stores Have Little Effect On Chapel Hill Business

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for a mail order service. The opening of the local store had a beneficial effect in keeping clothing prices down to a reasonable level.

The Morris and Robinson Tailoring Company of Baltimore which owns Stetson D also operate Campus Bootery, the only chain shoe store in the village. This has been in existence for two years and seems to be doing a good business.

In the realm of entertainment, picture shows and theatres, the chain store idea has been enormously successful. When the Carolina theatre was opened here in 1927 by the Publix-Saenger Company it offered new

### Assembly Notice

The group picture of the Philanthropic Assembly will be taken this morning at 10:30 in front of South building. This will be the only picture of the Assembly taken. All members are requested to be present.

JOHN LANG,  
Speaker.

er and better attractions and soon drew the trade to such an extent that the old Pickwick, owned by local interests, had to be closed out. For the past year and a half the Carolina has been the only picture show in the village.

Of the various filling stations in the vicinity of Chapel Hill only one is operated by a national company; the Standard Oil runs the one at the MacMillan Motor Company. The practice of the company owning and operating the filling station is becoming popular among the oil companies. Already the Standard people have purchased a lot in front of the high school where they intend to build another company-operated station.

One grocery store, one clothing store, one shoe store, one theatre, and one filling station completes the list of chain store businesses in the village.

### L. S. Kelly Provides Brickbats of Institute

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to be used for rekindling the Smith-Hoover fires of bigotry and intolerance?" In concluding he wanted to know where Santford Martin's forty immortals were, and this drew a big laugh.

Mr. Graves, editor of the Chapel Hill Weekly, was also scheduled for an address. Instead, he distributed copies of his paper, printed, as he said, "like the front pages of our papers would look were we to heed the criticism that the newspapers place too much emphasis on the abnormal and sensational."

Across the front page of the Weekly a bold two-line streamer heralded the fact that "Convention Half Over and Carey Dowd Is Still Sober." Another headline read: "Methodist Church Plate-Passers Ended the Year Without Stealing a Cent; Congregation is Jubilant." And still another playfully announced that there are "No Wife-beaters in Faculty."

Concluding the program for the morning, J. C. Latimer, secretary of the Virginia Press Association, told of the success of his association in a recent audit of the weekly newspapers in that state. He commented on the increase in the strength and national advertising for the weeklies, as he had seen it.

That national advertising should receive the same consideration and pay the same rates as local advertising was the contention of N. D. Ivey of George A. McDevitt Co., formerly southern manager of N. W. Ayer & Son, speaking from the advertisers' point of view. Mr. Ivey was the principal speaker at the afternoon session of the Institute.

Following some discussion from the floor on the question of auditing the circulation figures of weeklies for the use of advertising agencies as an aid for securing national accounts, L. S. Kelly, the firebrand of the convention, explained more fully what the agencies require of the newspapers.

Directly after adjournment yesterday, the newspaper folk were the guests of the Carolina Inn and the Extension Division at an oyster roast, given at the country club. Last night entertainment was provided by the University Athletic Association

at the basketball contest between the Washington and Lee and the Carolina teams. Manager E. Carrington Smith of the Carolina theatre was also host to a number of the visitors.

The Institute is to be concluded today with a session beginning at 10 o'clock. Round table discussions of newspaper accounting and business will be featured by the talks of T. D. Meriweather, manager of the Richmond and Winston Salem offices of Ernst & Ernst, accounting specialists, and of W. Clement Moore, a business analyst of the firm of Wolf & Co., specializing in newspaper finance and accounting.

The following is a list of the delegates attending the Institute and the papers they represent:

A. J. Connor, Mr. and Mrs. W. C. Connor, and Miss Audrey Martin of the Rich Square Times; Miss Beatrice Cobb of the Morganton News-Herald; Mr. and Mrs. D. C. Dowd, Jr., A. M. Gray, and I. W. Williams of the Charlotte News; B. Arp Lawrence of the Charlotte Times.

W. M. Sherrill, the Concord Tribune; Lyles Harris, the Franklin Press; Mr. and Mrs. J. A. Parham, the Charlotte Observer; W. Keith Saunders, the Independent, Elizabeth City; Miss Christine Lincke, the Nashville Graphic; A. L. Stockton, the Greensboro Daily News; Gale Braxton, Kinston Free Press.

Talbot Patrick, News-Angus of Goldsboro; E. D. Atkins, Gastonia Gazette; Herbert Peele, Elizabeth City Advance; John B. Harris, Stanly News and Press of Albemarle; M. A. Thompson, the Scottish Chief of Maxton; O. J. Peterson, Chat-ham Record of Pittsboro.

W. C. Dula, the Durham Messenger; A. C. Huneycutt, the Mocksville Enterprise of Albemarle; Lee B. Weathers, Shelby Star; R. E. Price, Rutherford County News of Rutherfordton; J. W. Noel, Roxboro Courier.

H. A. Cecil, High Point Enterprise; Miss McKinnon, Red Springs Citizen; J. T. Perkins, Lincolnton News; J. A. Sharpe, the Robersonian, Lumberton.

George Myers Stephens, Asheville Citizen; B. Gordon Lewis, News-Reporter of Whiteville; Chester F. Vogler, the Gold Leaf Farmer of Wendell; James F. Barrett, Brevard News; George Kendall, Evening Telegram of Rocky Mount; D. J. Whichard, Daily Reflector of Greenville; Daniel Hill, Lexington Dispatch.

Mrs. W. C. Hammer and Mrs. H. W. Walker of the Asheboro Courier; Mr. and Mrs. Roy G. Cadieu of the Hamlet News-Messenger; Mr. and Mrs. John A. Park, W. A. Kindell, Charles H. Herring, and P. D. McLean of the Raleigh Times; Sanford Martin, R. R. Richmond, and W. K. Hoyt of the Winston-Salem Journal and Sentinel; Eric W. Rodgers and W. Harold Essex of the Greensboro Record; Henry A. Dennis and M. L. Finch of the Henderson Daily Dispatch.

S. W. Mann, Newton; W. C. Manning, Williamston; Mrs. T. J. Lassiter, Smithfield; J. F. Hurley, Jr., Salisbury; Henderson Hull, Lillington; Joseph Hyde Pratt, Chapel Hill.

J. C. Baskervill of the Raleigh Bureau of Afternoon Newspapers; F. H. Jeter, agricultural editor from State College; Lawrence S. Kelly of the H. K. McCann Company in New York; E. C. Branson of the University News Letter; Elizabeth Heiser, staff writer for the Helm News Service in Washington, D. C.; James C. Latimer, secretary of the Virginia Press Association, Farmville, Va.

I. W. Williams of the Charlotte News; O. Thompson and R. M. Fonville of the Burlington Times; Mr. and Mrs. H. A. Frick of the Durham Herald; C. R. Wilson, George Myrover, and Van Lawrence of the Fayette-

ville Observer; Mrs. H. W. Kendall of the Rocky Mount Evening Telegram; H. R. Dwire, director of public relations at Duke University; J. Ray Parker of the Ahsoskie Herald, and Mike Dunnagan, correspondent from Raleigh.

### Editor Of The Nation Speaks On Present Conditions of Russia

(Continued from page one)

healthy, physically perfect men and women. Instances were cited of the hardness and bodily perfection of the new youth of the U. S. S. R., especially in the Ukraine.

Relations between men and women, boys and girls, are slowly being brought to a sound basis. The reputed laxity of morals is nothing compared to the debauchery that was common under the hated Romanovs. Both marriage and divorce are simple ceremonies. Alimony is unknown. In cases of divorce, the children are always given to their mother, while the father must contribute half his wages to their support.

#### \$112.50 Highest Salary

An interesting feature of Mr. Villard's address was his description of the working people. The ultimate wage to which they can aspire is \$112.50 per month. The president of the executive committee of all Russia, Joseph Stalin, draws no more than that amount for his responsible position. The head of a large steel mill, which in time will employ 25,000 men, also draws a mere \$112.50.

There were one or two aspects of Russia that seemed false to Mr. Villard. The ruthlessness with which the Communists attack enemies of the government is unpleasant. In one day alone, 50 of the counter-revolutionaries

were shot. Many are sent to Siberia. Others are sent to prison on trumped up charges, and with the same determination that marks their campaign for the eradication of opponents, the Communists are educating the children in a manner that will teach them to hate capitalism and to despise capitalistic forms of government. This is, to Mr. Villard, one of the paradoxes. They are freeing the serf, only to restrict his education along lines which breed hate and misunderstanding of their fellowman.

There has been much talk in America of Russia endeavoring to break down the family and church. This rumor, Mr. Villard explained, is wrong. There are many clinics, nurseries, playgrounds and the like in which working mothers may leave their children under the best of care while they are in the mills. As for the churches, it was definitely explained that the U. S. S. R. does not attack the Greek Orthodox church, merely insisting that the state will aid in no wit to their support. Protestant sects, however, have come under the ill-will of the present government and Mr. Villard obtained from authoritative sources the information that 100 Protestant missionaries have been sent to Siberia on minor or false charges.

#### Copy American Industry

Industrially, Russia is trying in every possible way to pattern herself after America. They hope to achieve the same ends, i. e., mechanical perfection, dexterity, mass production, etc., without letting the control of the machines fall into the hands of a few capitalists.

Although originally violently opposed to private capital, and the reason why there is no middle class in Russia today, the

Bolsheviki were forced in 1923 to adopt the New Economic Policy, now termed the NEP, by which private capital would be allowed to enter the country under various regulations. Thus we find Henry Ford and other American industrialists entering Russia.

The present government has entered upon contracts for construction of factories and roads during the ensuing year that amount to more than \$1,600,000. This industrializing of Russia, according to yesterday's speaker, is a wonderful thing.

Mr. Villard believes that if certain of the bad qualities of the existing government are done away with, Russia will become a powerful influence in the world, causing other nations to modify their attitude to the laboring classes.

## FIRESIDE SEASON

To Enliven the Cold Days by the Fireside

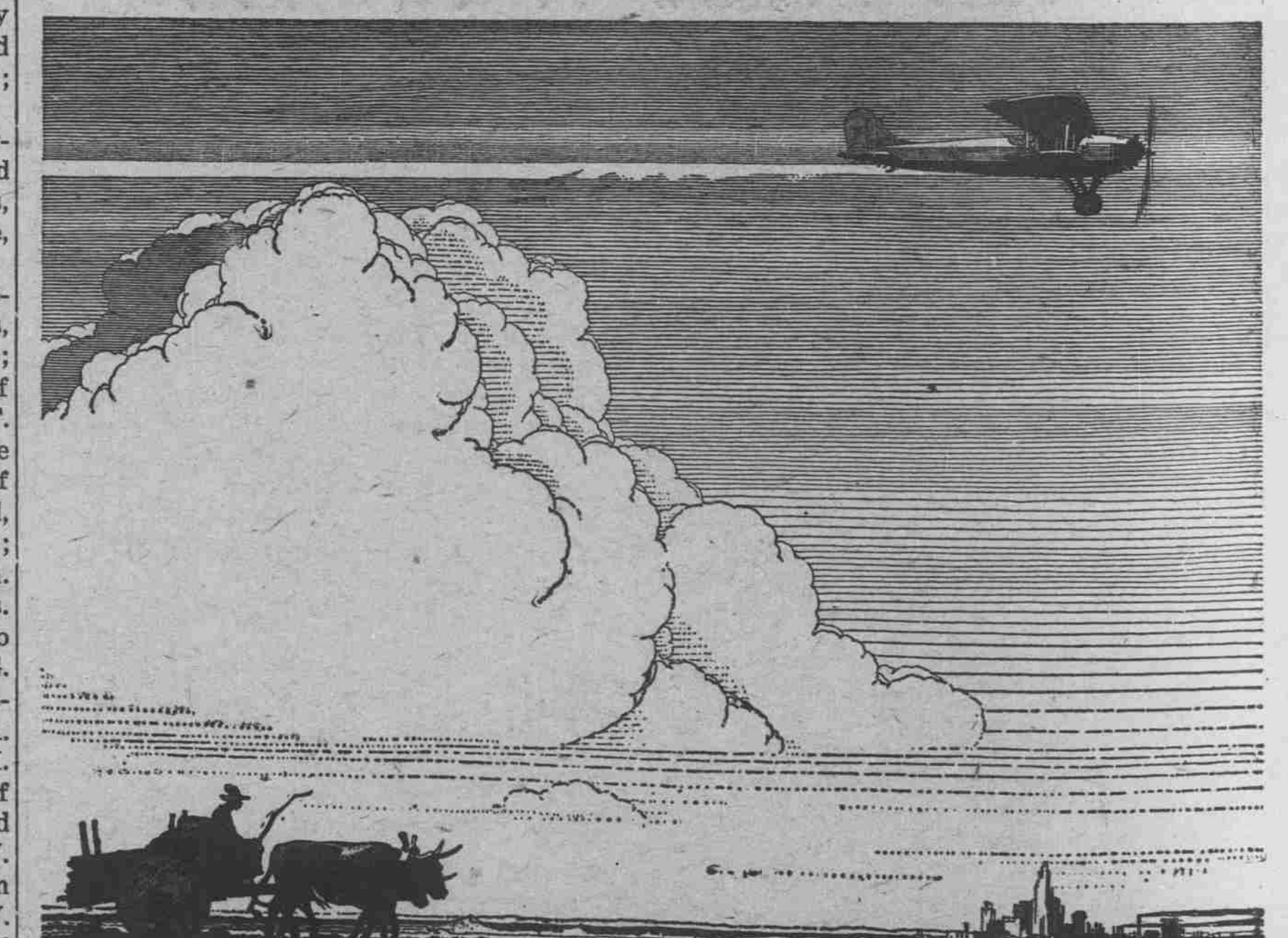
Victor and Columbia Records

Bridge Tables  
Playing Cards  
and many  
Other Specialties

New Records Out Today

## University Book and Stationery Co.

Next to Sutton's Drug Store  
(SUTTON BUILDING)



## UP FROM THE OXCART

"Acceleration, rather than structural changes, is the key to an understanding of our recent economic developments."—From the report of President Hoover's Committee on Recent Economic Changes

YESTERDAY, the rumble, creak, and plod of cart and oxen. To-day and to-morrow the zoom of airplanes. Faster production. Faster consumption. Faster communication.

Significant of electricity's part in the modern speeding-up process is the fact that during the last seven years, consumption of electric power increased three and one-half times as fast as population.

General Electric and its subsidiaries have developed and built much of the larger apparatus that generates this power as well as the apparatus which utilizes it in industry and in the home.

The college-trained men who come every year to General Electric take a responsible part in the planning, production, and distribution of electric products, and at the same time receive further technical or business training.

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