

**The Daily Tar Heel**

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Thursday, May 5, 1932

**In the Grip of The Almighty Dollar**

The outstanding features of American civilization today are the over emphasis placed upon the physical side of life and the desire as exemplified in our mass production for quantity rather than quality. We lead the world in manufacturing and in engineering. American business and commerce is the center of world finance. In the number of radios, automobiles and similar luxuries no nation can compare with us and we are smugly content to go along with our physical advantages regardless of the fact that we are neglecting the more essential and vital cultural and spiritual aspects.

America is a young country and can be hardly expected to show any positive culture peculiar to herself at this early date. Upon examining, however, the trends and tendencies we are faced with a discouraging picture. To begin with America has produced no writers, painters or musicians whose works can be favorably compared with those of outstanding Europeans. American music is retrogressing into a condition of barbarism while the works of the great masters constantly lose favor. Our sole contribution to the drama, the motion picture, is so completely absorbed in financial gain that quantity has driven quality from any consideration. Our language is changing from the mother tongue by virtue of an uglier and more lax pronunciation coupled with the inclusion of slang and vulgar provincialisms.

Our business and politics have a level of ethical standards which are far below par and seem to be constantly falling as competition increases. The mad scramble for wealth has left diversified evidences through the nation. The gangster and the bootlegger typify the worst of the population engaged in the struggle, while the hideous sign boards which mar the beauty of the country side demonstrate that the respected business element will hesitate at nothing to enrich itself. It is apparently evident that the quest for the satisfaction of physical pleasures has caused a neglect of the elevating elements of life and even to a backward trend.

This is a condition which must be remedied if the American is not to become the Philistine nation of today. The medium

through which a change can best be made is the university. But it too suffers from the conditions which prevail in the nation. Our standards of scholarship are considerably lower than those in other nations. Athletics has assumed the major importance and the outstanding college man is not the scholar or the scientist but the gridiron hero, while the social side of college life receives almost an equal amount of over emphasis. Our schools have become units of mass production similar to our automobile plants. The universities of the country must save us from cultural bankruptcy but they must first prepare themselves for the task. Not until the football player and the dance leader have been relegated to their proper importance and the unfit individuals eliminated will the colleges be fit to lead the upward climb.—J.F.A.

**Just a Mirage**

It often happens that an intelligent and inspired prophecy is taken as a joke and the idiotic but amusing jabberings of a wild-eyed fanatic. An article that appeared last week on the "University of North Carolina in 1980" was probably received in this manner by most of the few who troubled to read it. This reception further challenges the author to prove that he is right and the world is wrong concerning the probability of future happenings. The present conditions of politics on the campus and the probable consequences of this condition offers a fertile field for consideration. Let us then with equal confidence in our ability and with the necessary amount of religious fervor draw aside the filmy curtain that obstructs our view and again focus our eyes for a moment on the University as it will appear at that future date.

Restraint resulting from jibing laughter causes us to go very slow in our assertions. We begin then with an association known as A. S. S. E. S. (Association of Self-sufficient Students for Enlarging Student-efficiency) that will be a prominent part of student life at that date. Due to the necessity of fitting words so as to have an apt nickname this society goes under a cognomen that does not immediately explain its nature and purpose. The association will be the result of move to simplify the political situation and save effort and time for the politicians. It will be composed of these politicians and will have complete control of elections. Each fraternity will have a member representative who casts the thirty or forty votes of his contingency. The dormitories will have proportional representation.

Before elections all candidates for campus offices will have to have their applications in the hands of the Most Worthy and Respected Mentor. A day or two previous to the traditional date of the elections there will be a meeting in a private and secluded room. Here the men will be proposed and voted on. This will be the true election, run off quietly, efficiently, and speedily. The actual open pole voting will be conserved only for form's sake and will have no significance. Those students who like to feel actively interested by casting their vote can have that privilege. But the many colored streamers and cards and the raucous and long-winded politicians will be things of the past. A successful politician will be as important as any varsity athlete.—H.H.

**Give It a Trial**

Last quarter, it was proposed by the student council, in its efforts to strengthen the honor

system, that all members of the student body sign a pledge to report all violations of the system. This proposal was to have been put to a vote of the students in assembly.

President Graham appeared, to speak in favor of the plan. But, at his request, no vote was taken. It was feared that the small representation present in assembly on that day might have been unduly influenced by the plan.

The student council thought it wise to have the plan discussed thoroughly by representative campus groups before the vote was called, in order that all might have time and opportunity to consider the proposition with unbiased and open minds. So, a discussion of the issue will again be opened at the activities committee meeting tonight.

Campus opposition to the proposal is based upon the contention that it would make a policeman, a tattler, of every student. On the University of Virginia campus, however, the system of making every member of the student body equally responsible for enforcing the honor system is successfully practiced. It has the effect of increasing each student's sense of responsibility, of constantly impressing him with the purpose of the honor system, and of encouraging his cooperation in the system. It is considered as an indispensable part of the honor tradition at Virginia.

If the plan were adopted at the University of North Carolina, it could not be expected to operate perfectly for at least

two years. It would probably meet with opposition in the form of non-cooperation from the upper classes. Yet, this does not completely discredit the system.

If the students should agree to sign the pledge, a campaign could immediately be started to popularize it among the members of the coming generation of Carolina students. Whereas upperclassmen might look upon the pledge with some disfavor, each succeeding generation of freshmen could be led to regard it as a customary obligation, an accepted institution. Finally, an entire student body would come naturally to accept and respect it.

Let the system be given a fair trial, at least.—E.C.D.

**With Contemporaries**

**Foolin' The Prof.**

Five minutes after the last whistle to begin class had blown, one hundred and ten students walked out of the room. The reason? Why, to play a joke on the instructor, who was late. Quite humorous, even a little funny. But note! Is all the truth on the surface? Or, is there perhaps something significant lying beneath this veneer covering of a mere "joke."

A different light may be turned on the subject by considering the average resident student's educational expenses for the

<b>What the Student Pays:</b>	
Tuition	\$ 78.00
Class fees	30.00
Books	20.00
Room and board	310.00
Clothing	50.00
Miscellaneous	50.00
<b>Total</b>	<b>\$538.00</b>

<b>What the State Pays:</b>	
Average cost per college student	276.99

Total expenses per student	\$814.99
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The figures given to show what the average student pays are fairly representative. Roughly, the cost of getting an education each month to every student on the campus is about \$90, or slightly less than three dollars a day. This includes what the student pays as well as the state.

Stated in another way, on a schedule of six hours of class a day, each student's time is worth approximately fifty cents an hour.

Now to come back to those one hundred and ten students. If the above figures are correct, then the fifty minute "joke on the prof" cost the students and the state of Oregon around \$55, or a dollar a minute. Really funny, isn't it?—Oregon State Barometer.

**It's Worth Knowing That—**

The average investment in farm machinery on Illinois farms is \$749, according to University of Illinois Agriculture College reports.

The trunk of an elephant is provided with nearly 40,000 muscles.

**MUSICIANS WANTED**

2 Sax, 1 Trumpet, Piano, and Drummer, for a summer position nearby. Apply to University Barber Shop.

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GIVE WHITMAN'S CHOCOLATES  
The gift that is appreciated  
**Pritchard-Lloyd, Inc.**  
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**DO YOU INHALE?**



**"Why bring that up?"  
—the cigarette trade asks!**



FOR years there has been generally a striking avoidance of the word "inhale" in cigarette advertising. Why? Goodness only knows! For everybody inhales—knowingly or unknowingly! Every smoker breathes in some part of the smoke he or she draws out of a cigarette.

That's why it's all-important to be certain that your cigarette smoke is pure and clean—to be sure that you don't inhale certain impurities.

Lucky Strike has dared to raise this vital question—for it has solved the problem! It gives you the

protection you want... because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process. Luckies created that process. Only Luckies have it!

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**"It's toasted"**  
Your Throat Protection  
against irritation—against cough

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