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ADVERTISING STAT


## Friday, October 7, 1932

## A Cheering

Need
With no home game scheduled for the football eleven until Oc-
tober 22, the cheerleading staff has plenty of time to render to the team a service which has been needed for the last five years-that of developing an or
ganized cheering section. No sance the graduation of Kay Kyser, organizer of the famous Carolina Cheerios, have the Ta the stands that they deserved and in many cases absolutely needed.
A plan has been followed re cently of seating all student avoid the federal tax, but also in hopes of aiding cheering. But ful. The only remedy is to or ganize a special volunteer cheer
ing section.- The expense equipping such a group with
megaphones, bright colored hats, etc., would be relatively small
And if the Athletic Association would be unwilling to carry th expense, probably the class and professional, school treasuries den.
Carolina's feeble attempts a cheering during the last few
years has been a considerable years has been a considerable
joke to the other institutions in the state. Not only have they taken it as a sign of a miserable
lack of the traditional Carolina Spirit, but also as an evidence o students. It has given the im pression to many that since th University has come to numbe some 2500 or more, its student lege yells." to "the collegiate" is to be desired. But if the University team, it should go the full ex tent and have the college yells For without the latter, the for mer is not at its best.

## Our Great Enigma

With the rush and excitemen of the preliminaries of a ne school year over, and with a national election just ahead, the
question of politics is receiving
at least a passing notice from
every patriotic minded student. The political issue on the campus revolves around two
main questions and their answers: Should I vote this year It is safe to say that a large najority of the students who fall will do so, not so much be cause of any belief that its platform conforms more nearly to
their ideals of what the country needs than that of either of its other opponents, but largely because that is the party which The same thing might just as truthfully be said of those who For the For the liberal-minded man or woman just entering upon his or her political career, however and wishing to cast a vote tha lem presents itself that is not to be lightly dealt with. There ar forth the audacity to vote for Norman Thomas, and to such, the dilemma of whether to vote Democratic or Rep.
ts is forthcoming.
It is a difficult proposition
distinguish between the fund distinguish between the funda mental principles contained in
the two platforms, which poli ticians make to stand out i such bold relief. One of the dry. Both purport to have the interests of the people vitally a which it is positive will release the country from the fell clutches of economic depression; the
other asserts that such plans are now in operation, and are fast restoring things to health and
normalcy. Both parties employ the latest methods known to calumy, indecency and animad-
version for undermining each ther.
When it comes to a final showdown, it seems that the major differences between the two par ties lie, not in their platforms, nor their applicability to the problems of modern government, but to the differences of person-
ality, ability, and experiences of their respective heads.-W.A.S

## Experiment

The chapel situation in th University, especially regarding parallel to the prohibition ques parallel to the prohibition ques
tion now being so urgently dis allel lies in the country. The par "powers" do not seem to under stand that, although they ca majority, they cannot hope to hibition we have actual nullification. As regards chapel, we have an intellectual nullification sophomores to come to chapel but as they might, they can want to hear.
The unfortunate part about the hole affair is that it is almos mpossible to study during chap noise coming from the direction of the rostrum for complete con centration on a difficult matter However, the period is not com-
pletely wasted inasmuch as th noise is not sufficiently loud interfere with a superficial perusal of the Tar Heel, or perhaps culty in the way of this latte pleasure is that the benches are a bit too hard for really enjoy mittee on chapel attendance would be kind enough to supply cushions to those desiring them and, possibly, as an added dis pensation, ear-muffs.
There is, nevertheless, a small minority that seems to really need, and what is stranger still, enjoy chapel. After all, an op-
portunity to rest one's weary portunity to rest one's weary
bones, and at the same time to be


## Friendship and

The Fraternity
The close of this week marks the end of the fraternity rush ing period. Many will be the
joyful and woeful faces when the bids are handed out from the fraternities.
One of the most difficult prob lems that confronts the men who to pledge
Quite often it happens that the rushed one has a friend or ternity who insists that he go "their way," while the man himself might want to go "another
way." The task of deciding which fraternity to choose often causes ill feeling between the freshman, members of the jilt-
ed fraternity, and everybody in ed frater
The thing that the new men should remember above all is that they should follow thei ing, because it will be thei duty to remain during the com-
ing four years with the men of the fraternity they choose.
Those who weren't "fortun te" enough to get bids or to other thing
the best friends and companion student makes during his col lege career are men he has me
in his classes, his dormitories or other gathering places of the or other gat
student body
The greatest value perhaps
next to the knowledge acquired next to the knowledge acquire
during a four years' college term is the friends that one makes. Therefore when choosing or so with the idea of friendship i the background.-E.J.

## OUR TIMES

## By Don Shoemaker

An
Gal
"She's got a half back at Pen-l-va-nia an' a quarter back a No-ter Dame", croons the sus-
picious soprano of our favorite azz orchestra in a weak plaga rism of "Betty Co-Ed" known a All-American Girl". The song
progresses by stages to indicate that the miss who captivates the hearts of the first two named gridiron incumbents eventually nower of the nation from Amherst to Southern California by way of Duke and Tennessee her gigantic little heart. that her somewhat patriotic no men is derived at the expense of dozens of big, husky, strapping He-hundred-percenters.
Here are some of her "al America" sweethearts (she ha one in every college). At Prince ton: Kalbaugh, Kadlic and Draudt. Nearby at Amherst, Moses, Feinberg, Debevoise and Her Pennsylvanian's
Sakolis, Yablonski, Ma may be Sakolis, Yablonski, Massavage or Perina. At Ohio Uni-
versity our All-American girl versity our All-American girl
and her All-American lovers
could be Banko, Priede
dini, Sodasky or Sintic.
dini, Sodasky or Sintic.
Indiana's finest offer Keckich ylick, Opaski, Saluski and Saw icki. Illinois has Kamm an Schulotek and Miami places Ker ekes, Niemi, Fertig and Savot-
sky prostrate before her charms. Coe's potential all Americans ar Swarzentiuber, Schwank Rass mussen, Slavik and Saccaro, Byrds and Harvard her Cabot but then they play soccer.

## the

Headline writers. notoriously eak in the fundamental prin ciples of arithmetic; a big factor in counting spaces for certain fonts of type, often labor for some minutes in a vain effort t the allotted space. First head lined a Tar Heel desk man re cently "Definite Program of Ath letics For Co-Eds is Planned in indelicate despera tion: "Co-Eds to Get Chance a Having Athlete's Foots.

With

## Contemporaries

## We Go

In has been often contended hat the only political interest the campus has been evince those students who come un his fall, however, all studen who are interested in either the two major parties, as well as the Socialist party, will have an opportunity to display their en he Political Parley, which ha ust been announced for October 28 and 29. Through Doctor Hatten, of the Political Science
department, a well known figure department, a well known figure in politics, the committee from C. A. and Y. W. C. A. has se cured outstanding speakers from ocialist parties. Mr. Horner, andidate for governor on th emocratic ticket, and Mr. Burt, also candidate for governor on sented to speak. The choice for the third-speaker, a representa-
tive of the Republican party, will be announced shortly. The prom an assurance that the Parley will umber of great many Evanstonians.
Further plans have been for ulated by the committee, cal ing for round table discussion issues of the campaign, and this again presents a great opportun main points of contention. hich a summary will be given will terminate the parley
The committee is to be con gratulated for taking the init There is doubtless a great nee verywhere in this country interest students in thinkin out current politics of the day aramount we lose sight of the temporary affairs in our searc or long lost and well buried hisory of other days. Students in America must realize sooner or orthcoming elections depends upon their interest and intelligence as the future voting popuation of the United States. every movement, such as the Political Parley to be held here, should be encouraged. It is only nd meetings such as these that we can hope to better the politew years.-Daily Northwestern.

PATRONIZE OUR
ADVERTISERS

San Diego Professor Tells Non-Daters To Take Up Arms Harry C. Steinmetz of Psychology Department of Galifornia Schoo Declares That Social Starvation Is Worse Than Head -Over-Heels-in-Love Affairs in College.
(By College News Service) San Diego, Calif., Oct. 6. Mixed emotions rocked the student body of San Diego State ollege this week as it tried to ecide just how to take the chalessor Harry C. Steinmetz of the psychology department
The challenge, which minced o words, appeared in the form
ing companionship, to "get into the running."
And Professor Steinmetz una "For heaven's sake (said h and your own, make yourself little flirting opposite sex, "You know if this" editorial fits you. If you haven't a date tudent weekly, and called upon pride; fold this paper so the title embers of both sexes, who are of this editorial ("Does This Fi nclined to be timid about seek-

## Do You

Do you have acidosis, halitosis, ediculosis, instructorosis, librayosis, moonbeamosis, or do you nhale? The advertising copy writers are on the loose again, and the latest is "homitosis." This violent micro-organism is complishments, having bee caught in the act of disturbing
even the most blissful of embronic martial bliss if its ravaging attacks on the homestead.
Homitosis is supposed to be a new one for the familiarly
known and odiferous bad tastes ound in the female of the speies. If she cannot furnish a ome on what you're making, either consult Dr. E. Cantor, or esign yourself to a fate wors han death-homitosis. It seem hat poor taste in home furnish ngs have made men live at their lubs, little children fly screamng into nurse's arms and old in their beards, and politicians tuff ballot boxes.
Such a scrouge loosed against defenseless mankind has com ace to face with the advertis rs. There should be a battle the finish, and probably will y turning out to be the goat in durning out to be the goat, in addition to having homitosis. ficted with this little known, but niversally hated disease with oniversally hated disease with-

