

# The Daily Tar Heel

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Thursday, May 31, 1934

## Movies, Advertising, And Good Ole Webster

SEE on the billboard a cinema blurb: "Stupendous! Gigantic! Immense! Terrific! Astounding! Amazing! Superb! Heart-Gripping Soul-Probing! Intense!" I hasten to gaze on this triumph of art, which holds countless millions in thrall, but it wakens no fluttering throb in my heart! It is only a "speakee," that's all, built upon the unfailing, sure-fire plan—Two men and a girl, or two girls and one man.

And so James J. Montague continues to philosophize on the editorial page of the New York Herald Tribune until he comes to the conclusion:

What makes the great populace quiver and flame is two girls and a man or two men and one dame.

We like Mr. Montague's poetry, but we are inclined to disagree with him. Once in a very great while the movies (pardon us—the cinema) has seen fit to depart from the one-man-two-dame-two-men-one-dame formula (respectively) and has produced something really outstanding. Mr. Montague picked the wrong thing about the movies (cinema) to generalize about. But we admire the way in which he has caught the basic adjectives of motion picture advertising.

It reminds us of a problem which once caused a good bit of brow-wrinkling. We used to wonder how every new strip of celluloid that came along could be not only Stupendous! Gigantic! etc., etc., but also the unequivocally and categorically best production in all respects that ever graced the silver screen. But the Hollywood producers have given themselves away by overworking good ole Webster. The secret is out. They were just kidding us all the time, and really didn't mean a word of it. That explains, too, why a show often fails to come up to expectations, thereby leaving a disappointed and disgruntled audience.

However, the problem will probably take care of itself. There can't be very many adjectives left in the dictionary that Hollywood hasn't worked to death. Pretty soon even the blurb writers will be so bored that they will give Stupendous! Gigantic! etc., etc.—and, incidentally, the public—a rest.—D.B.

## Adding To Comfort

AT the cost of approximately \$800, the board of directors of Graham Memorial has authorized and completed the furnishing of an additional lobby in the student union, probably to be called the "North Room." It is situated, as the name implies, in the north of the building on the first floor where annual spring elections are usually held.

Beautiful leather-upholstered furniture and deep red carpets have rendered the room a delightful smoking lounge. Several sofas and a bevy of deep easy chairs have been afforded for the convenience of University students. As Mayne Albright, outgoing director of the union, stated, it will be a "more convenient" and more intimate corner where students can gather for "bull sessions," reading, games (there are tables for checkers and eards available), and rest.

The room will be formally "dedicated" this Sunday at the regular afternoon concert. Tea will be served there after the musicians have presented their performance in the main lounge. Students desiring a resting place during the hectic study-periods for examinations will find a comfortable abode in the newest addition to the already "abundantly-congenial" Graham Memorial.—R.C.P.

## Culture And the Service

WHAT the New Deal needs now and will need in the future is an administrative staff whose disinterested intelligence and devotion to the national need is unquestioned. That, in the opinion of Fortune, constitutes the problem attached to the American system of Civil Service selection.

In England the administrative staff that is the most important cog in the civil service machinery of that government is composed of cultured individualists, non-politically inclined because it contains the every shade of political coloring as the laity. And membership to that staff requires a cultural and broadly intelligent qualification rather than a narrow and specified type of training. Nice people, it is generally said, do not mingle with politicians nor indulge in politics in America. Hence, only a temporary measure or a national crisis can engender America's most cultured class into the administrative civil positions.

We note that certain of the United States Civil Service examinations are "open competitive examinations" with certain qualifications of age and physical ability and with educational advantages embracing a bachelor's degree from a college or university of recognized standing with special training in certain fields. These qualifications are necessary for those jobs are fairly well comparable to the Civil Service positions of England. But what does England require? Their examinations are based on the principle that a general (classical or scientific) "liberal" education is preferable to special training. The reason is obvious: Britain's unshakable belief in the perfection of its educational system bears a similar faith in the fact that men must receive only the briefest sort of special training but quantities of general education in order to administer to the affairs of its diverse races and problems.

We cannot visualize an applicant for an American civil service examination pouring forth his critical analysis of the poetry of Edward Arlington Robinson, perhaps because our faith in the educational system as developed here has not the traditional characteristics of "die for dear old American intellect" in it. But we can understand that a general knowledge fosters a more practicable administration in most of our national affairs; and we can realize the need for the cultured college gentlemen becoming the top staff of our governmental system. We have no king whose royal heritage demands a royal group of administrators beneath him; but we have presidents whose cultural educations are their achievements and whose need has been a staff of similarly cultured gentlemen to aid them in running America's business. We may be a heterogeneous nation but that does not mean that culture and not politics cannot be the determining factor in selecting men for our civil service.—P.G.H.

## With Contemporaries

### Education For Political Life

I NEVER scratched a ticket in my life. I've had to hold my nose lots of times, but I always voted 'er straight."

Such was the proud statement of the chairman of a Kansas county committee of one of the major parties recently. It throws a little light on the questions of why men hesitate to admit that their chief interest in life is politics, and why no respectable student cares to undertake politics as his profession.

American politics at present is not a profession. It is a game, to be played for the excitement it offers. In rural communities it is played principally by old men, settled in their political habits and bound by those habits to the observance of such rules as "Never scratch a ticket!" In some large cities it is played by unscrupulous grafters, obviously, and defiantly for nothing more than graft.

Politics could be made into a respectable profession by the participation of young men and women motivated by a desire to improve government, rather than merely to get certain men into elective and appointive offices because they have been good party men for many years.

Universities are in an advantageous position to assist in this change. In the first place the university is the logical agency for the study of political methods and of ways in which they could be improved. To the university belongs the job of training expert career politicians. In the second place the university brings together young people of average intelligence or above, who with proper guidance, could exert a beneficial influence in political organizations and relieve the word "politician" of its unpleasant connotation.—The Daily Kansan.

A young man at Miami University consumed, during a hamburger-eating test, fifteen hamburgers in thirty minutes.

## Column-Aides

By E. R. Oettinger

To at least one person in the state the name of Frank Graham might just as well be Zilch. We know that for a fact, for our source of information is none other than Mrs. Graham herself. It seems that on a recent visit to her native habitat of Edenton, Mrs. Graham was interrupted by a persistent telephone while with her family at the dinner-table. When the old Negro servant who answered the phone returned, the family naturally asked who was wanted. Whereupon in all seriousness the old mammy snorted, "Dey didn't wan' no-body heuh. Dey wanted a Miz Gra-am, a Miz Frank Gra-am, so I done tol' 'em dey got de wrong numbuh. Dis heuh is de Drane residence."

The most concrete evidence of the degree to which the spirit of brotherly love has been carried at our neighbor University in "the woods of Durham" is to be found in the News and Observer print of an Associated Press story concerning the contract tendered Moritz Flohr, Duke hurling ace, by the Philadelphia Athletics. States that usually authoritative journal: "Flohr has a great college record despite the fact that in 1932 and 1933, his sophomore and junior years in college, depicted for a loving team." Accepting this somewhat incoherent indication of intimacy as the gospel, Neighbor, we'll have to hand you the palm. Our school athletic teams have nothing to compare with that.

If Secretary of War Dern, as has been inferred, is the joker of the New Deal pack, we are convinced that he is well qualified for the job. When the Secretary with the near-profanic cognomen was running for the Governorship of Idaho several years ago, his opponent was the possessor of the equally provocative handle of Mabey. Apparently aware of the unique place available in the near future for a punster-extraordinary in our national governmental set-up, Candidate Dern clearly proved his right to the title through his campaign slogan. It read: "What this state needs is a Dern good Governor, and I don't mean Mabey." Strangely enough, he won the election.

Those of us with a distinct aversion to the currently fashionable floppy hats which adorn the heads of our "weaker sex" will have to bear with them for a while in any event. It seems that the flop-brims have become heroes (or is it heroines?). A few days ago the hats gave impetus to "The Century of Progress" by providing novel means for saving the lives of three debutantes and their male escorts, when their 30-foot cabin cruiser began to sink. The poor escorts, having no bucolic straw counterparts of their companions' headpieces, were forced to submit to the humiliating experience of being rescued by means of baling out water with the girls' haberdashery. Now we wonder if somebody couldn't invent a combination brassiere and water-wings.

Judging prize-fights seems to have been chiseled down to a fine art. At the McLarnin-Ross setto one of the eminently experienced officials scored nine rounds for McLarnin, one for Ross, and called five even. His colleague awarded Ross twelve rounds McLarnin two, and decided that one was even. So, to decide the encounter, Referee Forbes gave thirteen rounds to Ross, one to McLarnin, and

marked one even!

As cover ornament of this week's Time is a picture of Tin Pan Alley's most popular representative, Irving Berlin. Under "Music" a sympathetic account of his career from the city streets to city lights is sketched. Next to the prolificity of Song-writer Berlin as illustrated in his enormous annual output over a score of years, the most inveigling single item in the article is a comparison of Berlin to Wagner by Jerome Kern because "like the operatic titan, he molds and blends and ornaments his words and music at one and the same time, each being the outgrowth of the other." With that we are not in a position to quarrel, but we do regret that for every "Russian Lullaby" Berlin has seen fit to give us a "Yascha Michaeloffsky's Melody," for every "Easter Parade" a tinny "Let's Have Another Cup of Coffee." Perhaps under similar standards George S. Kaufman could be likened to Moliere and Fannie Hurst to George Eliot. And wouldn't the style of Gertrude Stein stack up excellently with that of Carlyle?

## Student Achievements Receive Recognition

(Continued from page one)

Grail awards for the highest scholastic average on the different athletic squads went to the following: football, Ralph Gardner of Shelby; basketball, Stuart Aitken of Charlotte; boxing, Ernest Eutsler of Goldsboro; track, Frank P. Abernethy; and baseball, Virgil Weathers of Shelby.

### S. A. E. Wins Cup

Sigma Alpha Epsilon fraternity was awarded the fraternity trophy offered by Delta Kappa Epsilon lodge for the best fraternity record in scholarship, intramural athletics, and varsity athletics.

Mangum dormitory won the plaque offered by the Grail for the first time to the rooming house with the best program of student government, athletics, and activities.

A total of 54 keys were presented by Phi Beta Kappa, national honorary society, by John T. O'Neil, president during the past year. Eighty-one received awards for work on the four University publications, 47 for Playmakers activities, six for the University band, five for the Glee club, and six for the debating squad.

Announcements were also made by O'Neil concerning the awards to be presented to members of Beta Gamma Sigma, honorary commerce fraternity, and Tau Beta Pi, national engineering fraternity, announced 16 awards.

A total of 109 varsity monograms, 10 managers' letters, and 133 freshman numerals were awarded to athletes who have helped make the University's athletics program a success.

Forney Rankin presided at the convocation. W. T. Minor accepted the Delta Kappa Epsilon fraternity cup in behalf of the Sigma Alpha Epsilon lodge. Athletics, Phi Beta Kappa, publications, Beta Gamma Sigma, and Tau Beta Pi awards have been announced in former issues of the DAILY TAR HEEL.

Debating, Playmakers, and music awards are:

Debating: W. C. Durfee, Boston, Mass.; F. A. Rankin, Belmont; W. R. Eddleman, Gastonia; R. P. Russell, Asheville; E. S. Lanier, Thomasville; D. R. Seawell, Chapel Hill.

Playmakers masks: John Alexander, New York; Laurens Anderson, Durham; Mary Armbruster, Raleigh; Mary Alice Bennett, Bryson City; Betty Bolton, Welcome; Ralph Burgin,

Jr., Winston Salem; Merle Carson, Wilmington; Coit Coker, Chapel Hill; Elise Cortese, Free-land, Pa.; Virginia Dean, Charlotte; Nat Farnworth, Pueblo, Col.; Frederica Frederick, Philadelphia, Pa.; June Gunter, Sanford; Geo. Hogan, Chapel Hill; Chas. Houk, Knoxville, Tenn.; Rachel Howard, Chapel Hill.

Douglas Hume, Monterey, Cal.; Lottie Lane Joyner, Farmville; Sonny Kenfield, Chapel Hill; Joyce Killinsworth, Signal Mountain, Tenn.; Billy Koch, Chapel Hill; Kathleen Krahenbuhl, Selma; Virgil Lee, Jr., Baltimore, Md.; R. W. Linker, Chapel Hill; Davis Lewis, Lexington, Mass.; Charles Lloyd, Asheville; Patsy McMullan, Chapel Hill; Christine Maynard, Kinston; Prof. Grady Miller, Chapel Hill; Nancy Murchison, Chapel Hill; Winnie Alice Murphy, Asheville; Nan Norman, Hickory; Jesse Parker, Wilmington; Mary Byrd Perrow, Asheville; Don Pope, Ann Arbor, Mich.

Nick Powell, Leonia, N. J.; Vermont Royster, Raleigh; R. P. Russell, Asheville; C. H. Smith, Greensboro; Geo. Stoney, Winston Salem; Tom Teer, Durham; Walter Terry, New Canaan, Conn.; Carl Thompson, Jr., Southern Pines; Ed Vaughn, Hamlet; Anne B. Walters, La Grange; Allen Waters, Seaside, N. Y.; Alton Williams, Fresno, Calif.

Band awards went to: W. W. King, Greensboro; H. R. Hazelman, Andrews; M. E. Evans, Fayetteville; P. G. Jamison, Blairsville, Pa.; W. D. Lowder, Norman; H. L. Nicholson, Greensboro.

Glee club awards: J. G. Briggs, High Point; John Chapman, Wilmette, Ill.; E. Griffin, Jr., Goldsboro; John Barney, Greensboro; Harold Gavin, Sanford.

## SPRING SPORTS FEATURE REVIEW

(Continued from page one)

brought out of the tennis team, coached by John F. Kenfield, which lost only one match this year breaking its string of 74 victorious matches. Telling the new records set by LeGore, Abernethy, Hawthorne, Williamson, Childers, and Hubbard, the issue reviews the University track team's state championship and Southern Conference indoor wins.

Pictures of new campus officers and leaders are displayed opposite articles on the campus elections and the tappings of honor societies.

A survey is made of the growth of the graduate school during the 50 years of its work on the University campus, and records are printed on the enrollment and graduates of the institution.

Summaries are printed on the Weil lecture series led this year by Dr. George Norlin, the meetings of special conferences at the University, and the new curricula changes.

The issue carries results of numerous alumni meetings held all over the country, emphasizing the Pinehurst medical alumni session, and the Washington, D. C. convocation at which President Graham and Josephus Daniels spoke.

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