

The Daily Tar Heel

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CITY EDITOR FOR THIS ISSUE: REED SARRATT

Saturday, April 13, 1935

PARAGRAPHS

So the Publications Union Board has decided there are too many keys to the journalistic situation.

The nobodies accuse the Interfraternity Council of being anybody. Any argument along this line will lead nowhere, we don't think.

"Denying the possibility of the dance being 'sticky,' Class President Clyde Mullis asks the freshmen to secure dates if possible." In other words, it'll be a good dance—if possible.

De-Militarizing A Slow Process

The anti-war expression yesterday morning was gratifying to all concerned. An orderly and well-conducted demonstration, the appeal for peace was well received and, we believe, appreciated and digested.

An emotional or hysterical demonstration has not half the effect of a quiet and sincere attempt to apply thought to the problem. On the other hand, it is this hysteria, this propagandizing appeal, which drags thousands upon thousands into war when the emotions of a nation let go under the war strain.

Where does the difference lie, in these two appeals, one so effective, for war, and the other, seemingly futile, against it?

When the war propaganda sweeps a nation in a flood of emotional rallying to the cause, there is something to follow it up, something which makes the propaganda seem real and true and a part of patriotic response to a nation's needs. But when we shout against war from the platform, it is an ephemeral voice and soon forgotten. For in our comparative isolation in this country, when news reports of impending war are so many and so often confused, the whole fight against armed conflict seems futile, foolish, and unnecessary.

Consequently, it takes a steady, slow building-up process to rouse the people to the realization that war is hell, that war is unnecessary. And this slow process must, to be effective, be the result of sincere thought and conscientious effort. Then, and only then, can there ever be formed a unified stand for peace which can and must hold its position in the face of the hysteria-bitten "nationalists" who, with the munitions makers and the international-ambassadors-of-ill-will, strive to stir us to fight, for their own profit or baseless ideals or economic benefit.

It Has Its Disadvantages

The move on the part of the Interfraternity Council to have chapter presidents represent the fraternities is both good and bad.

The Council's authority might be made more obvious, its business hastened, its impotence somewhat removed, but what about next year, when a new set of chapter presidents gets together to do business? Being inexperienced at Council work, although ostensibly skilled in the fraternity game, they might be at a slight disadvantage.

Nevertheless, the advantages are easily apparent and it is encouraging to see a spirit of improvement, or tendencies toward improvement, by such a representative campus group.

When Will We Grow Up?

In the spring a young man's fancy lightly turns to thoughts of Hell Week, paddles, and poor, downtrodden, abused and misunderstood freshmen. It seems that once each year, along with the budding out of the trees and flowers, man's more savage instincts experience a re-awakening, and manifest themselves in the phenomenon of college life known as Hell Week.

This season of the year does bring out a lot of laughs, it is true, but there is one aspect of it which has neither humor nor disciplinary value. That is, the old barbaric custom of paddling. Education may be absorbed, Joe College may become Mr. Joseph J. College, Jr., college life may come to mean more than merely a series of dances and parties, but still we revert to the childish, savage, ridiculous, and thoroughly in-supportable rite of the paddle. Our hope for the future of the human race has received a slight boost in the knowledge that there are some fraternities and organizations on the campus with a mature enough viewpoint to dispense with their paddles, but there is still to be heard at this season the loud whacks of wood meeting flesh.

While there is no excuse whatever for paddling in any organization on the campus, there is less than no excuse for the existence of such a custom in the supposedly honorary societies. Why honor, distinction, achievement should be rewarded with the childish, undignified, and useless paddle-waving is a thing which is quite beyond our feeble powers of comprehension. And why a new fraternity brother should be welcomed with a lusty swat on the rear, is another incomprehensible item in the great life known as college days, or should we say college daze.

We like To Relax

We submit our rather tardy felicitations to the management of Graham Memorial for getting back into the swing of Sunday afternoon concerts in the lounge. Of course, the presentation was in conjunction with a student entertainment series but we hope that was not the only reason for its being sponsored. There is widespread approbation and appreciation on the part of students for Sunday afternoon programs.

Last spring the lounge was consistently crowded with students and faculty and townspeople, who found great rest and enjoyment in the comfortable chairs and attractive surroundings. It is rather interesting to notice that many of the busiest and most efficient undergraduate leaders are conspicuously relaxing on the big sofas when the sweet music and early evening combine to end up a justly-famous Chapel Hill Sunday.

Tomorrow afternoon the choral club will present a concert in Hill Music hall and again we express our appreciation. Hill Music hall is, also, a comfortable place and it means a lot to some of us harried students to stretch out and enjoy some real music once in a while.

Death in The Mausoleum

Our stalwart debaters battled manfully against N. Y. U. recently on this query: Resolved, that Japan's policy in the Far East is comparable to the Monroe Doctrine of the United States.

The question is of momentous import. Nations will bite pencils nervously, stay up nights, become cross and anxious in this state of horrible suspense. Something must be done.

But Chapel Hill is impervious. We are dullards here. All we can do is ask: do you wonder Gerrard hall looks like a mausoleum on debate nights?

The Truth Is Desired

"Some 95 per cent of the advertising is done by a comparatively small group of people and they sell over 80 per cent of the goods," replied Mr. Sully, representative of the National Cash Register Co., when asked what he considered the best argument to advance to prospective advertisers.

Speaking here before a class of commerce and journalistic students, Mr. Sully stated that advertising was a requisite part of the structure of all successful concerns. The growth of his own company, he declared, bore a close parallel to the expenditures allotted for advertising.

With the augmenting number of mediums—radio, theatre, billboard, newspapers, and magazines—the merchant must bear in mind the class of people whom he desires to reach and use the medium which will prove most effective.

While admitting that bad advertising is better than no advertising, Mr. Sully declared, of a heterogeneous group of people which were interviewed, that "57 per cent of them said they didn't believe what they saw in advertisements and 90 per cent of the people would like to see reliable information given."

In recent years, much impetus has been given to make advertising more valid; one of the most notable actions has been that of the Federal Trade Commission and their issuance of "cease and desist" orders. Resultant has been the conformity of many flagrant violators to the new standards.

Casual Correspondent by Nelson Lansdale

DOG HAIRS

Faculty Chairman Harland of the Student Entertainment Committee tells us that the program notes for the University of Michigan Little Symphony's night concert were written by the University's own Thor Johnson. The squib about Johann Strauss, whose overture to the operetta "Die Fledermaus" they played contained the first conscious humor we've ever seen on a student entertainment program. In case you missed it, here it is: "In 1872, Strauss came to America to play in Boston accompanied by his wife and a poodle. The latter was not only a companion, but was of great service to Mme. Strauss in fulfilling the requests of innumerable ladies who wrote ardent letters to the great violinist and composer in which they begged for a lock of his hair."

NOTE OF NOSTALGIA

Maybe you'll appreciate the annual wonder that is spring in Chapel Hill a little more after this comment from a Carolina graduate who is now in New York: "I can't conceive of spring weather—except that mother did send me a box of lilacs several days ago. I adore them, and I suppose she was tired of having me write about the disagreeable weather—except that mother did dead now, but I haven't the nerve to throw them out."

From which it would appear that no matter how frenzied and over-scheduled the spring quarter is here, we've a lot to be thankful for.

WHO'D RATHER BE WRONG THAN BE PRESIDENT?

Now that what little political uproar there was has subsided, it's seasonable to remind you that Phi Gamma Delta's efficient, omnipotent Herb Taylor, unquestioned head of the University Party, last year won the presidency of the law school running independently against a frame-up!

THE MATTER OF PEACE

When the Presbyterian church's brilliant young Englishman, Donald Stewart, approached the microphone to speak in Memorial hall yesterday at the protest against war, somebody in the back of the audience shouted "Sissy!" We're not much given to moralizing, but it's the opinion of this department that that vociferous imbecile ought to be taken out and hanged as quietly as possible.

Any man with an idea deserves a hearing. This, in his own words, was Stewart's: "For God's sake, let us die for that which doesn't mock us when we're through!"

LETTER TO THE EDITORS

We can't resist the temptation to quote a little from a recent letter of Don Shoemaker's: "Having been an editor, let me warn you against such venal sins as (1) taking yourself too seriously, (2) not taking yourself seriously enough, (3) having opinions, (4) not having opinions, and (5) worrying about anything but the crease in your slacks..."

GRAIL DANCE TONIGHT

With Bill Allsbrook and his orchestra furnishing the music, the first Grail dance of the quarter will begin tonight at 9 o'clock in the Tin Can.

Freshmen, as well as all others, will be admitted to the dance for \$1, according to Simmons Patterson, treasurer.

Anti-War Rally

(Continued from page one)

to die, then let's die for something that won't mock us."

Secondly, the sovereignty of states must be challenged. "The anarchy of irresponsible states must give way to the control of nations by an international law," declared Mr. Stewart.

Thirdly, we must say farewell to isolation policies. "The world is a boarding house," he said, "and it matters what others do in it. Uncle Sam can't expect eternal food in the dining room if John Bull or any other plays hell in the larder."

Peace Without Victory

In the last place, we must create the will to peace without victory. Treaties must quit favoring the "haves" and attempting to justify the "have-nots" for sooner or later other wars will be the result, indicated Mr. Stewart. "Conference tables will do better when we have less Shylocks," he stated.

Concluding his vigorous address, the Reverend Mr. Stewart declared that "if we believe that peace is better than war, that conversation is better than fist-cuffs, that understanding our neighbors is better than killing them and mean it, then we can help to make a better and better world if we wish to, where wars shall decrease just because they are not our way, and because we will not be used by others in that way to settle differences between nations."

Dave Lewis Speaks

Carolina Student Dave Lewis took the stand and with several biting remarks, picked up the intense feeling where Stewart and Russell had brought it. Lewis' talk concluded the mass meeting. The anti-war movements questionnaire sheets were distributed among the audience who repaired to their classes to continue the protest against war discussion.

Hammer's anti-war-group-sponsored meeting was duplicated throughout the whole United States in various colleges and universities. Yesterday's program, originally planned for an open-air affair in front of South building, had to be moved in on account of the weather.

"Stabat Mater"

The Chapel Hill Choral Club will sing Rossini's "Stabat Mater" tomorrow afternoon at 5 o'clock in Hill Music hall.

Alumni Meetings

(Continued from page one)

Carolina at the meeting of the Louisiana alumni in New Orleans yesterday.

Dr. Knight and Dr. Pierson both are attending the Diamond Jubilee and conference commemorating the 75th anniversary of the founding of Louisiana State University.

The two men are appearing on the celebration program which began April 4 and will continue through today.

Dr. William Morton Dey, head of the French department; W. T. Couch, director of the University Press, and Dr. L. R. Wilson, dean of the school of library science at the University of Chicago, and formerly librarian at the University, are also appearing on the various conference programs.

After the Baton Rouge meeting they will go to New Orleans for the alumni meeting. Before returning to Carolina the two University heads will visit the University of Mississippi, Alabama, Furman University, Converse College and Wofford College in the interest of the graduate school for the summer session.

Patronize Our Advertisers

LOST

Tortoise-shell glasses in brown soft leather case, stamped "McClelland." D. Myers, 414 Ruffin.

The Newest in Slacks

RING
SLACKS
5.95 thru 9.85

Very unusual patterns including shetlands, gabardines, flannels, doeskins, etc.

OTHER SLACKS AT
\$3—\$4—\$5

TAB COLLAR SHIRTS
In Woven Mauros Materials
1.50

The Young Men's Shop

126-128 E. Main St.
DURHAM

POE'S AUTO SERVICE

DeSoto and Plymouth Sales and Service
CALL US FOR A DEMONSTRATION

We repair all makes of cars. Have your brakes relined with Grey-Rock Balanced Brakset, and your valves ground for summer weather.

FORUM DEBATE

Louisiana State University

on
"What Is the Solution for the Question of
Collective Bargaining"

PLANS FOR U. N. C.—Ralph Burgin, W. T. Chichester.
Audience Vote on Best Plan Presented

GERRARD HALL—SATURDAY, APRIL 13
8:00 P. M.

Debate on Medicine

U. N. C. vs. Emory University

on
RESOLVED: That the Several States Should Adopt
Legislation Providing to the Citizens at Nominal Costs
General Medical Care and the Services of Hospitals and
Clinics.

The University will be represented on the negative by
Winthrop Durfee and Jack Voliva

GERRARD HALL—SATURDAY, APRIL 13
7:00 P. M.