

# The Daily Tar Heel

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## WHITE EXPLAINS WHERE DOLLARS OF CONSUMER GO

### Texas Professor Talks Before Economists On Money Trends

"Production for consumption instead of production for profit seems to be the best way out of the present economic waste in marketing and industry," stated Dr. Wilford L. White, chief of the marketing research division of the United States department of commerce, in an address in Bingham hall last night on "Where Does the Consumers' Dollar Go?"

#### Topics

In tracing the destination of the consumer's dollar, Dr. White had four topics for consideration—geographical location of the city and its population, the range of the family budget, transportation to consumer, and expenses attached to the movement of the goods through the regular trade channels to the consumers.

In regard to location and size of the city, the speaker outlined several budgets and consumption charts taken from a cross-section of cities over the entire United States. His figures on expenditures showed that the retail stores in the larger cities received more than their proportionate share of sales, while rural areas received considerably less.

#### Survey

In the survey of dollar destination it was observed that the independent stores received about 78 per cent of the sales, with the chain stores and the mail order houses receiving about 20 per cent and one per cent, respectively. Latest reports on these receipts show the chain stores with a slight gain at the expense of the independents.

## EDUCATION GROUP CALLS FOR SKITS

### Amateur Writers Asked To Tender Episodes For Centennial

Plans for the production of an elaborate pageant-drama in connection with the centennial celebration next spring of the beginnings of public education in North Carolina were shaped yesterday by a committee which will organize and direct the spectacle.

#### Playwrights

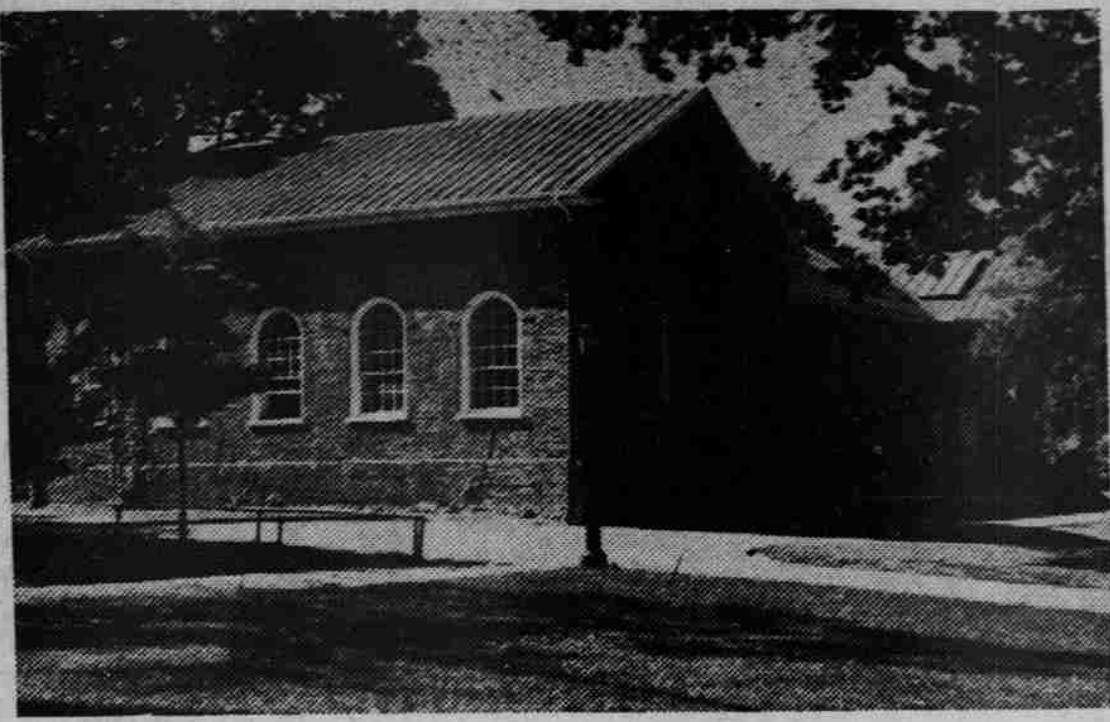
Episodes for the pageant will be written by voluntary groups in the colleges and schools throughout the state and others who may be interested. The committee especially urges students of the University to contribute lyrics for the choruses, and to have them written and submitted to Dr. F. H. Koch, chairman of the pageant committee, before December 15.

#### Title

"Children of Carolina," the tentative title selected for the production, will be presented in Raleigh next April, and will be one of the most spectacular pageants that has ever been presented in the state.

Those interested in writing for the pageant will be able to secure a copy of the scenario from John W. Parker, production manager, in the Bureau of Community Drama, 314 South building.

## University Art Center



Person hall, home of the newly created art department and center of University exhibits, will be completed and ready for occupancy in a few weeks. This old building has one of the campus' most varied and romantic histories.

## Person Hall After Long Disuse Will Be Ready For Artists Soon

### History of Old Assembly Hall Interesting and Varied With Touch of Romance

By NANCY SCHALLERT

After two long years of working on dirt floors in rain and wind, the art department is at last to have a home.

In a few weeks Person hall, remodeled and redecorated, even to the burlap used on its walls, will be ready for the artists.

#### History

The history of Person hall is quite as interesting as that of the art department at the University. In 1797 General Thomas Person, bachelor, decided that he would dedicate a part of his fortune to the educating of the young men of his state. Accordingly, 1,050 silver dollars were presented to the University for the purpose of building a hall to serve as an assembly for the school.

For many years Person hall, or the "Old Chapel," as it was known in those days, served as the place of divine worship and of all public meetings. Commencement exercises were held there, and until the Civil War the diplomas of the University bore on their faces the words "In Aula Personica."

After being the chapel, assem-

## Songbird Of South Planning To Attend Carolina-Duke Game

### Kate Smith and Party to Visit In Greensboro Weekend of November 14

Motion picture and radio fans should receive quite a thrill when they learn they will have the opportunity of seeing Kate Smith, "Songbird of the South," when she visits Chapel Hill to attend the Duke-Carolina football game November 14.

#### Guest

Miss Smith who is noted for her radio personality, will visit Greensboro as the guest of Major Edney Ridge, director of WBIG.

She has been showered with honors from every part of the country and during the floods last year, two million dollars were raised for charity as the result of her efforts.

Miss Smith and her party, which will include Ted Collins, New York banker and her manager, will be in Greensboro for the weekend of November 14, returning to the O. Henry hotel in Greensboro after the Duke-Carolina game.

bly hall, and lecture hall for the University, Person hall became the home of the chemistry department. Later it housed the pharmacy school, and at last the Playmakers used it.

#### Money

In 1933 work was begun on Person hall under the W.P.A. to remodel the building into a museum and art studio, and then the money gave out. Mrs. Katherine Arrington gave the money which is now being used for the work, which should be finished by November 15.

## TAR HEEL PLANS SIX PAGE ISSUES

### Increase Of Advertising Warrants New Size

Initial steps to equalize news copy and an increasing advertising volume were taken by the DAILY TAR HEEL yesterday when it secured the Publication Union board's permission to have six-page experimental issues on the next two Thursdays.

#### News

Because of increased national and local advertising, the paper has recently been forced to lessen its quantity of news. If the space problem is solved by the experimental six-page editions, an appeal to the P. U. board will be made for continuation of the plan.

Business Manager Eli Joyner reports that advertising volume this fall has greatly increased over the same period last year. Already over six special issues of the DAILY TAR HEEL have been published since September.

## Mrs. Schinhan Plans 'Enoch Arden' Recital

### Reading to be Accompanied by Peter Hansen, Jan Schinhan

A dramatic reading of Tennyson's "Enoch Arden," with the musical setting by Richard Strauss, will be given at 8:30 tonight in Hill Music hall by Mrs. Camilla Schinhan, with Peter Hansen at the piano and Jan Philip Schinhan at the organ.

"Enoch Arden" was one of Tennyson's most popular works, and was translated into the German by Adolf Strodtmann in 1886. Strauss did not compose the musical setting until 1897, some five years after the death of Tennyson. Through the readings of Ernst von Possart accompanied by Strauss the work became especially popular in Germany.

## Kay Kyser Regrets Not Having Played Alma Mater's Song

### Wishes to Explain to Complaining Students That He Can't Choose Songs

Word has been received from Bill Black, student here last year and now in Chicago, that Kay Kyser wishes to make a general note of apology and regret to the students at Carolina. Black has been in touch with Kay, and Kay tells him that he has been receiving letters from students here asking why he hasn't been playing "Hark the Sound" on his program.

#### College Songs

Kay's program on the CBS chain at 8:30 every Saturday night is called the Elgin Watch Revue, and he plays some college songs on each program. Kay wants all the Tar Heels to know that as much as he would like to play our alma mater song, he has no choice in the matter, since he is not permitted to choose the songs he plays. Kay feels as bad about this as the students who have been writing in, and wishes to let them know of this fact.

## Walking Club Holds First Trip Sunday

### Mile and a Half Walk to be from Airport to Iron Mines

The Carolina Walking club will take a trip on Sunday afternoon. At the organizing meeting Tuesday afternoon, it was decided to make the first trip relatively short. For this reason the hike will be made from the airport to the iron mines, a distance of about a mile and a half. Cars will be provided to take the hikers to the airport.

Townpeople, students, faculty, and visitors are urged to join in the recreation. Cars will leave Graham Memorial at 2:45 Sunday afternoon.

The abandoned iron mines are located on top of one of the most beautifully wooded hills in this section. Several old shafts are located there. The deepest one is about 50 feet.

The club is being organized by Bing Stewart.

## Community Club

The regular meeting of the Community club will be held tomorrow afternoon at 3:30 in the parish house.

The health department will have charge of the program which will be under the supervision of Mrs. G. R. MacCarthy. Tentative plans and dates for the Tuberculosis Seal sale will be announced.

## Koch's Playwriting Class Hears Paul Green On Trends In Theater

### Noted Playwright Accuses Reviewers of Not Giving American Public Square Deal

Speaking before a group of students in Dr. F. H. Koch's class in playwriting, Paul Green yesterday talked of Broadway, Hollywood, and trends in the Federal Theatre projects throughout the country.

#### Reviewers

"Writers shaping American literary thought aren't giving us a square deal, and we ought to fight against it," said Mr. Green. He was speaking in particular of the critics and reviewers of the press who, to further their own interests, distort the facts for the sake of witticisms. "The

## Nation Upholds Roosevelt In Democratic Landslide

### 'Y' Deputation Team Will Leave Today For New Bern Work

### Joyner, Stronach, and Committee to Appear in Schools

The Y. M. C. A.'s first deputation team of the fall leaves this afternoon for a weekend of addresses in New Bern.

Bill Stronach and Jim Joyner will appear in the public schools and at civic organizations, accompanied by a quartet, Brooks Patten, Frank Turner, Cleve McGowan, and Carey Sparks.

The program has been arranged by Mrs. Helen Hodges Jones, secretary of the campus "Y" last year.

#### Purposes

Deputation teams are sent throughout the state during the school year to acquaint high school students and parents with purposes and activities of the University.

The next trip being planned by the "Y" is to Durham on November 15. Student speakers and singers will participate there in a high school "international night program."

## Graham Memorial To Sponsor Salon Ensemble Sunday

### Bennett's Student Orchestra to Present Classic Works

The Salon ensemble, under the direction of David Bennett, will give its first concert of the year Sunday afternoon at 5 o'clock in the Graham Memorial lounge.

It is with keen interest that the Chapel Hill audience greets this organization of young musicians, all members of the student body, and directed by a member of the senior class. Established in 1931, this orchestra was conducted by Thor Johnson; and when he went to the University of Michigan to do his graduate work, Mr. Bennett undertook to further the aim of these young people in presenting music of the masters to North Carolina audiences.

A pleasant part of this program will be a group of violoncello solos by Miss Kathryn Kennard, a graduate of the University of Idaho and now a member of the faculty of the music department here. Selections from the works of American composers will be the main part of Sunday's performance.

## Old-Line States Desert Republican Cause In Hour Of Need

### Records Broken

By C. W. GILMORE

The electorally routed Republican party was given a new slogan by a Democratic landslide yesterday. It is "As Maine goes, so goes Maine."

Clinging to the eight electoral votes of Maine and Vermont, Governor Alf Landon is the recipient of the severest presidential beating his party has ever taken in the nation's history.

#### Confidence

President Franklin Roosevelt, on the other hand, today is the proud possessor of a staggering vote of confidence he received from 46 states, netting him a popular vote which will reach 25,000,000 and an electoral college return of 523 votes.

In what would break all previous records, it appeared yesterday that 44,000,000 persons went to the polls to decide either to return the incumbent Democrats to national power or to restore Republicans as federal leaders, a position they almost monopolized prior to the appearance of Franklin Roosevelt on the political scene.

#### Fiasco

The G.O.P. debacle left the party with little in the way of political control. Pennsylvania, which has never gone Democratic, was carried by the New Deal candidate with a 500,000 lead. Connecticut, one of the six states which stood by Herbert Hoover in 1932, was captured by the Democrats who led by 100,000.

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## NEW DEAL GETS LOCAL MAJORITY

### Chapel Hill Votes Four To One Democratic

Chapel Hill Tuesday returned Franklin Delano Roosevelt victor in the presidential race by more than a four to one majority. The turn-out at the polls was the largest ever recorded in Chapel Hill.

#### Record

This record was attributed to the fine weather and an unusual amount of interest in the presidential race. The final totals showed: Roosevelt, 1,143; Landon, 261; Thomas, 16; Browder, 11.

The majorities for Democratic nominees on the state and county slates ran in a similar vein. Hoey led Grissom by more than five to one. The only semblance of a contest was in the vote on five constitutional amendments for the state. All carried, with majorities ranging from two to one to eight to one.

## YWCA Tea

Members of the Y. W. C. A. invite all townspeople, faculty members and students to a silver tea to be given from 4:30-6 o'clock in Graham Memorial today.

Each contributor to the Y. W. C. A. funds will be given a number. This number, if its owner is lucky, will correspond to the number on a prize to be given at the tea. These prizes were donated by the merchants of Chapel Hill to be distributed among the contributors to Y. W. C. A. funds.