

## \$3600 Saved

Three months of work and \$3600 saved for students.

Since last summer BERT BENNETT has worked with BROOKS WILLIAMS, BARRY COLBY and ROY STROWD to cut out useless expenditures from the class budgets. The \$3600 will be the result.

The committee didn't go berserk. They only followed common sense in ripping out the padding which for so many years has drained the student pocketbook. Now the money saved before it was collected will stay with the 2800 students in the three classes.

In the fat years and thin since the last war, campus organizations have built up a pyramid of expenses on the basis of nothing but conspicuous activity. It has been the thing to throw the biggest dances yes, to put out the gaudiest publication yet, to go on the longest debating tour yet, to have the biggest name speaker down yet. The dance expenses have been cut, so have the publications, so has the Debate Council, and the CPU and IRC have had to reduce, although not enough, their spending for the big figures from Washington.

So a student government now holding the purse strings has the chance to go ahead now and prune the conspicuous activities where the growth has been lush and green and publicized and valueless.

That it took a war to make us see the waste is regrettable. But now at least we don't have to fumble for a yardstick. "Can it help the University in the war?"

## Retreads

By Stuart McIver

Last week we were all getting set for a trip to Raleigh to see the State game. The losing team that day was to have been State. It didn't turn out that way and immediately many of us began to refer to the West Raleigh institution as State college and N. C. State. "The very idea of losing to State college," we would say. "And then to go and lose to N. C. State," others of us would remark. Nobody ever got around to calling State State.

Many of us spent our spare time taking cracks at the prune-voiced announcer. It was our best spot for face-saving. Our only other way out was the S.C. or the N.C.S. method. I wondered just why State college should be more derivative than plain State and the old roommate, Bruce Keesler, came through with the answer. He pointed out that in the movies the big game of the year is always with State and that the name State carries with it prestige and respect. We were big-hearted enough back in the thirties to call the defeated Wolfpack State. We were willing to give the boys that much credit because it made us look better. Now we resort to any tactics we can find, most effective of which is to move State out of the State class.

What with coffee rationing in sight there is going to be real meaning to the old Maxwell House ad, "Good to the last drop."

Momo Mahoney, the pride of Scotland, has already begun to dream about his diploma and to make his future plans accordingly. The old Mo took a course in advertising last year and it must have had a strong effect on him.

You may remember a few years back an advertising scheme used by filling stations when we had filling stations instead of just staggered restrooms. About 500 yards from Ed's Service Station you would see a sign saying "500 yards to Ed's." A similar sign was also placed at the 400 yard marker and on down the list. When you got to Ed's, there

was a big sign saying you had got to Ed's.

A Collier's cartoonist capitalized on the idea by showing a sign that went "50 yard to Joe." Using ever smaller intervals he satistically brought you through a series of pictures that left you wondering when you were going to see Joe. Finally a lad turned up labelled Joe. He was standing by the side of the highway waving his thumb.

Something of the sort also happened in the late Ruffin dorm. Sheldon Dugger was then manager, and a civic-minded occupant used a little blue chalk on the hall walls to put across his point. First sign said "25 feet to Dugger." The signs went on etc. until you came to a piece of paper that read "Dugger. Do not knock. Walk right in and make yourself at home." Dugger erased the chalk.

Where the old Mo fits in is here. After the war he plans to have the diploma properly placed in his palatial mansion. In 1950, if you visit the old Mo, you will see the big fellow reclining on a couch, smoking a five-cent seegar and refereeing a water-polo match. In the corner, reading the Atlantic Monthly, will be a squirrel who is clad in a jacket that looks strangely like a Harris tweed. Above Mo you will see a blue arrow. It will point to the next room. You will follow the arrow until you finally get there. And before you on a peak in Darien will be old Mo's diploma.

The spot should become a modern Mecca.

### On the Hour...

- 3:00—Reporters meet, DTH office.
- 4:30—Phi Dance committee meets, small lounge, Graham Memorial.
- 5:00—WSSF committee meets, Grail room, Graham Memorial.
- 8:00—Di debaters tryout, Di hall.
- 8:30—Marine reserves meet, Bing-ham 103.

**HOLLINS COLLEGE**  
DURING ITS 100 YEARS OF EXISTENCE, HOLLINS HAS HAD BUT THREE PRESIDENTS!  
ITS FOUNDER CHAS. COCKE PRESIDED FROM 1846 TO 1901!  
HIS DAUGHTER MATTY L. COCKE SERVED FROM 1901 TO 1933.  
WHEN THE PRESENT INCUMBENT DR. BESSIE C. RANDOLPH STARTED HER TERM.

"GRANDDADDY" SERIES LONGEST FOOTBALL RIVALRY IS THE FAMOUS LAFAYETTE-LEHIGH SERIES WHICH BEGAN IN 1884. THEY HAVE PLAYED 75 GAMES!

THE TERM "AMERICANISM" IS SAID TO HAVE BEEN FIRST USED BY JOHN WITHERSPON, PRESIDENT OF PRINCETON UNIVERSITY, IN 1781!

## Weary Wisher

### 'What's All This Talk About the Carolina Mag'

I am not writing this column as an impartial observer of campus trends. To keep anyone from tying up what I say here with the fact that I am editor of the magazine, I will do it myself. If that influences your interpretation of what I have to say on the mag issue, it is what I expect and it cannot be avoided. The following is fact and not opinion.

In class yesterday a coed and I were writing notes to each other on the mag question. The series of notes follows. I am not making up this series, but the young lady does not wish me to state her name. I'll call her MISS X.

MISS X: Sylvan, what's all this talk about the Carolina Mag??"

ME: Legislature feels cut necessary to save the DTH. They aren't at all familiar with the complications of publication set-ups, but nevertheless are calling a campus poll to see what the students want. I know that many students want a lot more spic humor but I think the mag should also present some fine stuff along with the humor. We are planning a big fight to save the mag. We think the proposed bill awfully drastic in view of the problem they want to solve and think the PU Board can solve it better. Want to help us fight?"

MISS X: Would love to. Honest-Sylvan, it seems to me that too much is being done too quickly. If the mag isn't anymore, along with a lot of other things, Carolina is going to be almost as bad as just any old school. It's already changed and I don't think it's right. We like the mag. We look forward to seeing it come out and from all I've heard we want it—and wait and see if we don't keep it.

ME: Of course, it was unfortunate that the mag couldn't have made a better impression on some of the students. We didn't give it quite enough publicity. Also we knew little about putting it out. They should like our November issue—it is practically all humor. Will be out about the 10th. I think the mag will get progressively better. Hayden and I didn't know much about Mags until this issue. I'm a newspaperman essentially. Thanks for all you can do.

MISS X: Sylvan, I get so darn mad when a few people to whom it doesn't matter at all start something like this for personal reasons, then say it's our "patriotic duty to do thus 'n so," get people all stirred up and excited, and then get what they wanted in the beginning. It was a little enough matter, but that's what happened in regard to coed hours and everything else that will be changed from now on. We're sick of it, aren't you? I know the answer to that one.

ME: I'll bet you do. It would be a shame to kill the mag that way and I'm not saying that because I'm editor. The folks who like it and the ones who write for it deserve it as a medium. The Yackety-Yack this morning published the fact that they would take no more pictures until January—that's because their engravers are not sure that they can get metal—they might have to cut down. Certainly the financial problem can be solved with a less drastic step than abolition. Just as we were

The Mag Will Be Out In 7 Days

Read:



"DOGS VS. CATS" A thoro and corny analysis of Carolina Guys and Gals.

beginning to develop as a college and as a magazine, and just as some of the frowned-on rah-rah was being replaced with good sense—this had to happen.

MISS X: I'm not very good at letter writing in spite of practising in class but there are plenty of people in Spencer and between us we will get a letter composed, O. K.?"

At this point the bell rang. The next dialogue occurred this morning. MISS X: I was talking to some people yesterday who were all in favor of abolition and putting a Sunday supplement in the Tar Heel. Quite a few people say it has to go sooner or later, why not now? Still the writers here wonder what they're going to do with all their creative writing if there is no place to publish it.

ME: The Tar Heel cannot handle that kind of material. A supplement to the Tar Heel would cost just as much as putting out a magazine does. One magazine costs the same as five Tar Heels approximately. These people are not familiar with publication problems. They are mixed-up as hell—the problems, not the people.

All student organizations will have to go eventually. Besides, the situation is still crystallizing. The Y-Y may not be able to get metal, by January we will know what is going on.

The mag can do a definite job on the campus, and it will.

The situation demands that we get at the actual reasons for the bill. Do they want to kill the mag or do they want to save what they can and solve the publications problems?

I agree with the second purpose but think this a rather drastic way to go about it.

At this point I left class for a meeting on another matter with Dean Bradshaw. I have the original notes of our written conversation, if anyone wants to see them.

That's all I have to bring out for today.

### Remnants...

An urgent call is going out from the Civil Service Commission here for women fliers.

Those who have earned private pilot licenses are wanted "at once" for Junior Ground School Instructor jobs paying \$2,000 a year.

## Outlook

By Jim Loeb

Elections are over, and you can bet your boots that America will begin a right angle swing into total war. We at Chapel Hill have no clear conception of what this will mean. So far, we have griped about gas ration, the tire ration, and discussed the various meanings of the proposed coffee ration. By the time the nation has swung into total war, these things will be minutiae.

Sara Anderson in her column yesterday very pointedly urged us to realize that Japan is an enemy comparable to the Nazis. Even when we can finally oust the Nazis from their entrenched positions and an armistice is signed, we will have a first class war left with the Japs. This is no game of tiddie-winks. The sooner we realize it the less time it will take to beat the Axis.

The reservists can well make up their minds that they are in the same boat as any one else. This is the last quarter of business and college as usual in Chapel Hill. And comparatively speaking, it has been remarkably like business and college as usual. We have sacrificed nothing but minor rooming and eating conveniences.

We wishful think as much as we ever did, as much as Chamberlain did at Munich. This war is estimated to last at least four more years. That white Christmas is a hell of a long way off. Yes, the Germans have been stopped in Russia and Egypt. A few thousand Allied troops have occupied a beachhead in the Solomons. In retrospect this is a positive victory. True, in reality it is a negative victory. True, we may begin the offensive soon. But, when we do, it may take years on the long road to Berlin and Tokio.

A lot of who think they realize the situation don't realize it. We wishful think at every turn. If we in college are going to sit around and fool ourselves with the advantages we have, then what can we expect of those who have lesser opportunities? —J.L.

For many years now, Carolina students have heard of "Student Government." Yes, we have "Student Government." Every spring, the greater majority of students check off names on an interminable ballot sheet and stuff it in the little box.

Then, quite a number of indivi-

duals find themselves faced with a big job. It might be that of getting out a daily newspaper or publishing a year-book composed of countless facts, pictures, and write-ups. It might be that of enforcing the honor system or the financial headache concerned with publications. Some attend weekly meetings of the Legislature, while others sit in on meetings of countless committees dealing with everything from scheduling athletic contests to that of advising the administration as to what courses should be offered.

However, the vast body of students go on completely unaware of the mechanism that is "Student Government."

Much has been done to acquaint the student with the workings of the Honor System and the present Council deserves much credit on this score. But, there is the bigger job of getting the students behind student government.

Many remember the session of the Legislature in Gerrard hall last year when the dance bill was passed under the nose of a packed house. Student interest in Student Government was evidenced. But, that was last year.

Not every meeting of the Legislature is important and interesting. Many would attract no gallery. But, it might be suggested that those meetings that deal with problems that much effect the student body be held in a suitable place and be suitably publicized.

A start was made this week when the Finance Committee of the Legislature held an open meeting on the Mag issue. A lot more of this kind of thing would make the ballot a lot more serious, make the Legislature conscious of every note.

Those who attended the CPU Panel on the Negro question in Graham Memorial had good reason to question the value of the "big-shot" speech. At Graham Memorial, they heard an excellent panel of local fact-men present a comprehensive and well rounded discussion.

Those who went had gotten their time's worth. Before you go to that next speech with great expectations, examine the man's responsibility and then decide as to whether he'll talk openly.



## You can help save 29,000 hours a day

ONE second saved in each of the 106 million telephone calls made every day would add up to well over 29,000 hours—would help greatly to keep lines open for vital military and war production calls.

A single second is that important. So answer promptly, giving your location and name, and keep your conversation brief. When making a call, be sure you have the right number—use the directory—call Information only when it's really necessary. And please don't use Long Distance to defense areas unless your call is urgent.

The Bell System has a big job to do. By saving seconds you may make room for a vital war-time call.

WAR CALLS COME FIRST!



# The Daily Tar Heel

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