

SP Meeting

At least from the eyes of one candidate and from the actions of several members, the Student Party meeting Monday night was a confusing affair when it came to endorsement of candidates for the office of editor of The Daily Tar Heel.

One candidate, in a campaign statement appearing on page 1, charged that he and his opponent were not allowed to present their views on The Daily Tar Heel. This statement is untrue. At no time was either candidate prohibited from speaking in any discussion. Indeed, either candidate could have probably presented the full text of their respective speeches at either the discussion as to whether to endorse or not or after the discussion in order to press the issue of reconsideration. It is no doubt that the speech either candidate might have given at this time would have fallen on deaf ears in a somewhat hostile audience, but the opportunity was there.

The statement that party members had no right to call "incompetent" is somewhat valid. One of the primary reasons that the party voted not to endorse was that the bipartisan selection board had not met and that the competence of either candidate had not been judged.

However, as one proponent of endorsement pointed out, the public has had adequate time to see these candidates and investigate their capabilities and backgrounds. Thus, it is clear that the comments were well within the rights of the party, although for those who might eventually want to endorse another candidate or any of these candidates, the remarks, in all fairness, might have waited until the endorsement meeting.

It may be pointed out that some of those who sponsored the motion not to endorse did so on the dual basis that they felt the party had no qualified alternative before them and that another candidate, Norman B. Smith, intended to run for editor. This is also a mistake.

Norman Smith, in a signed statement released yesterday to The Daily Tar Heel, said "I will under no circumstances be a candidate for the editorship of The Daily Tar Heel this spring."

Those who would not believe his verbal statement should be advised by this declaration.

In the meantime, the Student Party has provided time for all candidates to speak on March 23. By then the bipartisan selection board will have met, and all candidates who may run will be in the race. That evening there will be a minimum of two speeches which, if the Student Party continues its past standards of fairness, will be heard by all members with opportunity given to all to receive an endorsement.

Telephones

The telephone system in Chapel Hill seems to average at least one foul-up a day in The Daily Tar Heel office which has in total only two phones. No doubt the situation is as bad in other areas.

One ex student reported that it took her approximately ten minutes to get an information operator, and that a long distance operator in Raleigh was put to extreme trouble trying to reach a party in the Chapel Hill community.

If the state (the University) cannot run the system right, then it had better sell it to people who can. State ownership of phones is questionable to begin with, and ownership that does not provide adequately for the community is intolerable. The editor would be willing to bet that if the University would sell the telephone system, it would realize enough money to build almost all of a new student union, something that might legitimately be considered a University enterprise.

The Daily Tar Heel

The official student publication of the Publication Board of the University of North Carolina, where it

is published daily except Monday and examination periods and summer terms. Entered as second class matter in the post office in Chapel Hill, N. C., under the act of March 3, 1879. Subscription rates: \$4.50 per semester, \$8.50 per year.

The Daily Tar Heel is printed by the News Inc., Carrboro, N. C.

Editor CURTIS GANS
Managing Editor CHUCK FLINNER
STAN FISHER
Business Manager WALKER BLANTON
Sports Editor RUSTY HAMMOND
Advertising Manager FRED KATZIN
News Editor ANNE FRYE

Business And B. A. Schools

Jonathan Yardley

(Continued from Yesterday)

Does the Business major feel he is thinking "for himself" and being encouraged to learn more than a trade while in college? Many do not. Many are leaving the department, some because they cannot do the difficult work (and it is difficult), others because they feel that they and their parents are being cheated. Four years is a big cut out of one's life, they think, and maybe they should be getting more than a careful sample of the many ideas and particles of knowledge being tossed around outside the School of Business Administration.

The students cannot complain of the departmental leadership - they may, like students in every school of every university in the country, complain about individual instructors, but all seem to realize that both the Business and Economics Departments are being led by men of extra-ordinary perception, honesty, and intelligence. Maurice Lee in the School of Business Administration is an open man who is ready and anxious to talk about his work, quick to defend and criticize. He knows the failings of Business School throughout the nation and is outspoken in his advocacy of change. His recent booklet, "Redesigning the Products of the Business School," is testimony to this. Paul Guthrie in the Department of Economics is equally honest and outspoken and is nationally known for his competence. These are good strong men, yet their aims are being thwarted by elements within the very nature of their field over which they have no control.

Business Schools belong in Universities but not in Colleges - the University is supposed to be a large foundation within which knowledge at an extensive level may be procured in many subjects; the college is in reality a glorified high school in which the student begins to take definite steps toward specialization but is still broadening the foundation of his education which will further his aim of becoming a cultured man. When the Business Schools entered the universities on the college level they brought with them people who were not interested in becoming "cultured" - they brought potential technicians, men who at the age of nineteen were ready to forget all aspects of man's experience except those involved in some way with the fine art of money changing. These are young men who do not care what Shakespeare wrote, what Jonson thought, why Napoleon lived, who Plato was. For they do not recognize the great contributions these men made to the development of world culture; they are only concerned with the value of a dollar and the greater value of a thousand.

What all of this is leading to is the fact that a business school is essentially a trade school. Like mechanics' schools and radio repair schools, it deals with a decisive facet of modern life which must be studied in detail and without particular attention to other aspects of contemporary and historical culture. How, therefore, can any school of business administration resolve itself logically to the rest of the campus of a university supposedly devoted to the meeting out of culture? This is difficult, perhaps impossible. And instead of attempting to resolve themselves to the campuses upon which they are situated, the maj-

ority of the nation's university-located business schools have taken a different tack: they become the dominating element on the campus.

It is very difficult for anyone outside the Business School on the campus of the University of North Carolina to feel empathy for either the people or the aims of the Business School. The attitude they take is, in part, correct, but is also provincial and narrow-minded. Basically, they feel that the B. A. School is a conglomeration of Philistine, manned by automatons and attended by ignorami. Some of the people in the school itself agree - a few students have been heard to describe their fellow Business majors as "clods." These standpoints, however, are not valid. The people who run the Business Schools and its instructors, are highly competent men. Contrary to popular opinion, they are not men who could not make a success in business. They are interested, intelligent men. Some of the students are smart, some intellectually volatile and inquisitive, but the majority, while not "clods," seem to have one definite failing for a good student: they are not interested in anything except making money, and money is their God.

This is the crux of the entire problem presented by the Business School on the American campus. There is a lack of concern for the arts, the sciences, history, and the manifold and various achievements of man throughout history. Because of this attitude, the Business Schools produce an end result which is rather alarming. The important thing to realize is that the School itself is not completely responsible. To be sure, it has made definite steps toward furthering or limiting the scope of the student, by giving him a severe and heavy schedule in business and economics, by isolating him intellectually from the rest of the campus, and by restricting his intellectual contacts. But the fault really lies with the student. He is a young man who is going to college to get a college degree but who does not want a college education. He realizes the value of the college degree in contemporary society, and is very anxious to be able to capitalize upon its worth. But the degree he is getting does not represent college work and achievement - it is a trade school degree, a symbol of the fact that he has learned a great deal about the world of business and very little about the rest of the world.

A very interesting thing of note about the Business Schools is the kind of businessmen they seem to be aiming to turn out. The boys in the Business School at Carolina are not being trained to be clerks. Certified Public Accountants, what one student described as "the intellectual janitors of the business world." The same student said that he felt that the training he was receiving was going to give him nothing more than maybe ten thousand a year at the most - not much for a man of ambition. The point is, however, that these are not men of ambition. The most outstanding single factor driving college sophomores to Business degrees is the most important factor in American life today - the security drive. These are not boys who want to make a million, not products of the Horatio Alger myth or followers of Andrew Carnegie. These are boys who are scared stiff of not being able to

"December, January, February, March, April, May— Here I Come, Ready Or Not"



find a job when they get out of college, boys who want to marry that sweetheart back home or the cute little coed and have two and a half children and live in Levittown with a black cocker spaniel nipping unpleasantly at the heels of the postman and sit at home at night in their undershirts and watch the fights or Ed Sullivan. Are they this bad? Not all of them, to be sure, but enough so that the School of Business Administration comes to represent not highly vaunted business ethics nor a multimillion dollar future, but consummate mediocrity. These are the students, and that is the school, and this is what they will be. It could very well be that we are all waiting for another man to come and overturn the tables of the moneychangers!

Big Business

In 1924 the usually laconic Calvin Coolidge made an extremely accurate statement about the country of which he was President: "The business of America is business." The truth of this cannot be denied, and the changing meaning of the statement is as important as the superficial meaning of the fact. We have always thought of America as a Capitalistic state, and with that expression comes certain definite implications: to us, capitalism represents one man monopolies, large concerns headed by one despotic old man who gives generously to worthy causes and makes great sacrifices to maintain good will with the rest of the nation. This is no longer the case; now America is a Business, of Corporation, state.

While Capitalism implies to the average person a large one man monopoly, Business and Corporation imply organizations working with large staffs of little men who form an entity when operating together. "Togetherness" is the key word of the Business Society, and

it is this kind of business that is the business of America. Loring Mandel's Arthur Hennis was the Chairman of the Board of a Corporation, and all the other characters were involved with the corporation. These are the new Americans, and they represent the new America.

The Corporation does very funny things to men; some of them, little but willful, rise to the top because they are capable of working with others; some of them fall because, although strong, they are unwilling to sacrifice their individualism to the group. Everything is done in groups, and consequently little individual credit is given. The boss praises not individuals but committees and branches and cliques. "Each man for himself" is passe; "each man for the group" is predominant. The disturbing thing is that no one in the organization seems to care. Each member seems willing to be little, willing to let group desires and welfare override his personal wishes and preferences. If this "individual" does not want fame or wealth or success, what does he want? Who is he?

"The Organization Man" wants only one thing: it is basic, it is very important, yet it is the yearning of LITTLE men - he wants security. He wants the aforementioned bourgeois virtues. The old virtues held sacred by the Protestant Ethic - success, material wealth, a place in the community - are no longer meaningful to him. In more ways than one, he is a scared little man. Afraid of the omnipresent threat of war and international annihilation, he is concerned with only one thing - survival. What he fails to understand is that survival is easily obtained in the twentieth century, and that if we are going to war we are going to war and since there is little he can do about it the best thing he can do is forget it. He is fooling himself into thinking that the Corporation will at once maintain his individuality and offer him a refuge.

The one thing that the Corporation will not do for him is help to maintain his individuality. He finds, if he is enough of a soul-searcher to realize the fact, that he is actually heart and soul a part of the Corporation. He is a possessed man, a man who has forced himself to be enslaved because of his personal fears and doubts. His mind is involved with only one thing, and it is this that emphasizes his negative contribution to American culture - the only thing with which he is concerned is the business and the money it brings him. It is the part of life with which he is not concerned which must necessarily bother us, and this is what we must examine.

A few Corporations have made more than token efforts to be of use in furthering culture in America. Some through advertising, some through scholarship programs, some through endowments, some through intelligent sponsorship of worthwhile television and

radio programs, some through generous philanthropy - many have made lasting and valuable contributions to American intellectual life. But the Corporation cannot and does not represent the individual within itself. He is not a "cultured man;" he does not appreciate paintings by Ben Shahn, music by Aaron Copland, architecture by Frank Lloyd Wright, books by William Faulkner, Shakespeare by the Old Vic Company. His recreation consists of motor boats (there is an important distinction to be made between those who sail on water and those who motor; those who sail represent the genteel aristocracy who delight in idling over the seas, while those who motor are in a great hurry to get nowhere and get the only sensation from speed, not from the close and meaningful contact with nature) and Friday night fights, Life Magazine (probably the worst publication in America), Radio City Music Hall, Bar-B-Q, chef's aprons with patent expressions like "Oh you kid!" and "Watch My Worcestershire" printed on them, Thunderbirds (the nouveau riche equivalent of the Mercedes), and lolling on the patio - not the lawn - of that red brick house in Westchester or Stamford.

The Corporation Man is as deep as a washbasin. He thinks the way his peers think, because to do otherwise would invite sure disaster and ostracization. In David Riesman's terms, he is excessively "other-directed." Whose fault is this? His, or the Corporations? Neither is wholly at fault, but both are guilty. The guilt of the Corporation lies in its lack of willingness to allow any man to act or think as an independent individual... if such an animal exists any more. The fault of the individual lies in his unwillingness to take part in society as a responsible, thinking man - he is so wrapped up in his selfish and elemental desires to lead what he pictures as the "good life" that he does not bother with the mind, and consequently the soul rots too.

Business is here to stay, and the businessman right along with it. But it is not fulfilling its role in the development of man as a being which creates and thinks. The human mind is used as a rote, subsidiary instrument which is useful only within prescribed limits. When the business world realizes that man is capable of doing great things by himself and of being more constructive when allowed to let his mind do the things it was supposed to do - think, create, and imagine - business will be fulfilling its obligations to mankind, and will be a great deal more than a line of tables in an empty room, a neon sign glowing on a wet night, a typewriter clicking away into the night - it will be a composite of individuals striving as individuals and as groups to better both the Corporation and the ways of man.

Notes In Review

Arthur Lessing

In the last concert of the Chapel Hill Concert Series, the English pianist Louis Kentner presented a recital that contained many flashes of beautiful piano playing, but little in the way of consistent and thorough interpretation. Whether these flashes justified an entire evening of listening is ultimately up to the individuals that attended the concert - for this reviewer they did not.

Mr. Kentner opened his program with two of the very difficult interpretative works for the piano, Mozart's Fantasia in C Minor, K. 475 and Beethoven's E Major Sonata, Opus 109. The first work is curiously unMozartian with its loose form, ambiguous themes, and strangely rambling development. It is a work that would tax even the greatest of pianists because its interpretation does not present itself clearly from the score. That does not mean that a proper performance is impossible, but would suggest that in any performance of this work both the intellectual grasp and imagination of the pianist have to come to grips with the substance and focus of this work to an unusual extent. Mr. Kentner played the Fantasia with sensitivity and a piano tone that was masculine and properly dramatic. His feeling for the predominantly melancholy themes in the work was evident in his touch. But the piece as it came from his performance seemed to suffer from unnecessary fragmentation. Mr. Kentner seemed unable to fully comprehend the subtle bridge between the themes, and consequently we were left behind in one theme as he embarked upon another or faced with making an almost bewildering jump from one mood of a theme to another. What would seem to be lacking here is a sense of unfolding that, unfortunately, Mr. Kentner was not able to convey in his performance.

The Beethoven sonata, too, was given a playing that was truly beautiful at individual times in tone and temperament. But those moments were, for this reviewer, too infrequent to convey, fully the import of the movements' contents. In this particular piece of music, fragments were created by the pianist's inconsistent tempi (most evident in the variation of speed that was given to each thematic variation in the last movement) and unreliable phrasing which, at times, seemed to badly obscure line and rhythmic configuration. The second shortcoming seemed to result from the first: within the rather disorderly and fast tempi of the Vivace and Prestissimo movements that Mr. Kentner accepted, it would be difficult for any pianist to bring clarity to music that by its very nature is already difficult to comprehend. Nevertheless, an overall and steady tempo would have at least given the pianist the opportunity to develop within these two movements a greater sense of drive along fixed lines that, in this performance, was lacking, making Mr. Kentner's approach seem almost a bit tired. The last movement was started with what I thought the proper phrasing and feeling for the phrase, but again, as soon as the first variation appeared, Mr. Kentner radically changed mood, tempo, phrasing, and even articulation, and the continuity of music (so very necessary within the variation form for Beethoven in his late works) was lost. The form of this movement - a theme and variation - demands in one shape or another a consistency that Mr. Kentner did not provide to his interpretation, and thus, seriously damaged his performance.

Chopin's Two Ballades (G Minor, Opus 23; A Flat Major, Opus 7) received adequate if not particularly dazzling performances. I was impressed with Mr. Kentner's classically subdued approach to the first part of the first Ballade, but felt he sacrificed it to unnecessary confusion in the second part.

After intermission, the artist played Schumann's Arabesque, Opus 18 and Tocata Opus 7. These were followed by works of Liszt and Balakirew, all of them decadent compositions. An enthusiastic audience was rewarded by several encores.

However, when all is said and done, one cannot help but admire Mr. Kentner's persuasive playing in the few but immensely pleasing passages where he did seem to penetrate into the depths of Mozart and Beethoven. In those passages he showed himself to be an artist; I wish that could be said of his entire recital.

Next year's concert series was announced:

The Eglevski-Hayden Ballet Group; the Ralph Hunter Chorale; Clara May Turner, Mezzo-Soprano; and the Pittsburg Symphony Orchestra under the baton of William Steinburg. Anton Kuerti will be the young piano soloist with the orchestra.

The Awful Truth

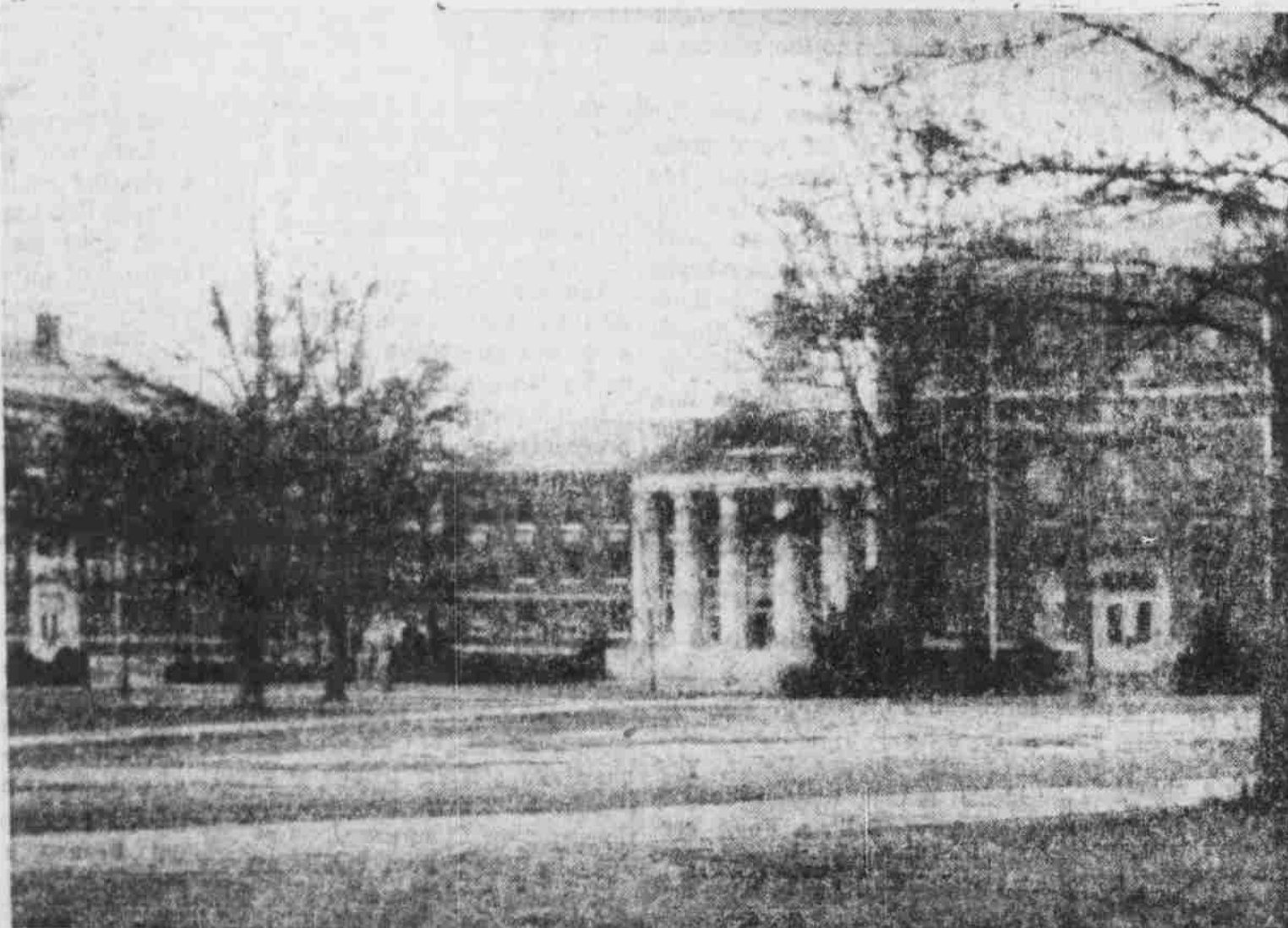
My objections to a coarse play that you may find funny are based on "common decency," but your objections to a play I find funny are nothing but "prudery."

Their nation has a "network of spies" but our nation takes "security measures."

I run my office strictly because I am a "disciplinarian," but you run your office strictly because you are a "sadist."

Our competitor's company is slow on deliveries because of a "bottleneck," but our company is slow on deliveries because of "a few little snags we're straightening out."

My attorney "knows all the ins and outs," but my opponent's attorney is a "slippery character."



THE BUSINESS ADMINISTRATION SCHOOL