

**MILTON'S THIRD ANNUAL
SPRING SWING
GIVE-A-WAY**

**Week-End
Bargain Ball**

**On The Best Looking
Summer Clothes We've
Ever Assembled**

**Milton's
Clothing Cupboard**

**CROWTHER
LOOKS
AT**

LIFE



PLUNGE—While you were away in search of folly and scrambling for Easter eggs, I saw my doleful prophecy come true: LIFE magazine had Gamble Benedict and her penniless gigolo-rake on its cover. In an exclusive story, no less!

Since LIFE is wooing the university coterie with this ill-conceived campaign throughout the country, it certainly cannot expect sympathy for publishing ventures of this sort from those of us who consider ourselves at least one notch above odious vermin. But in the columns published on other campuses (while we were temporarily out of business) I saw not one word of criticism, very few critical remarks and, generally, a helplessly whimpering muck of silence. Most of my nation-wide cohorts may well have prostituted their critical judgement for a scrippy \$10 (not \$20) a week, as asserted by "The Nation" on April 2. At first, I didn't feel that I had since I elicited from the LIFE staff a guarantee of critical *carte blanche* before assuming my weekly chore.

Almost every week, LIFE has presented something between its slick covers that I considered worthy of perusal. Along with these few morsels, there was and is considerable mediocrity. Equally, we find base, gaudy, gawk-quality garbage, hardly worth mention or the effort of parody and ridicule. One generally feels that the page-filling, technically excellent photographs merely appeal to the pleonexic voyeurs and that the greased prose is directed to the level of the plentiful, faddling hedonists.

I think of Oscar Wilde's remark about America: "The youth of America is their oldest tradition. It has been going on now for three hundred years." That's right, honey. Let's all gather 'round the money tree and take a hop, skip and a jump. Lookie here, friends, here's how you play the game and have nothing but fun, fun, endless fun!

Some of the advertising firms, or the companies they represent, produce respectable ads (e.g., Monsanto Chemical Co., Du Pont, General Dynamics Corporation

and, especially, Container Corporation of America). But much of the advertising is guilty of the most despicable form of catachresis ever perpetrated. The men are told that they will be able to capture any woman on earth, in fact have to beat them off, if they will only use a certain hair tonic, shaving cream or under-arm deodorant. The young women are revealed hundreds of ways to help them exude a perpetual essence of sex and happiness forever after. The older women are hoaxed into believing that their lost youth is easily regained by covering themselves with 27 brands of cosmetics, buying innumerable types of magical brassieres and corsets, and washing in some slimy soap that smelts of a bordello.

I hope I am guilty of an overstatement in saying that the average woman believes most of the slop written about her and is firmly convinced that she may one day ("If only, Oh! if only . . .") be carried off on the dulcet wings of a fairy tale; the average man doesn't give a leaking fizzle for much of anything but he wants what's in it (in anything) for him, especially two slugs in the groin while fighting it out with Marshall Dillon in Tombstone, Arizona.

LET'S LOOK AT 'LIFE', KIDDIES—So as not to be guilty of shirking my assignment, here is a capsule of this week's LIFE: On the cover is a picture of Lover's Leap in Tennessee, and I wish Gamble, Andrei and Henry Luce would take the hint; a rather pleasant projected tour, replete with historic scenes, through six south-east states (where you may also see the "sit-down" strikes and man's inhumanity to man); Yul Brynner with bride (he's the bald one) at a "rip-roaring wedding feast"; a Paris kidnaping, ironically labeled "a l'americaine", census taking in Hawaii (instead of grass roots we have grass skirts); musicians and eccentrics attempting to save Carnegie Hall (I vote for the City Center); pre-Olympic plunges and post-Masters tournament Palmer-palaver; and, finally, some poor-little-rich-girls from Sarah Lawrence College seeing how the poor slums live in Puerto Rico, poignantly referred to as "learning from life as well as from the library."

I wash my hands of LIFE's sordid enterprise with this column. Music may be food of love, but this is bad jazz in F-sharp on Monday morning by a square brand of circular cookie-pushers.



A LIGHT-HEARTED LEER AT LOVE AMONG THE ADULTS!



TONY CURTIS · DEAN MARTIN · JANET LEIGH

Who was that Lady?

NOW PLAYING

Carolina

**THE UPROARIOUS
MOVIE FROM
THE BIG BEST-SELLER!**

...It's all about Love and Marriage—and how to mix the two!

**DORIS DAY
DAVID NIVEN**

PLEASE DON'T EAT THE DAISIES

Starring **JANIS PAIGE · SPRING BYINGTON**
RICHARD HAYDN and the four "little monsters"

NOW PLAYING

Varsity

**THE HUB'S
Spring Week-end Sale**

The best sale yet in Chapel Hill. The HUB offers you **everything** in spring and summer fashion at a price you'll love.

DACRON WOOL SUITS—Tropical worsted dacron and wool in a beautiful array of Burnt Olive, Black Olive, and Brown shades. **COMPARE AT \$65.00. NOW \$39.99.**

MADRAS BLAZERS—Just received a new shipment in beautiful shades and patterns. **EVERY MADRAS BLAZER IN THE HOUSE. JUST \$19.99**

MADRAS BERMUDAS—Choose from the best selection in town. Over 300 pairs to choose from. **LOOK! \$5.99.**

OXFORD SLIP-OVERS — Ivy button downs in oxford cloth slip-overs. Whites, Blues, Olives and many other colors to select from. **NOW! \$3.95**

Get all the quality and style you desire at the best sale prices ever offered in Chapel Hill. We invite you to charge it at the **SAME SPRING SALE PRICE!**

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DURHAM

MURALS TODAY

SOFTBALL

4:00 - Theta Chi vs. KA, Phi Gam vs. Phi Delt, NROTC-2 vs. Spodie-Odies, Parker vs. Cobb Hot-heads, Cobb I vs. Loser (Joyner-NROTC I), Ruffin vs. winner (Joyner-NROTC I).

5:00 - Avery vs. Aycock, Beta vs. Phi Delt (W), Med Sch-2 vs. Med Sch-4, Loser (Larb Chi-SAE) vs. Loser (DU-PI Lamb), Beta vs. PIKA, Everett Everreays vs. Vic Village.

STICKMEN FACE W&L TODAY

The lacrosse club meets the touring Washington and Lee stickmen in a contest to be held at Fetzer Field at three this afternoon. Frank Riggs, the Heels star defenseman, may start off at mid-field in an attempt by Coach Er Kensler to bolster that spot.

Western Riding Horses

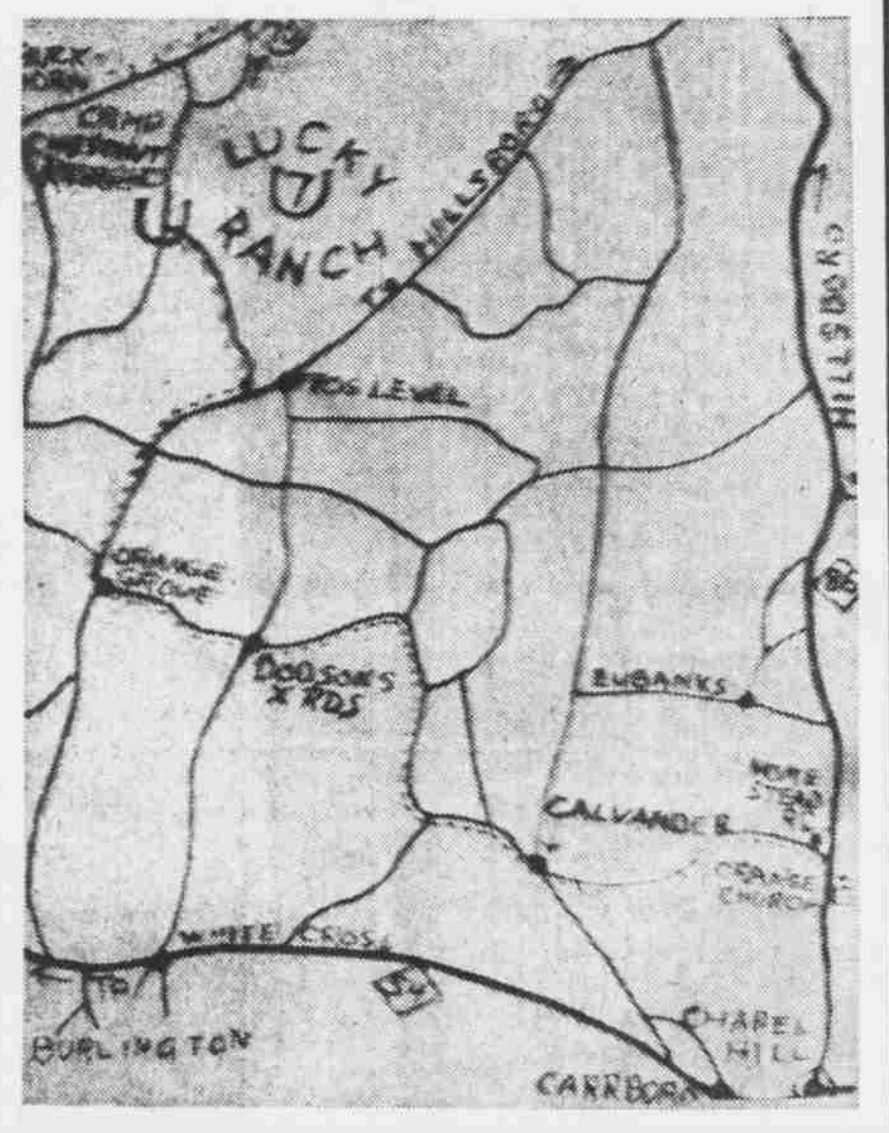
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STUDENT CHARGE ACCOUNTS Or BILLS MAILED HOME

The Young Men's Shop

DURHAM

What's Your Field?

History?
We've just put out a very nice collection of books on American History, and it's our guess that there's a juicy tid-bit just for you in the lot.

Carolina Books?
We've just put out a small set of South Carolina books we think you'll like. Though they all show wear, we think you'll find some titles you haven't seen in a long time. Our North Carolina case is even more complete this spring.

Literature?
Among the tempting additions are a set of Voltaire (42 volumes for \$18.50!) and a handsome set of Kipling.

CIVIL WAR?
We've added a number of fresh titles to the Civil War shelf, including a set of THE RISE AND FALL OF THE CONFEDERATE GOVERNMENT with an autograph letter from Jefferson Davis laid in.

It will pay you to come treasure hunting this spring in our Old Book Corner.

The Intimate Bookshop

119 East Franklin Street
Open Till 10 P.M.

Attention all L&M...Chesterfield...Oasis smokers...

LAST CHANCE TO WIN VALUABLE PRIZES...

By saving empty packs of L&M...Chesterfield...Oasis cigarettes!

Student Contest ends Friday!

1ST PRIZE



PHILCO STEREO HI-FI CONSOLE

To the student on this campus who turns in the most empty packs of L&M, Chesterfield and Oasis!

2ND PRIZE



PHILCO "SLENDER SEVENTEEN" PORTABLE TV

To the student on this campus who turns in the second largest number of empty packs of pleasure!

3RD PRIZE



PHILCO CLOCK RADIO

To the student on this campus who turns in the third largest number of empty packs of enjoyment!

HERE'S ALL YOU DO:

Nothing to write . . . no contest to enter! After enjoying any of America's three great smoking favorites—L&M . . . Chesterfield . . . or Oasis cigarettes, just save the wrappers, any combination of these brands is acceptable. But start saving now — contest closes at 3 P.M., May 13, 1960. Prizes will be awarded Saturday 10 A.M., May 14, 1960.

"Pick up station will be at Book Exchange"

Tie in bundles of 100 with your name and address printed plainly on the outside and turn in bundles at:

© Liggett & Myers Tobacco Co.