

The Daily Tar Heel

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Richard Nixon—Children's Candidate

If Philip Wylie was watching Thursday night's "Great Debate" he must have been thoroughly disgusted; for Richard M. Nixon made an appeal for votes which could only have been directed to Wylie's mythical "Mom."

The Vice President opened the breach and let all manner of unbridled sentimentalism pour forth onto the unsuspecting heads of the American people. In commenting on the so-called "bad" words used by Harry Truman, Nixon said:

"One thing I have noted as I have traveled around are the tremendous number of children who come out to see the presidential candidates. I see mothers holding up their babies so they can see a man who might be President of the United States . . ."

"It makes you realize that whoever is President is going to be a man that all the children of America will either look up to or look down to and I can only say that I am very proud that President Eisenhower restored dig-

nity and decency and, frankly, good language to the conduct of the presidency of the United States and I only hope that, should I win this election, that I could approach President Eisenhower in maintaining the dignity of the office, in seeing to it that whenever any mother or father talks to his child he can look at the man in the White House and whatever he may think of his policies he will say, "Well, there is a man who maintains the kind of standards personally that I would want my child to follow."

It is to be hoped that every American who had the misfortune to hear this farce said to himself, "Well, there is a man who maintains the kind of standards that I would surely hope my child will never follow."

Mr. Nixon has been relying on the posing of an image, an image of humility and mother-lovingness; he does not possess these qualities himself, but is ambitious, incisive and capable. Why doesn't he show the truth and abolish the lies?

Still Giving 'Em Hell

Harry Truman strode into Raleigh Thursday with the manner of a seasoned gunman approaching a town in which he could draw faster than anyone else.

From the minute he arrived until his departure he had that politically minded state capitol in the palm of his hand. Cracking jokes, shocking old ladies and echoing his favorite word ("hell"), he was the campaigner of old.

In his address to a capacity crowd at the State Fair he ripped into Richard M. Nixon, an old foe of his, with characteristic verve. The former President makes it rather obvious that he has an intense distaste for the Republican nominee.

At a press conference later that afternoon he fended a rather insipid collection of questions from the North Carolina press with the ease of a man swatting flies. A Freudian slip on the part of a reporter who addressed him as "Mr. Nixon" prompted the Missouriian to tell her to rise and apologize.

The evening brought a banquet in the ballroom of the Sir Walter Hotel

and the "Great Debate." While the President munched his pumpkin pie the audience spent half its time watching the candidates argue and half its time trying to see Truman's reaction. For the most part, he either smiled, laughed or seemed to be paying no attention.

To those of us who had the privilege of seeing him, far away and close by, it was an exciting and enlightening day. If you have never before seen a "real, live" President, the mere fact of his presence is exciting.

Through it all Truman emerged as a great man, humorous yet thinking and serious, vitriolic yet kind, sharp yet gracious. It was easy to see how he managed to maintain such a fine personal balance while in office, having the ability to laugh at the very things that were disturbing him so deeply.

As the evening drew to a close those at the banquet could be heard murmuring to each other: "What a great man!" We, still a little overwhelmed by the man, could only echo their sentiment.

One Of The Greatest Ever

If it was not the greatest game ever played, it certainly was one of the most exciting. The New York Yankees and the Pittsburgh Pirates played like demons on an iceberg, never stopping their frantic pace until, in one of the most anti-climactic blows in the history of sports, Bill Mazeroski put the ball over the fence and the Pirates into the World Championship.

To get to this title the Pirates had to overcome one of the most spirited, unceasing drives ever thrown together by the Yankees, a team usually known for its complacent competence.

Yogi Berra and Bobby Schantz played like geniuses. The former's three-run homer capped a determined Yankee comeback in the sixth inning and seemed to have laid the Pirates to rest. The latter retired eleven men in a row and throttled any semblance of an attack that the Bucs could muster.

But the Pirates, who had specialized in coming from behind all during the season, were not easily

quelled. Hal Smith, in a moment capped for drama only by the Bobby Thomson round-tripper in 1951, finished off a five-run Pirate eighth with a three-run belt that turned Forbes Field into a madhouse.

Everything that followed was anti-climactic; the two Yankee runs in the ninth, the Mazerowski homer, the wild victory celebration. Hal Smith had carved his name in baseball history and the Pirates had received their crown.

Perhaps it would be more fitting to say that, in a style reminiscent of the buccaners of old, they had stolen the title.

After the game Pittsburgh fans, long noted for their vociferous dedication to the once-lowly Bucs, jeered the fallen Yankees as they left the field. Slowly Forbes Field became dark, emptied for the long wait 'til next April.

The Yankees had fallen, but with a brave fight; the Pirates had risen, with a fight no braver—only a little stronger.

Ed Riner

The YRC

By Edward Neal Riner
(Second in a series on the Young Republicans Club and the Young Democrats Club.)

Four short phrases are responsible for the organization and maintenance of the campus Young Republicans Club. They regulate and guard the members in one essential thought: Republicanism.

Written into the club's constitution and enforced by by-laws, the four definitions are as follows:

To bring young people into the Republican Party and to provide an opportunity for them to find political expression and recognition.

To train young people as effective political workers and cooperate in the election of the Republican Party's nominees.

To foster and encourage the activities of the Republican Party and to promote its ideals.

To collect, analyze, discuss, and disseminate information concerning political affairs.

The YRC is bringing new people into the Republican Party—more than 146 this semester. In doing this job through the membership committee under Al Butler, the club is doing more than just work for the GOP. It is working for America by bringing people into a political party.

Through a party a person will be heard, and through its members, the party will be heard.

By working in and with the YRC a student becomes more attached to the party and its ideals and drives than by being a voice and thought patron of the party. Although the campaigning and discussions in the campus YRC may not be as forceful and far-reaching as that of the state and national party, it provides the training and acquaintances which will guide a student to a higher standing in the party after college.

Matheson considers it a workshop in political science. And so it is. The club is working closely with the Orange County Republicans in distribution of campaign material and in arrangements for Robert Gavin's appearances in Chapel Hill and Hillsboro. Similarly, the county group aided the club in the chartered bus trip to hear Henry Cabot Lodge.

The club's weekly meetings and projects are promoting the party's ideals because students with the same political thought are working together with tangible and intangible things. Members at the polls on Nov. 8 (approximately half are eligible to vote) will not just be working for the name of the party and its candidates, but they will be voting for something they understand and believe.

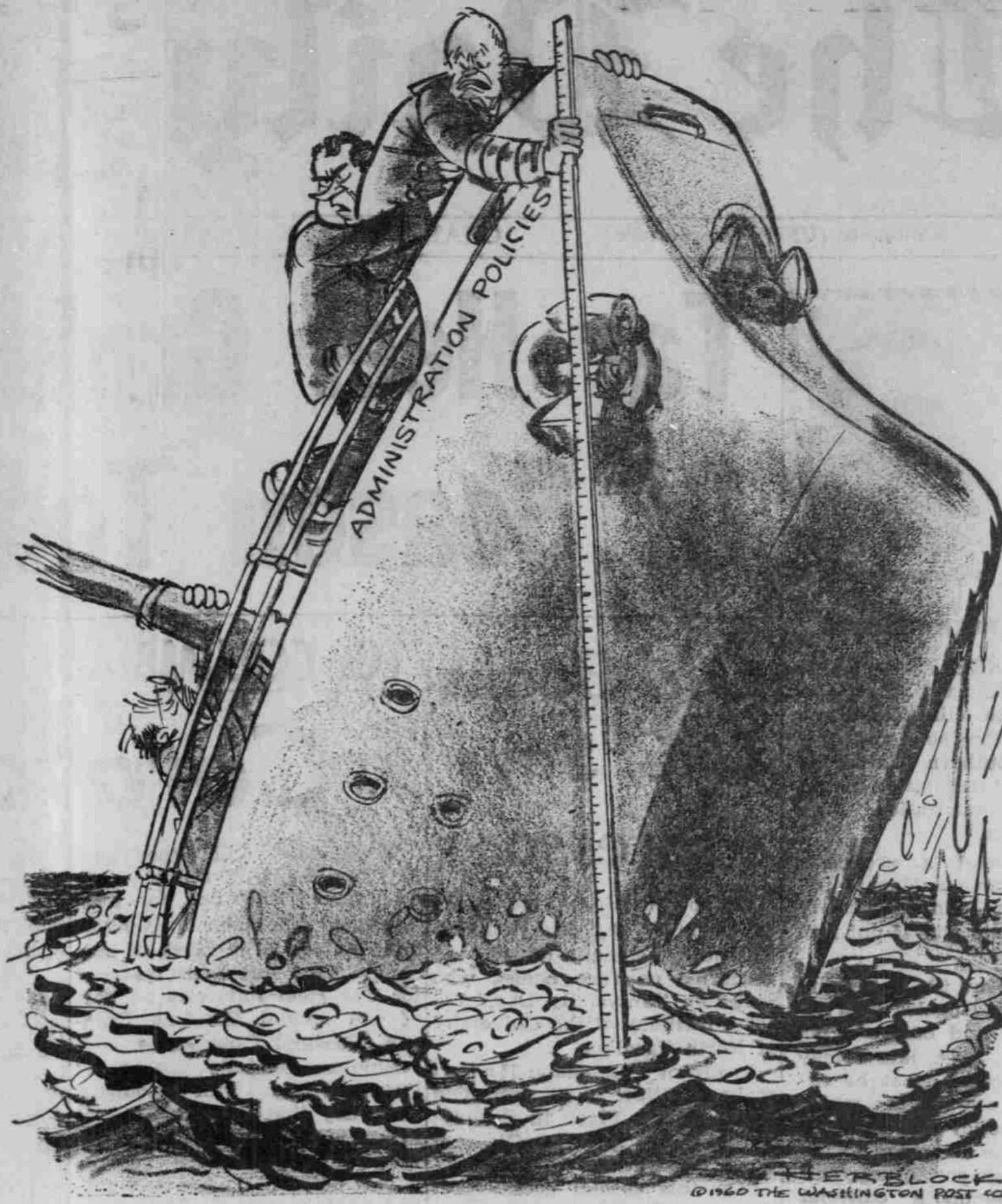
Matheson is an example of this. He doesn't speak as an elected president of the YRC, but as a Republican.

The last objective of the club is easily recognized: "collect, analyze, discuss, and disseminate information. . ."

Club members hear talks by leading state and national Republicans as well as each other. They learn more about the party and political affairs in general by meeting and talking with one another, and thus, they are better informed to explain their party and their beliefs to others. And it is not all the good of the GOP, but its failings and why and what should it do or not do.

Since the club is fulfilling its objectives, it is more than an extracurricula. It is a curriculum in Republicanism and political affairs and work.

"Our Prestige Was Never Higher"



From U.P.I.

Is Our Prestige Declining?

Foreigners seem to be as divided as Republicans and Democrats in gauging United States prestige abroad.

The rival presidential candidates raised the issue in their second TV debate last week. Vice President Richard M. Nixon said American prestige was at an "all time high." Sen. John F. Kennedy said it had deteriorated in the past eight years.

A United Press International survey of political writers, commentators and officials in various capitals around the world turned up a measure of support for both points of views.

The answers did reveal that the word "prestige" doesn't mean quite the same to everyone. Some regarded it wholly as the amount of respect a nation can command by virtue of its military, economic or scientific power. Others, more as a measure of the general approval enjoyed by basic American objectives in the cold war.

Nor did everyone make the test with the same yardstick. To some, the big international questions—the space race, Berlin, etc.—were the dominating factors. Others appeared more concerned with narrower issues that struck closer to home.

In Chile, for example, U.S. prestige was rated as being at its highest point since 1952 because of the massive American aid to victims of the recent earthquakes there.

And in Venezuela, one commentator said that otherwise high U.S. prestige had been hurt by the latest American sugar purchase from the Dominican Republic, whose government is under assault as a dictatorship.

Typical comment from some of the countries in Europe, Asia, Africa and Latin America:

France—Paul Neguie, chief editor of "Ouest-France", largest provincial paper in the country: "Certainly American prestige lost momentum in October, 1956, when the United States opposed intervention in Suez. . . But since then it has gone up again thanks to

the courageous efforts of President Eisenhower and Vice President Nixon in defense of the free world."

Britain—Sir Linton Andrews, editor of the Yorkshire Post: "American prestige still towers in the world as it did in 1952. Russia's scientific achievements have hit it some hefty blows, but probably most of us in the United Kingdom still look with undiminished faith to the United States as the leader of the West against Communist aggression."

Spain—Pedro Gomez Aparicio, director of the weekly newspaper "Hoja del Lunes": "The answer is that U.S. prestige has dropped considerably. It is enough only to mention a few things which are themselves unsolved problems: Berlin, Korea, Indochina, the Middle East, Japan, Cuba, the Soviet satellites. In the space race, Soviet propaganda presents to the world only its successes while the United States offers both successes and failures. In international politics, the delaying of a problem is an admission of a mistake in planning a situation or of a lack of energy in solving it."

Sweden—Carl-Adam Nycop, editor of Expressen: "The Eisenhower era has shown one thing; it is never good with a high military officer as president of a great democracy. This fact has affected American prestige, especially during the past four years."

South Africa—Nationalists largely were unhappy with the U.S. State Department's criticism of the government's use of violence to put down the Sharpeville race riots earlier this year but, as one nationalist news editor put it: "South Africa and the United States are both violently anti-Communist. This forms an extra strong mutual bond between us."

Mexico—Ramon Beteta, director general of the newspaper Novedades: "Mexican public opinion feels the United States is losing the cold war. One must not forget that only the winner has prestige in sports, war and politics."

Henry Mayer

'Wastemakers'

With the publication of *The Waste Makers* Vance Packard has graphically illustrated a national malaise which makes status seeking appear to be a pastime suitable for Disneyland. In fact, the theses of Packard's two previous works, "The Hidden Persuaders" and "The Status Seekers" may be viewed as mere manifestations of the overbearing commercialism discussed in his current opus.

The fact that American industry has had to resort to sneaky practices—such as "planned obsolescence" and "throwaway psychology"—in order to make its consumers buy more goods than ever before (and at a faster rate) should not be a startling revelation. However, the impressive documentation the author has compiled in support of his contention that "systematic efforts being made to encourage citizens to be more extravagant and careless" in their spending makes compelling, if not morbid reading.

Waste makers (the term sounds like a Munro Leaf watchbird character) are people "who are seeking to make their fellow citizens more prodigal in their daily lives." This need to remodel the average consumer into a profligate spendthrift has come about, according to Packard, because American buying habits have not kept pace with its ability to produce. Therefore the producers must devise ways of increasing consumption if the economy is to remain healthy.

The author has amassed a staggering amount of detail to illustrate strategies employed by manufacturers to inculcate rapid usage and replacement of their products. These methods include the planned obsolescence of both desire and quality, the introduction of single application throwaway goods, the assignment of "death dates" to products before they are off the drawing board and a complex system of revolving credit.

The list of waste production and means of increasing consumption to a frenzied pace is apparently endless, but after 180 pages Packard is kind enough to discontinue his cataloging of flimsy new gadgets that obsolesce old appliances and then create havoc at repair time, of automobiles made to fall apart in a very few years (just in case you can't be wooed by the yearly style changes), and of shoddy toasters, lighters and irons which are bought up for use as premiums by grocery chains as a means for increasing consumption in that area.

Packard then examines the ramifications of this spreading national disease and attempts to offer several possible solutions for the problem. Unfortunately the author's repertorial penchant for detail does not extend to his reflections, and his suggestions do not exhibit the clarity and dramatic force of the first part of the book. His conclusions are not documented as well as his accusations, which may lead the reader into thinking that the problem has been exaggerated.

This inclination to look askance at the monumental evidence Packard has compiled is stimulated to some degree by the paradoxical nature of the author's suggested solutions. After fingering the production sector of the economy as "waste makers," he offers plans for consumer action, which do not seem practical or effective.

One cannot help but wonder at Packard's adoration of advertising as a constructive social force. After lambasting it in two and half volumes for improper procedures, he now envisions it as a potent weapon for combating the waste mania. Since the author has helped to create the prevailing anti-advertising climate of opinion, it seems hard to believe that such an about face in attitude is a comparatively easy task. If the motivation research people are such skillful manipulators, how can the poor dumb consumer know when to be wary and when to trust the ad men?

In his concluding chapters Packard makes an eloquent plea for a reappraisal of our national values, and calls for an emphasis upon environmental improvement—the removal of public poverty in the face of private opulence. He also demands an increased emphasis upon individual intellectual endeavor.

Obviously this reappraisal is needed if the United States is to withstand the decline in morality and national pride which is resulting from the consumption-waste emphasis. However, his suggestions seem to be aimed at the consumers, rather than the business oligarchies creating the waste. The author does not attempt to suggest how the energies of the waste makers may be channeled along more creative and intellectual lines without endangering our apparent prosperity.

This then is the major objection to the book. It sets up the waste makers as a festering sore upon our culture and points out what will happen to the consumer and the nation if the cancer is allowed to continue, but then places the burden of change upon the victims themselves, who, as the author repeatedly points out, are not often aware that they are sick.

In any event, "The Waste Makers" will become a best seller, and rightly deserves the attention it will get. Regardless of the merit of its conclusions, the book points up a serious national problem. Any discussion arising from the book is bound to be constructive, and in this way *The Waste Makers* must be regarded as a successful and important work.

POGO



By Walt Kelly

PEANUTS



By Schulz