Green paper price war in Colorado aimed at getting students' heads

It is a well-known economic fact that the cost of being a student is constantly on the rise. This applies not only to increasing major expenses such as tuition, room and board, but to minor items, also. One such minor expense is the cost of a haircut. Occasionally, however, the turn of events will cause a change and is continuing to charge $1.75 for a haircut. The result is a price war.

Union barbers are uniting and giving out green slips of paper. These pieces of paper, while not dollar bills, are nevertheless good for 75 cents toward the price of a haircut in a union barber shop.

The outcome of the price war is a large extent dependent on the reactions of the students. If they choose to take advantage of the temporary bargain, the rebellion barbers will be forced either to go out of business or to conform to the 75 cent union price. (The barber says he will battle it out.)

Should students not take advantage of this discount, they will emerge from the price war with a long-range economic benefit, as union barbers will either have to drop their prices to $1.75 or lose a large fraction of their present customers.

The Magde Number

Although it is rare for students to be in a position to control the price of smaller items, such as haircuts, it is even rarer for them to be in a position to control the larger expenses such as tuition. The latest college to reach the magic tuition level of $720 is Tufts University. The new tuition will go into effect there and at James River September, 1964 (and students are given no choice but to pay it).

Said Tufts President Nils Y. Wessell, "The Tufts and the many other institutions, increased tuition in 1964 are imperative if we are to face the future from a financially responsible position. "While I regret that the steady increasing costs of higher education make an increase in 1964 a necessity, I am pleased that continued and growing giving to Tufts will enable us to limit the increase to a level much lower than would be the case were it not for the generous voluntary support of alumni, parents, corporations, foundations, and friends."

Most of additional tuition will go toward faculty salaries.