

Kim Won't Forget Guilford

KIM WON'T FORGET Guilford Kyung O Kim, known better on the campus merely as "Kim," will leave Guilford College on December 19—tomorrow. In doing so, she will leave behind many friends and will take with her many memories of the fun and the education she has received here.

Kim came to America for the first time on October 20, 1958, and she came directly to Guilford College. She has been a student here since then, studying English. She was very homesick at first, and she could un-

derstand very little English and speak still less. Since that time, however, she reports that she has lost almost all of her homesickness and she has learned so much English that she seems like a different person.

Kim has had many newspaper articles written about her since she has been here. She was the only woman pilot in the South Korean Air Force during the Korean War—35,000 pilots—34,999 men and Captain Kyung



CAPTAIN KYUNG O KIM

to Guilford. She says, "This college holds too many memories for me—I cannot ever forget it. All the people here are too wonderful—and especially I can never forget the girls of Mary Hobbs Hall."

"No matter where I go", she tells us, "I will always carry the title of 'Guilford student.' It is the most wonderful title anyone could ever have, and I will always be more proud of it than anything else I could receive."

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Is Color TV For You?

Hundreds of thousands of viewers watching Perry Como, Steve Allen, or any of the top TV shows are getting a picture far different from the one you see—and the difference is color.

For thousands of families throughout the United States, television's brightest stars shine in living color. Where do you sit in the picture—what does color TV mean to you?

Like many revolutionary developments, color television has been greeted with mixed emotions. Some wonder if it is a boon, or a burden, or a combination of the two.

Just how good is color TV today, in its sixth year—is it likely to improve? Do color TV prices now represent good value?

Those are some of the most common queries but there are others, of course. In fact, most TV viewers have more questions than answers about color television but perhaps that is due to the surprising fact that only two of three TV fans have yet to see a color telecast. And that says nothing about the fine points—the important points—of pricing, servicing and technical progress.

However, a survey of experts in the color field—broadcasters, manufacturers, retailers and television critics—yields some informative, straightforward answers.

Color programming has expanded tremendously in the five years since the first commercial color cast . . . NBC expects its 1959-60 color schedule to top the 668 hours of color it presented during 1958. A record number of both special and regular shows—including sports-casts, a new opera series, six Hallmark plays; "Bonanza," the first western and first regular full-hour film in color; the Bell Telephone musical series and Bell System Science series, and a lineup of musical variety shows featuring talent such as Gene Kelly, Shirley MacLaine, Victor Borge and Dean Martin.

Local stations, too, are expanding their programs, with areas like Boston, Chicago Cincinnati, Philadelphia, Milwaukee, Omaha and Fort Worth serviced by a heavy schedule of local color-casts. Well over half of all U. S. stations are equipped to handle network color programs, and at least 97% of all American homes have been brought within range of color broadcasts.

For the fourth quarter of 1959 alone, NBC is planning a minimum of 250 hours of top quality programming. Colorful sports events will be seen in their vivid hues through the fall. In addition to the recent Davis Cup tennis matches and the World Series, eleven big foot-

ball games will be colorcast by NBC.

Why aren't there still more color TV shows? Many would-be sponsors are waiting for more viewers to buy color TV sets, while some viewers hesitate to purchase color sets because so many programs are still offered in black-and-white!

But the circle is breaking. One out of every three NBC advertisers is sponsoring a color show. Prospective sponsors now have the evidence of polls which indicate that viewers are more responsive to color commercials—and sales figures which show that sales of color TV sets climbed all through the 1958 recession!

Television tape, combining the pictorial quality of live shows with the storage and re-run benefits of film, promises to make full-scale color programming a reality very soon. Use of tape recorders will soon make it possible for viewers in every part of the United States to have the same choice of programs on any given day.

Will there be any further improvements in the near future? To the experts, color TV is now practically perfect. Color fidelity and reception appear to have



Caroline Primm is the 1959 Christmas Queen (story on p. 1)

reached their peak, and the basic structure of the color TV set will probably not be changed for a good many years.

That, to date, is the color TV picture. Those who have seen it find it sharp and exciting. If you see it, you can decide the answer to that intriguing question: Is color TV for you?

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INTRAMURAL

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ter finished fourth in the football season and a strong second in the tournament. Phillip Fulton won the horseshoe singles crown, defeating Conrad Parker of Archdale, and garnered valuable points for Center. Phillip and his brother Dauso reached the finals in the doubles tourney to add to Center's points.

Next comes ping-pong singles and doubles for the individuals, which is to progress during volleyball.

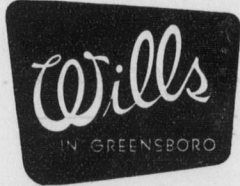
By the time the next issue comes out, I'll try to have the volleyball standings, the total team standings, and the individual standings thus far. Until then—like . . . later!

STUDENTS SELECT

(Continued From Page 2)

The student selects the college—not the college the student. The college gets the kind of student who will feel comfortable in its institution. "Any admission policy contrary to this concept is meaningless," said Dr. Mayhew.

Text Books—College Outlines
Bibles—College Supplies



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