

Public Education In Durham- Molder of Tomorrow's Citizens

Activities At North Carolina College Geared For Modern Living

The educational emphasis at North Carolina College is upon a well rounded program of student activities that will contribute to well integrated personalities in today's complex world.

President Alfonso Elder has assembled one of the finest groups of teachers available to implement the institution's emphasis upon training youth

for modern living. Integration, with President Elder's teachers, is already a reality at N. C. College.

Professors from universities in Austria, Germany, Canada, and China are part of the resident teaching team that also includes well-trained professors from many great American universities. Specialists from three neighboring institutions of high-

er learning, the University of North Carolina, Chapel Hill; North Carolina State College, Raleigh; and Duke University, Durham; also cooperate to provide the highest intellectual and cultural opportunities for the NCC student. The library facilities of these and other institutions supplement the holdings of NCC's own million dollar library plant.

Today's NCC student also meets a cross-section of peoples representing many cultures and points of view while he is at college. Inter-racial and inter-cultural extracurricular activities are vital parts of the NCC program. Stimulating lectures, exchange visits to other institutions, interesting class projects, a vast array of enlightening materials in the audio-visual aids help measurably to broaden the perspective at undergraduate, graduate, and professional levels of the college's student-citizens.

At the "real-life" level of day-to-day living, the NCC student is in the advantageous position of living in the progressive community of Durham. In this environment of inspiring business tycoons and solid leaders in the movement for social justice, the student is able to follow by example the proved validity of political participation for community advancement.

Taught by brilliant and inspiring teachers, the NCC student also lives and studies in an environment that is conducive to his maximum intellectual and social development. Modern brick buildings of functional design provide the setting for unlimited accomplishments in the arts and science as well as in human relations. The concentration of are studies in a special building, the provision of gymnasiums for men and women, the



The late Dr. James E. Shepard (upper left) founded North Carolina College in 1910 to facilitate the "development in young men and women of that fine character and sound academic training requisite for real service to the nation." NCC's progress since Dr. Shepard's death in 1947 has been directed by Dr. Alfonso Elder (upper right), who is currently in the midst of the final phase of a \$6 million permanent improvement program. Strengthening the entire institution's program at the undergraduate, graduate and professional level has been one of the highlights of President Elder's administration. Some of the nation's most highly trained teachers are constantly at work at NCC to help President Elder realize the college's goal of effecting "Truth and Service" for the citizens of North Carolina. NCC today, in President Elder's view, is a "great cooperative enterprise in which students, teachers, and friends of the institution have an opportunity to contribute to a real and functioning Christian democracy."

maintenance of all-purpose Student Health Services Building, the allocation of other special facilities for Student Government, student publications, and the campus-wide emphasis upon the utilization of all physical facilities to promote the philosophy of guided self-direction—all assure the NCC student of opportunities for virtually unlimited experimentation in living in the modern manner. The college's president is now busy at work supervising planning and construction of three new buildings for biology, commerce and education. They will cost an approximate \$2 million by the time they are finished in 1957. These three structures are parts of a \$4 million building program that was completed only this year.

The college's four-year counseling service with departmental and personal advisors at student and faculty level is rounded out with a special non-sectarian program of year-round religious emphasis. Numerous denominational clubs and the programs of the YMCA and the YWCA as well as a special Intercollegiate Council on Religion in Life contribute greatly to the spiritual life of the NCC student.

Some evidence of the success of the college's program can be seen in the increasing number of graduates who receive scholarships and fellowships for additional study in leading American and foreign universities.

The North Carolina College program of student self-direction is successfully producing capable and versatile citizens who are effectively meeting the stiffest competition of modern living.

In addition to a well rounded series of course offerings in the arts and sciences, North Carolina College today provides opportunities in the professional fields of law, library science, public health education, and public health nursing.

The college is unusually strong in the training and preparation of teachers, health educators, home economists, librarians, linguists, laboratory technicians, psychologists, sociologists, and technicians in many highly specified areas.

A wide range of opportunities exist in the fields of drama, music and the fine arts. An entire half million dollar brick building exists solely for creative activity and study in these fields. A recently completed Home Economics Building and Home Management House establish the college's leadership in home economics.

The Department of Physical Education and Recreation provides a full program of leisure time activities for students and teachers. The college's famed multi-million dollar gymnasium has become a mecca for state and national athletic events and cultural activities.

The 55-acre North Carolina College campus is now the scene of a progressive physical expansion program involving expenditures in excess of \$6 million.

Some of the nation's best trained physicians and nurses are on 24-hour duty in the modern completely equipped Student Health Services Building. Hospital facilities exist for cases of serious illness.

North Carolina College's total program is effectively geared to the total needs of the modern man and woman seeking a full and meaningful life.

Business Confab Scheduled For Atlanta Univ.

ATLANTA, GA.

A Conference on Negro Business—Past, Present and Future—will be sponsored by the Graduate School of Business Administration at Atlanta University late in October, according to an announcement made recently by the Office of Dean Samuel Z. Westerfield. The tentative dates as announced are October 29-30. All of the sessions will be held in Dean Sage Hall on the University campus.

Discussion at the Two-day

meeting will center around Negro business in an integrated economy. Able men and women, according to Dean Westerfield, will lead discussions on the historical treatment of the major industrial areas in which Negro entrepreneurs have operated, the problems and challenges they have faced, and how they have resolved them.

There will be several panels made up of representatives from various industries throughout the nation which will give particular attention to the needs and problems of the immediate future.

Significant industrial areas selected for the panels will be banking, insurance, real estate, publishing, radio, manufacturing and industries.

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