

WHAT THIS COUNTRY NEEDS.

ISA
GOOD...
5¢
PERSIMMON!



Editor's Note: Alfred Guy "Pete" Ivey, director of the University of North Carolina at Chapel Hill News Bureau for 20 years, died at his home recently. He was 62.

Ivey was a newspaperman here from 1938 until 1954. He worked as a reporter, promotion manager, columnist and editorial writer for the Twin City Sentinel.)

Former Bureau Chief Persimmon Expert

CHAPEL HILL -- Pete Ivey and the persimmon -- when you think of one you think of the other.

In an academic community, the late director of the University of North Carolina News Bureau wrote, everyone aspires to be a specialist, an authority on some particular subject.

"In my quest for a specialty, to find something in which one might excel, I found that most of the corners of knowledge had already been taken over by somebody else. Some other specialist had got there first.

"Knowing that Joseph Pulitzer said knowledge of history, especially American history, is paramount in the training of a newspaperman, I once thought of majoring in North Carolina history. But I found Hugh Lefler had that sewed up. I considered history of journalism, but Dean Luxon was a world authority on the topic. I thought of Addison and Steele and the Spectator Papers but Prof. Richmond Bond usurped that field. Then I looked at Shakespeare, cosmic rays, atomic energy, hemophilia, fungi, folk music, and found that the ground had been staked out in each case.

"One night while drinking a glass of persimmon beer, I was struck by a happy inspiration of thought. Why not be an authority on the persimmon?

That's how it all began, and Pete never stopped pursuing the research in his very own specialty. His reputation grew. Letters of information poured in from everywhere--"red hot" items about persimmons from friends, strangers who read his articles in magazines and newspapers, the U.S. Department of Agriculture, students and faculty at his University of North Carolina, botanists in Chapel Hill and around the world--Pete's file bulged.

From Pete's "The Incredible Persimmon" there is the story of Gov. Zeb Vance who drank a glass of persimmon brandy before he began one of his orations, and he later was told that it was the best speech he had ever made, chiefly because it was the shortest he's ever delivered--owing to the astringent power of the tannic acid from the persimmon. Vance though his vocal chords had been paralyzed.

Pete Ivey's persimmon file. It says so much about the highly respected journalist who directed the University of North Carolina's News Bureau at Chapel Hill through 20 years of progress. It reflects his tremendous curiosity for knowledge, his respect for people and even their simple interests, his humor, friendliness, faith, determination, his industry--oh, his industry! Pete had a faculty for work and he enjoyed it.

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