

Campus Briefs

Monogram Club

The Monogram Club will hold its summer quarter party at Hogan's Lake Friday evening and Saturday afternoon and evening. All letterwinners who wish to attend are urged to contact Art Greenbaum at the ATO house.

Carr Dormitory

Carr Dorm gals and their guests will have a watermelon feast tomorrow evening—July 4th. The first of a truckload of ice-cold watermelons will be sliced about seven o'clock in the grassy circle in front of Carr and will continue until the last of the melons has been eaten.

- Beck -

(Continued from page 1) country on the southwest coast of Africa.

"Most Americans never heard of these territories and yet they contain some of the world's greatest resources—raw materials we need badly and which Russia is beating us to in many cases."

One of America's greatest needs today is a greater knowledge of geography. "We are the world's greatest ignoramuses on that subject," he continued.

Pausing in the lobby of the Morehead building, he nudged Vice-President "Billy" Carmichael, Jr., and pointed toward the Planetarium and said: "Here Mr. Morehead has spent a lot of money to provide this building where you can study the stars. Why not spend the same sort of money to study geography? Let's put a big globe of the world in every school house, in every college classroom in the country. That will go a long way toward doing the job."

A survey of schools made recently by the New York Times showed that less than 10 percent of students interviewed could answer 20 percent of the questions on geography, Mr. Beck explained.

Geography is one of the publisher's hobbies, but only one. Research is another pet sideline. The discoveries being produced by research are astounding, he exclaimed.

"And some of our pet theories are being exploded, he said. "For instance, you've heard the old story about catching a cold from sitting in the draft. My experience indicates that's a lot of bunk," he said. "I often sit in front of my window an hour in the morning and an hour at night, regardless of how cold it is, and I sit there naked as a jay bird. I also sleep naked with just one sheet, regardless of how cold it gets. And this doesn't give me colds. I believe it's all a matter of what you get accustomed to."

Mr. Beck was chairman of the board of the Collier publishing company when he asked to be relieved of that responsibility last January to assume his present position as manager of the Knapp foundations. Prior to that he served as vice-president and president of the world's largest magazine publishing company.

He will be 70 on July 24, but he's a tall, distinguished looking gentleman who makes you feel he's almost bursting with energy and enthusiasm.

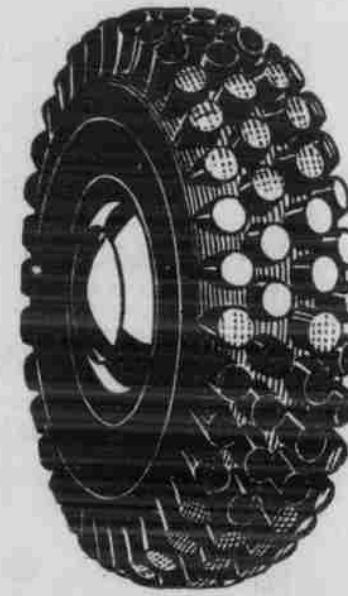
He came to North Carolina to check up on the progress of the projects into which the Knapp Foundation of North Carolina made appropriations at the instance of the late Joseph Palmer Knapp, head man of the various Collier's enterprises who spent much of his time in North Carolina until his death last January.

"I've visited many college campuses, but Chapel Hill seems to be the most ideal location for a university I've seen," he said in parting.

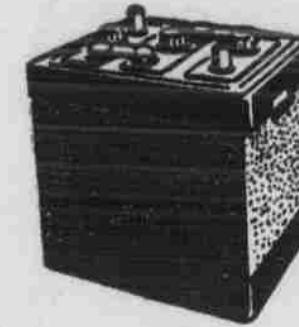
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Other items too numerous to mention will also be on sale. This sale starts Tuesday morning!

This business will be closed Wednesday, July 4th—So shop early Tuesday and SAVE!

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