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# U.S. To Send100,000 Men To Europe

Journalism Graduates Rated

### **No Limitation On Exports** Is Requested Above Average - Employers

WASHINGTON, Feb. 15-(UP) -Defense Secretary George C. "we'd he in very serious danger" of invasion if Russia overran the continent

Appealing to Congress not to impose "limitation" on troop shipments, he said powerful navalair units alone could not stop Russia and cautioned that American forces may have to stay in Europe for a decade.

The free world, he said, must strengthen itself to "deter aggression if possible and defeat aggression" if necessary. He said the projected "token" shipment of U. S. troops is of overviding importance because they will bolster Europe's will to fight.

Marshall told a joint session of the Senate Foreign Relations and Armed Services Committees, he disclosed the troop figures "reluctantly," But he said there was less danger in letting Russia know them than in continuing the great foreign policy debate with its harmful effect on European morale.

In almost so many words, he urged the senators to reject a pending resolution by Sen. Kenneth S. Wherry (R .- Neb.), to withhold reinforcements to Euope until Congress sets a "policy" on the issue. He said it would be "helpful" if Congress indorsed the troop plan.

NEW YORK, Feb. 15-(UP)- showed today. Marshall said today the United Many employers rate journalism The report on the progress president of the American Coun- nounced yesterday. States plans to send four more school graduates well above the qualified journalism schools have cil on Education for Journalism. divisions-about 100,000 ground average in the newspaper, adver- made in preparing students for The report was prepared by Dr. troops-to Europe and warned tising, and radio fields, a survey careers in these fields was re- Earl English, associate dean of



CAMPAIGN WORKERS THROUGHOUT the state are intensifying their efforts this week as the current North Carolina campaign in the annual Heart Fund drive goes into high gear. Here Norman Cordon, former Metropolitan Opera star, now director of the North Carolina Music Foundation, and Mrs. Miles Fitch, president of the Chapel Hill Junior Service League and chairman of the Chapel Hill-Carroro Plastic Hearts Committee, are mapping plans for the Orange country drive of which Cordon is chairman. North Carolina's goal is \$100,000.

leased by Alfred H. Kirchhofer, YMCA recreation Committee anefforts are being made for either trucks, trailers, or tractors to the Missouri School of Journalism

and a member of the council's Accrediting Committee, which has placed 39 journalism schools on its approved list.

"The study shows that not only have journalism students found

ready employment in their respective fields, but that many employers rate them well above Those going should be able to average," said Kirchhofer, who is return about 12 p.m. managing editor of the Buffalo (N.Y.) Evening News.

"This finding contradicts the time-worn theory still held in some newspaper offices that the fundamentals of newspaper work cannot be learned in college. The study shows that many employers regard the journalism graduates about whom they comment as having exceptional qualifications, well prepared for the work they have undertaken."

Dr. English said that for the past four years the Accrediting Committee has been gathering dasix months of employment.

and reunion committee. He said the committee asked employers to rate journalism stu-

dents they had hired on 20 or 3,4, as part of the University's salesmanship in its most modern tal attitudes, and our spiritual more items on a 1, 2, 3, 4, and 5- Commencement program. More and enlightened form and is values." point scale, which represents poor, than 700 members, including 302 directed towards students in combelow average, average, above av- graduates, will be invited to par- merce schools who, he points out, that "it is of the nature of the erage, and excellent. The overall average for 1949, ville, class president, who pre- ing nowadays in the field of salessided at the meeting, said. he said, was 3.85.

THE DAILY TAR HEEL

square dancing, and a short vari-

Class Of '26

June 2,3,4

Plans for the 25-year reunion

ety show will be scheduled.

square dancers.



CHARLIE BARNET and his orchestra will play a one-night dance stand at Memorial Audipick up couples at about 5 o'clock that afternoon and travel to torium in Raleigh next Tues-Camp New Hope where supper, day.

#### Live music provided by a string Salesmanship quartet will accompany the Is Pointed Up In Prof's Book Tickets at \$1 per person will go on sale in the Y lobby Mon-

rick, associate professor of mar- Weil of Goldsboro. salesmanship and business.

"Arouse your customer's curi- topic tonight was "Economics and osity, be prepared for either nor- Politics." mal or unusual situations, and

know about your customer in adpublished by the South-Western the changes subtly being wrought in our institutions, our business Publishing Company.

ticipate, Lawrence Watt, Reids- are being given thorough train- private enterprise system within manship. His book is in line, he that political functions and activisays, with an attempt among colties will always be an important were granted by the 39 schools cluded J. B. Wahman, Winston- marketing, Dr. Kirkpatrick, who of mass communications, 25 per State Senator James Webb, Hills- authoritatively. He presents a wide variety of documented materials from business sources, and he includes "In my 29 years of business experience, I have met few young ranking sales executives and numerous quotations from toptheir training manuals. KELLY Robert S. Wilson, vice-presiceptance of responsibility were dent of the Goodyear Tire and demonstrated daily. We hope to Rubber Company, in his introhave him back when the Army duction to the text, writes that T'S NEVER Dr. Kirkpatrick's book is a

### Nourse Cites Drift To Power Politics

today toward power politics, Dr. "The real question is: Will the Edwin G. Nourse, noted economist political process through which and author and Chairman (1946- we build structures and define 49) of the Council of Economic functions in our democratic sys-Advisers to the President, assert- tem of conducting an economy be ed in a lecture here last night. based on a progressing knowledge in "the settlement of market re- ness to accept the disciplines of lations between farmer and con- science?" He thought all that ployer, and between capitalist- follow this social-scientific way

management and the public. "There is likewise a strong tendency to resort to central government to plan the pattern of our economic lives and to effectuate an ideal model created by the subjective judgments of an clite (even though chosen under the forms of democracy) rather than keeping the flexibility of local (and time-changing) choices."

Dr. Nourse, who was introduced by Dr. Milton S. Heath of the University School of Business Administration, delivered in Hill Don't indulge in too many Hall the last of a series of three pleasantries or delay too long Weil Lectures on Citizenship. The in getting down to business, is series was endowed 37 years ago the advice of Dr. C. D. Kirkpat- by the families of Sol and Henry

keting in the University of North His general subject for the se-Sets Reunion keting in the University of North His general subject for the se-Carolina, to young students of ries was "Economic Science and Practical Policy." His specific

Dr. Nourse said these are grave vance," Dr. Kirkpatrick says in days-"not merely in the obvious students at the end of their first announced yesterday following a a new textbook, "Salesmanship: strains of preparedness and threat meeting here of the class officers Helping Prespects Buy," just to national solvency, but also in

> The reunion is set for June 2, Dr. Kirkpatrick's text presents and political practices, our men-Dr. Nourse was of the opinion

a structure of free government

There is a strong drift or drive part of our social behavior. This drift, he said, is evident of social science and a willing sumer, between worker and em- is needed is a "sincere desire to of democratic conornic life.

FRIDAY, FEBRUARY 16, 195

## MED/A THENA PHILIP MORRIS challenges any other leading brand to suggest this test

HUNDREDS OF THOUSANDS OF SMOKERS, who tried this test, report in signed statements that PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER!



. . Light up a PHILIP MORRIS Just take a puff-DON'T INHALE -- and s-l-o-w-l-y let the smoke come through your nose. Easy, isn't it? And NOW ...



INHALE. Notice that bite, that sting? Quite a difference from PHILIP MORRISI

Other brands merely make claims-but PHILIP MORRIS invites you to compare, to judge, to decide for yourself.

Try this simple test. We believe that you, too, will agree . . . PHILIP MORRIS is, indeed, America's FINEST Cigarette!



Dr. English's report said 4,937 Roy Armstrong and Norman leges and universities to proundergraduate degrees in journa- Cordon, both of Chapel Hill, were fessionalize selling. lism were granted for the school designated to handle local aryear of 1949-50, and that 2.728 rangements. Others attending in- salesmanship, advertising and

on the council's approved list. Salem, class secretary, Emmett came to Chapel Hill five years Of these 2,278 students, 73 per Underwood, Raleigh; A. Paul ago from the University of Marycent are employed in some phase Routh, Greensboro, and former land, is well qualified to write

cent are women students who got boro. married or men who went into military service and only two per We hope he'll come back." cent are unemployed.

Of the 2,003 who have jobs, 983 men who had such a cheerful are in the newspaper field, 112 willingness to work, a rare quality in radio and 845 in other fields of today. His initiative and his acmass communication.

"The demand for graduates remains high as the actual employment records reveal," Dr. English said. "Schools are reporting many are able to fill."

Dr. English included in his report, "To point out the bright side for a change," some comments from employers who are enthusiastic about the journalism school graduates they hired. Here are some of those comments, with the names of the employes, the employers and the journalism schools deleted by Dr. English;

"-has worked for us only about six months and has been drafted. In that time we found him one of the best, if not the best, beginner in our experience. His basic training is sound; his mind is alert and versatile; his general knowledge is, excellent. If the question of journalism education rested on-----, the answer would be all that could be asked.



BRIGHT-EYES-IT WAS WONDER-BRIGHT-EYES-IT WAS WORDER-tul seeing you again in the intimate bookshop yesterday those eyes like stars! That voice Eke golden zelvet! But did you have to bring Old Growl-er along? BULLYBOY (Chg 1x2)

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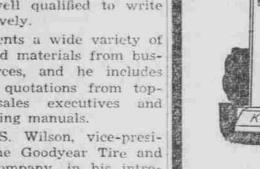
lets loose of him." "sound, thorough presentation of "This fellow is one of the finest what it takes to be a success in more requests for help then they it has been our pleasure to work one of the most rewarding of prowith-I am looking for two or fessions financially and spiritualthree more like him.'

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SUN-MON

Bitter Rice"

YORLD, 49. ST.

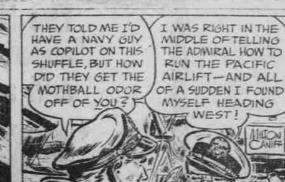






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6B