U.S. To Send 100,000 Men To Europe

No Limitation On Exports Is Requested

WASHINGTON, Feb. 15—(UP)—Defense Secretary George C. Marshall said today the United States plans to send four more divisions—about 100,000 ground troops—to Europe and warned "we'd be in very serious danger" of invasion if Russia overran the continent.

Appealing to Congress not to impose "limitation" on troop shipments, he said powerful naval-air 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 overriding 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 Europe until Congress sets a "policy" on the issue. He said it would be "helpful" if Congress indorsed the troop plan.

Journalism Graduates Rated Above Average—Employers

NEW YORK, Feb. 15—(UP)—Many employers rate journalism school graduates well above the average in the newspaper, advertising, and radio fields, a survey showed today.

The report on the progress qualified journalism schools have made in preparing students for careers in these fields was released by Alfred H. Kirchhofer, president of the American Council on Education for Journalism.

The report was prepared by Dr. Earl English, associate dean of 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 average," said Kirchhofer, who is 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 data on the success of journalism students at the end of their first six months of employment.

He said the committee asked employers to rate journalism students they had hired on 20 or more items on a 1, 2, 3, 4, and 5-point scale, which represents poor, below average, average, above average, and excellent.

The overall average for 1949, he said, was 3.85.

Dr. English's report said 4,937 undergraduate degrees in journalism were granted for the school year of 1949-50, and that 2,728 were granted by the 39 schools on the council's approved list.

Of these 2,278 students, 73 per cent are employed in some phase of mass communications, 25 per cent are women students who got married or men who went into military service and only two per cent are unemployed.

Of the 2,003 who have jobs, 983 are in the newspaper field, 112 in radio and 845 in other fields of mass communication.

"The demand for graduates remains high as the actual employment records reveal," Dr. English said. "Schools are reporting many more requests for help then they 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. We hope he'll come back."

"In my 29 years of business experience, I have met few young men who had such a cheerful willingness to work, a rare quality today. His initiative and his acceptance of responsibility were demonstrated daily. We hope to have him back when the Army lets loose of him."

"This fellow is one of the finest it has been our pleasure to work with—I am looking for two or three more like him."

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.

Y Sponcers Big Hayride

A hayride, square dance, and supper will be in the offing Friday, Feb. 23, for students, the YMCA recreation Committee announced yesterday.

Chairman Clint Foust said that efforts are being made for either trucks, trailers, or tractors to pick up couples at about 5 o'clock that afternoon and travel to Camp New Hope where supper, square dancing, and a short variety show will be scheduled.

Live music provided by a string quartet will accompany the square dancers.

Those going should be able to return about 12 p.m.

Tickets at $1 per person will go on sale in the Y lobby Monday.

Class Of '26 Sets Reunion June 2,3,4

Plans for the 25-year reunion of the Carolina class of '26 were announced yesterday following a meeting here of the class officers and reunion committee.

The reunion is set for June 2, 3,4, as part of the University's Commencement program. More than 700 members, including 302 graduates, will be invited to participate, Lawrence Watt, Reidsville, class president, who presided at the meeting, said.

Roy Armstrong and Norman Cordon, both of Chapel Hill, were designated to handle local arrangements. Others attending included J. B. Wahman, Winston-Salem, class secretary, Emmett Underwood, Raleigh; A. Paul Routh, Greensboro, and former State Senator James Webb, Hillsboro.

CHARLIE BARNET and his orchestra will play a one-night dance stand at Memorial Auditorium in Raleigh next Tuesday.

Salesmanship Is Pointed Up In Prof's Book

Don't indulge in too many pleasantries or delay too long in getting down to business, is the advice of Dr. C. D. Kirkpatrick, associate professor of marketing in the University of North Carolina, to young students of salesmanship and business.

"Arouse your customer's curiosity, be prepared for either normal or unusual situations, and know about your customer in advance," Dr. Kirkpatrick says in a new textbook, "Salesmanship: Helping Prespects Buy," just published by the South-Western Publishing Company.

Dr. Kirkpatrick's text presents salesmanship in its most modern and enlightened form and is directed towards students in commerce schools who, he points out, are being given thorough training nowadays in the field of salesmanship. His book is in line, he says, with an attempt among colleges and universities to professionalize selling.

An experienced teacher of salesmanship, advertising and marketing, Dr. Kirkpatrick, who came to Chapel Hill five years ago from the University of Maryland, is well qualified to write authoritatively.

He presents a wide variety of documented materials from business sources, and he includes numerous quotations from top-ranking sales executives and their training manuals.

Robert S. Wilson, vice-president of the Goodyear Tire and Rubber Company, in his introduction to the text, writes that Dr. Kirkpatrick's book is a "sound, thorough presentation of what it takes to be a success in one of the most rewarding of professions financially and spiritually.

Nourse Cites Drift To Power Politics

There is a strong drift or drive today toward power politics, Dr. Edwin G. Nourse, noted economist and author and Chairman (1946-49) of the Council of Economic Advisers to the President, asserted in a lecture here last night.

This drift, he said, is evident in "the settlement of market relations between farmer and consumer, between worker and employer, and between capitalist-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 elite (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 Hall the last of a series of three Weil Lectures on Citizenship. The series was endowed 37 years ago by the families of Sol and Henry Weil of Goldsboro.

His general subject for the series was "Economic Science and Practical Policy." His specific topic tonight was "Economics and Politics."

Dr. Nourse said these are grave days—"not merely in the obvious strains of preparedness and threat to national solvency, but also in the changes subtly being wrought in our institutions, our business and political practices, our mental attitudes, and our spiritual values."

Dr. Nourse was of the opinion that "it is of the nature of the private enterprise system within a structure of free government that political functions and activities will always be an important part of our social behavior.

"The real question is: Will the political process through which we build structures and define functions in our democratic system of conducting an economy be based on a progressing knowledge of social science and a willingness to accept the disciplines of science?" He thought all that is needed is a "sincere desire to follow this social-scientific way of democratic economic life."

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