

# Facts Are Strongest Weapon

Maintaining ethics in public relations, especially in legislative and political activity, is best carried out by use of "the most powerful weapon — the facts," John D. Larkins Jr. told a workshop gathering here Tuesday night.

Larkins, Trenton attorney and a former State Senator, appeared on a special public relations panel in connection with the annual Leadership Training Workshop.

Speaking before the statewide gathering of women leaders,

Larkins said that "facts may be the subject of different interpretation, but they provide the public, press, radio and TV, and the legislature with an opportunity to make what each feels is a wise decision."

He stressed that if a public relations effort is done well and publicly supported, "the ethics may take care of themselves, for in America people have learned to make up their own mind on the basis of what they see, read or hear."

Appearing on the panel with

Larkins were Faulton Hodge of Rutherfordton, personnel manager for the Doncaster Corporation; and J. S. Nagelschmidt of Chapel Hill, public relations director for Hospital Savings Assn. John I. Anderson, Brevard newspaperman and retiring president of the N. C. Press Assn., was unable to participate as scheduled.

Heading up the panel was Mrs. Donald S. Stone of Raleigh, executive director of the N. C. Division of the American Cancer Society. She summarized the presentations and led discussion.

Larkins commented that "the rapid growth of public relations on behalf of industry, management and public appeal organizations is confronted with the idea that they have a direct responsibility and obligation to serve the public interest.

"Public appeal organizations are becoming more conscious of the public demands," he added, "and they face a constant struggle for ethics in public relations in their appeal for time and space through the media of communication.

"It is time when we the people establish priorities on the major problems facing us today, and it is up to those who represent these fine organizations in our Tar Heel State to convince the people of the importance of the individual cause," he said.

There is no strict formula for maintaining and improving good manners."

Commenting on public relations with legislative bodies, he said: "Pressures and prejudices often delay constructive decision but in the end, most worthwhile proposals become law."

Nagelschmidt told the women that they "too often delegate tasks and responsibilities to men. Failing this, women shirk a job, leaving it undone.

"Women can easily correct this error in psychology and judgment by developing more self-confidence in themselves," he continued. "Male or female, it is important to realize our own potential and to go about creatively applying it to community and group problems."

Speaking in the area of building contacts between state organizations and the public, he emphasized the need of first establishing a complete line of communication internally and with similar organizations. "It is essential that women's groups in particular, operate within the context of overall community-benefitting activities."

Hodge's talk concerned improving human relations within a local community. "Public opinion of any club or group will be judged by the action of its individual members," he said, "just as we tend to form ideas about foreign nations on the basis of the people we have met from there."

Any organization's improving of relations inside the community rests on certain basic truths of human nature, Hodge pointed out. "We all like a little praise; we all want to keep and enhance our self respect; we have our own group loyalties and cultural values; we like to have the situation fully explained to us; and we usually respond when we feel our contribution is really wanted."

## Vive La Squirrels!

One phase of Carolina tradition and heritage was brutally broken recently. No longer can the squirrels roam the campus without fear of the migrant student body.

Somewhere, someplace lurks a squirrel hater!

Evidence of this miscarriage of animal justice was found on the walk outside the library the other day. A Carolina squirrel lay dead with a dart through its head.

"The shame of it all," one student uttered, "Squirrels have been free on this campus for years and now this."

"Maybe it was a Duke squirrel?" another student reasoned.

But the squirrel that lay dead with a dart through its head had that "Carolina look"; and yet no enterprising student assumed the responsibility of tracking down the animal's slayer.

In fact the whole thing was dismissed with this indifferent statement, "Maybe it was an accident. Not everybody is a crack shot in a dart game."

Maybe so, but the Carolina squirrel is restless. Somewhere in the shadows is a fiend with another dart—watching, waiting and hoping to catch another complacent squirrel on a solo nut hunt.

## Hester Says To Ease Tensions In Far East

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the power struggle of the cold war.

"Russia cannot be expected to accept exclusion from her own back yard," Gen. Hester added, "especially by a power geographically located thousands of miles away, and certainly not when that power has air bases and missile launching sites located only a few minutes and seconds from her vital centers."

He stressed that "exclusion and containment both are impossible in this thermo-nuclear-electronic age."

Disengagement of forces in the Far East may prove most difficult, he said. "Disarmament

cannot be effective without the cooperation of the Red Chinese, and it is unlikely that this cooperation can be had at the price of Chinese exclusion from the UN and non-recognition by most of the western nation states."

U. S. entanglement with Nationalist China makes "Chinese recognition of the United States improbable." But withdrawal of America's active opposition to Red China's UN admission would help ease the dangerous situation, he said.

Gen. Hester pointed out the trend in U. S. foreign relations to "too close scrutiny" of other nations and their internal governmental control over their people.

"Recognition has never been considered as approval of the character of any regime, but generally, merely a recognition of a hard fact of international life," he said. "If this were not so, the U. S. would have to withdraw recognition of many of her present allies and close associates."

Hester urged increased trade relations and travel between East and West in order to reduce tensions and increase wealth for all.

He stressed the great need for "closing the gap between the have and have-not nations by (1) eliminating the charity character of present unilateral aid; (2) eliminating or reducing to the minimum power politics; (3) mobilizing the total resources of the world; and (4) strengthening the United Nations."



WHAT'S WRONG?—It's easy to spot what's wrong with this picture. For one thing, this picture was made in the winter—these guys are trying as hard to keep warm as summer school students are to keep cool. And another thing—it isn't raining, which for Chapel Hill in recent days has been a non-existent weather condition. In fact, this whole picture looks like a "Summer dream."

## "Edge on Fashion"

*J. P. Robinson*

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### ATTENDS SEMINAR

Lieutenant (JG) Ambrose A. Clegg, Jr., USNR, who teaches here, will participate in the annual seminar for naval science instructors at Northwestern University from July 22 to August 14.

Lt. Clegg, an assistant professor in the Department of Naval Science, will serve as an instructor in naval history at the seminar this summer, where officers who will be assigned to various Naval ROTC units all over the nation will be briefed in the ROTC program and the latest developments in educational methods, testing, and research.

Lt. Clegg will return to Chapel Hill in September for the fall semester.