

Dr. Howard J. Chidley as he appeared in B. N. Duke Auditorium.

## Dr. Howard Chidley Speaks Here; **Honored By Dormitory Men**

They were Thelma Melvin,

and Rebecca C. Murray.

The Men's Dormitory Council | were four representatives from at North Carolina College hon- the Senior House Counselors. ored Dr. and Mrs. Howard J. Chidley, noted New England Kathryn Caldwell, LaVie Griggs Philanthropist here onday afternoon, January 25.

North Carolina College's million-dollar Howard J. Chidley Dormitory for Men is named for the New England minister who has been a friend and benefactor of North Carolina College since the college was founded in

Dr. Chidley delivered two addresses at the college on Monday and Tuesday.

In Chidley Hall ceremonies Monday night, William Bulow, president of the Dormitory Council, served as master of ceremonies. Among the participants were Michael Hinton, Tho-Mie Hubert Walters. Land Leid, Alice Gray and Ernest King.

An informal discussion was held on the topic "The Role of Dormitory Councils in Dormitory Living." Discussants in-cluded Vera Williams, president, and Portia Key, vice president, Annie Day Shepard Dormitory; Emma Bullock, president, and Paula Bennett, vice president, McLean Dormitory; Audrey Flamer, president, and Georgia McCoy, vice president, Rush Hall; and Willie B. Parry, president and Martha Blanks, vice president, Senior Dormitory. Also included on the panel



Visiting the campus this week on furlough from his army assignment at Aberdeen Proving Grounds in Maryland was Jimmy Atwater, former "big wheel on campus."

Jimmy was drafted last fall while studying at the University of Pennsylvania on a Woodrow Wilson Fellowship. He was working on a masters degree in English and American Literature.

A magna cum laude grad in '53, Jimmy was president of the Student Government in his senior year. He is a native of Chapel Hill.

## Awards Announced For Students Interested In Marketing Research; Five Cash Prizes Offered

The Market Research Council of New York today announced the establishment of National Student Awards in Marketing Research. The awards will be made annually to under-graduate students in recognized colleges and universities in the continental United States. Their sole purpose is to encourage interest in the study of marketing research.

The prizes offered are 5 cash awards of \$100.00 each, and 10 cash awards of \$25.00 each. Each award will be accompanied by a Certificate of Merit to the nominating instructor. As an added award, one of the students winning one of the 5 principal awards will be invited to attend a special meeting of the Market Research Council in New York City, at which he will be their special guest, with all expenses

Over twenty professors teaching the subject in colleges and universities from coast to coast helped the Awards Committee design the plan so it will be most effective in bringing the

attention of students and increase the enthusiasm of classes. Dr. Lyndon O. Brown of Danmittee on Awards. Other mem-

subject more importantly to the bers of the Committee are Dr. Albert Freiberg, The Psychological Corporation; Dr. Darrell Lucas, New York University; C. cer-Fitzgerald-Sample, Inc. is T. Smith, American Telephone chairman of the Council Com- and Telegraph Co.; and Gerald (Continue on Page 7)



Dr. Alfonso Elder and Dean G. T. Kyle, above, attended the annual meeting of the As-



sociation of American Colleges in Cincinnati, Ohio, January

## 31,000 ACTUAL STUDENT INTERVIEWS SHOW COLLEGE SMOKERS PREFER LUCKIES TO ALL OTHER BRANDS!



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