

## Kelso Sweeps Diving Meet Held In Ga.

Carolina's diving champion Joe Kelso added another honor last weekend at the Southern Peach AAU Swimming and Diving Championships at LaGrange, Ga.

Kelso won first place in the high board senior men's three meter diving. He participated against 16 other entries, from Michigan to Florida. The Peach meet, held every year at LaGrange, is the largest meet of its type in the South.

Kelso will take in two other meets this summer and he's been defending champion in both of them for the last two years. He will dive at High Point in the Carolina senior swimming and diving meet. At Columbia, S. C.

The diving star will graduate from Carolina in August. He has he will enter the Palmetto meet. been on the UNC swimming team for three years, winning numerous titles. He is from Richmond, Va.

## Fads, Crazes Are Analyzed By Kattsoff

When a craze or a fad or a style sweeps the country these things cannot be treated as social forces, independent of people, according to Dr. Louis O. Kattsoff of the Philosophy Department.

"The chief reason why a fad takes hold is that it appeals to individuals. Or it may appeal, not directly, but through other motives, such as the desire to mimic celebrities to be considered up-to-the-minute," explains Dr. Kattsoff, who expresses this and other views on human behavior in a new book, "The Design of Human Behavior", just published by the Educational Publishers, Inc., St. Louis, Mo.

"It is difficult to stop a fad, not because the fad takes control of individuals, but because of the complex of motives in individuals which causes them to accept that particular fad," Dr. Kattsoff writes. "In this sense, the abstraction of 'social forces' can be accepted. But in no other sense is it a valid conception.

"The spread of new values, the criticism of old ways of behaving, might induce people to change their values and hence their modes of behavior, but the radio, as an instrument for the propagation of ideas, released no new forces in itself.

"It is only those who speak through the radio and control the means of communication who may so direct the ideas of their listeners that they will tend to adopt different values and hence change their mode of behavior."



Enchanted little girl sitting in book store, reading books on children's rack.

Education class forsaking their Peabody classroom for a cooler locale under the trees.

Old Well glistening with a new coat of paint, but water as tepid as ever.

## Mabel Mallett Retires After 30 Years Here

One of the long-time secretaries of the University, Miss Mabel Mallett, has retired after more than 30 years of service.

She gave up her job July 1 as secretary to Dr. Gordon Blackwell, director of the Institute for Research in Social Science, a position she had held for the past five years.

But before becoming Dr. Blackwell's secretary Miss Mallett was for 25 years secretary to the Dean of Students.

Through her contract with the office of the Dean of Students, she met and knew personally numbers of students and has an excellent knowledge of alumni for the first quarter century.

Miss Mallett came to Chapel Hill originally in 1914 and worked for four years with the Extension Division. She left in 1918, returning in 1923, and has been here since then.

She was recently honored at a tea given by Dr. and Mrs. Blackwell at their home here. Chancellor Robert B. House paid tribute (See RETIRES, page 4)

## Parrish Officially Gets BA Assistant Deanship; He's Friend Indeed When Student Is In Need

J.M. Parrish officially became the assistant dean of Business Administration School this week, but it is a role with which he is very familiar since he has been acting in that capacity since August, 1952 and is known to many of the students on campus as Dean Parrish.

Dean Parrish is well known to most of the students since few are able to meet their requirements without getting a taste of economics. Parrish has been teaching economics 31.32, and 61 alternately for the past four years.

One of the most successful projects initiated by Parrish has been the urging of students to take advantage of the testing service offered by the University Testing Center in Peabody. This service includes a test on reading speed

## Claude Shotts Is Europe-Bound; Will Participate In Conferences

Claude C. Shotts, general secretary of the YMCA left yesterday on a trip to Europe where he will attend and participate in a round of conferences and seminars under sponsorship of the American Friends Service Committee.

He will travel by ship both going and coming and will be traveling with students who will spend the summer abroad.

Shotts will spend today in Philadelphia where he will be briefed on his work by the American Friends Service Committee. From there he will go to Quebec from whence he will sail tomorrow aboard the Swiss ship, Arosa Klum. Some 800 students from all sections of the United States and Canada will be aboard on their way to travel or work in Europe.

The YMCA executive will serve as a member of the orientation staff of the ship going over and his particular responsibility will be to lead special interest groups in discussion of various subjects of their choosing.

The ship is due to dock at Bremerhaven, Germany, July 15, and Shotts will go to Berlin by way of Hamburg. He will spend a few days in Berlin getting oriented for a seminar he will direct there in August.

Then he will go to Goettingen where he will talk with students at the University of Goettingen concerning affiliation with the University at Chapel Hill. This past year a group of students from Goettingen enrolled as special students here.

Next on Shotts' itinerary will be an eight-day conference in Nuernberg, sponsored by the Friends Service Committee to be held at their Center.

During the various conferences and trips Shotts expects to renew many acquaintances and friendships dating back to 1946, 1947, 1948 when he served as chairman of relief work in Berlin.



CLAUDE SHOTTS

## Dance Slated Next Weekend For Graduates

An informal dance for graduate students is planned for next Saturday, July 11, in the Rendezvous Room of Graham Memorial from 8 p.m. to 11:30.

It will be sponsored by the Summer Activities Council with costs defrayed by the council. No reservations for the dance are necessary, "just be there with or without a date," Chairman Annie Tom Sowell said yesterday.

Working with Miss Sowell will be Margie Ballard, Duncan Brackin and Sam Duncan on publicity; Phoebe and Susan Gragg and Billie Woodruff on refreshments; Duncan and Miss Sowell on hospitality; Ted Medlin on music; Duncan, John Chu and James Valsame on decorations.

## Phillips Is Winner In Ping Pong

### Carter Is Runnerup In GM's Tourney

In a hard-fought finals, Guy Phillips beat Jippy Carter two games out of three to win Graham Memorial's Summer Session ping pong tournament.

The first game went to Carter by the easy score of 21-11 with Phillips' play erratic. In the second game Carter got off to a good start and led 17-13 and then 20-16. That's when Phillips got hot holding Carter at 20 points. Phillips tied it up and won finally 22-20.

The third and deciding game was more exciting than the second match. Phillips won it 24-22 after two deuces.

Jon Ammons, acting director of Graham Memorial, presented trophies to both Phillips and Carter.

Carter advanced to the finals by defeating Mac Long two games to none and Phillips eliminated Gil Frutchen by the same score to win the right to oppose Carter.

## Early History Is Recounted In New Book

The story of the first recorded settlement by Europeans of what is now Virginia is to be published in book form this September by two well known institutions in North Carolina and Virginia.

The detailed study will be the joint project of the University of North Carolina Press and the Virginia Historical Society, the UNC Press being in charge of the publishing under the sponsorship of the Virginia organization.

Entitled "The Spanish Jesuit Mission in Virginia, 1570-1572," the book was written by Fathers Clifford M. Lewis and Albert J. Loomie, both members of the Society of Jesus, and contains materials heretofore unpublished.

The publication of this definitive book marks the association of the University of North Carolina Press with one of the oldest organizations of its kind in the United States.

The Virginia Historical Society was founded in Richmond in 1831 with John Marshall, Chief Justice of the United States Supreme Court, as its president. During its early history the society moved its headquarters a number of times in an effort to provide a safe repository for its valuable collection of Virginiana.

As a result of these moves and of the confusion during the closing (See BOOK, page 4)

ference with the assistant dean he is always free and welcome to have an interview with the dean of Business Administration School T. H. Carroll.

Parrish attended the University of Alabama where he received a B. S. and M. S. in business administration. He will receive his PhD in economic theory from the University during the coming Fall Semester.

Since coming to the University in 1949 Dean Parrish has been closely associated with the Alpha Kappa Psi fraternity. He was deputy counsellor for the fraternity this past year. He is also a member of Beta Gamma Sigma, honorary business administration fraternity.

and comprehension which often results in the student enrolling in the reading course offered in conjunction with the testing services. The project has been successful to the extent that most of the students participating have improved their scholastic averages.

Dean Parrish is assisted in his duties by Gladys Cox, counsellor and recorder for the school. She maintains a check on the records of the students and attends to the registration of students for each quarter. She also assumes his duties in student relations when Dean Parrish is not available.

Parrish maintains an "open door" policy in which any student is free to enter and have benefit of an interview. If a student is not satisfied with the results of a con-