

-Monogram-

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through the two holes in the wall. Such persons are required to sit at the training tables.

Proponents of the new program claim it enables the club not only to reduce its prices, but also to more accurately estimate the number of patrons, an important consideration in the purchase of foodstuffs. It also provides a "home" for the "long-suffering" athletes who in the past have been shunted back and forth from Lenoir and other dining rooms.

Amicable club chef Luther Atwater, who has worked at one time or another at all of the campus dining halls, describes the

new setup as "the best I've ever seen," as regards its ability to offer "good service and food." Atwater usually confines such statements to merely "the best in town," when praise is deserved, or just "food," when such is not the case.

Opponents of the innovation bemoan the loss of "atmosphere," and have described the club as now having "some aspects of a cheap cafe."

"The Monogram club has been raped," one indignant patron asserted.

Another commented that now the club might become more of a showplace now than has been in the past, since visitors and guests of the University now have the opportunity to view, informally, some of the better known members of the football team, as well as the prominent University officials who frequently dine there.

The Daily Tar Heel

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The official newspaper of the Publications Board of the University of North Carolina at Chapel Hill where it is published daily at the Colonial Press, Inc., except Monday's, examination and vacation periods and during the official summer terms. Entered as second class matter at the Post Office of Chapel Hill, N. C., under the act of March 3, 1879. Subscription rates: mailed \$4.00 per year, \$1.50 per quarter; delivered \$6.00 per year and \$2.25 per quarter.

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TODAY

HONG KONG
PORT OF A THOUSAND DANGERS!
starring **REAGAN**
FLEMING
... ROSE BRUCE
... MARY WALKER ... LONNELL GARDNER
... DANNY CHANG ... THE LIT
TECHNICOLOR
Directed by **Louis R. Foster** - Adapted by **William C. Thomas**
A PARAMOUNT PICTURE
Based on a story by **Louis R. Foster** - Produced by **William C. Thomas** and **William C. Thomas**

LATE SHOW TONIGHT
SUNDAY-MONDAY
A GREAT PLAY BECOMES A GREAT MOTION PICTURE
With These Unforgettable People!



Paramount presents
KIRK DOUGLAS · ELEANOR PARKER · WILLIAM BENDIX
WILLIAM WYLER'S
PRODUCTION OF SIDNEY KINGSLEY'S
Detective Story
Also starring **CATHY O'DONNELL**

MARCH OF DIMES
FIGHT INFANTILE PARALYSIS

Campus Briefs

Glee Clubs
The Glee Clubs will meet Tuesday at 4:30 in Hill Hall. Men will meet in the auditorium, women in the chorale rehearsal room.

Fencing
Fencing practice this quarter will be held Monday through Thursday at 4:00 in 107 Woollen Gym starting Monday, January 7. Everyone is welcome. No previous experience is necessary.

University Band
The University Band will start practice at 4:30 Tuesday afternoon in Hill Hall. All members are asked to be present.

Travel
The Travel Agency will open for business Monday afternoon at the regular hours of 2 til 4 Monday through Friday, Frank Allston, director, said yesterday.

CLASSIFIEDS

ANNOUNCEMENTS 1

DEPENDABLE WRECKER SERVICE
24 HOURS a day, Poe Motor Company. day phone 6581, night phone 2-341. (Chg. 1x1)

UNIVERSITY TRUCKING COMPANY
Local and long distance household moving, Contract Hauling Cargo Insurance, 100 East Franklin St. Phone 4041. Or see Ross or James Norwood. (Chg 1x1)

FOR RENT 6A

FURNISHED STUDIO APARTMENT.
Bath and kitchen. One block from campus. Suitable 2 students, or couple with child. Call F-5228. (1-9766-2)

FOR SALE 6B

NEW FIVE (5) ROOM HOUSE, UNFINISHED upstairs, central heat, fireplace, insulated, weather stripped, large lot on paved street. Call 2-5706. (1-C-9764-3)

Harley Davidson Motorcycle Excellent condition. Must sell. T-2 Raleigh Apartments. Phone 6116, Raleigh, N. C. (L-c-9763-5)

SINGER SEWING MACHINE, TREDLE type with new guarantee. Reasonable for cash. Call 2-5708. (1-c-9768-1)

10 POINTS FOR Effective Advertising

The North Carolina Merchants Association is this week sending to its 7,200 members throughout the State "TEN POINTS FOR NEWSPAPER ADVERTISING" which have brought a high measure of success, prosperity and profit to a big retailer who spends a large portion of his advertising appropriation in good newspaper copy.

The retailer's 10 points are:

- 1 Advertise regularly. Every issue of the paper takes my story to its readers.
- 2 I make every ad look like mine. Years ago I adopted a distinctive style and have stuck to it. I use plenty of white space; my ads are never hard to read.
- 3 I put into newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it 3 per cent of the previous year's gross, with more if special conditions justify it.
- 4 I brighten my ads with frequent illustrations - either humorous or practical.
- 5 I am careful never to over-promise. When I make claims, I back them up with reasons. Then I really have an unusual bargain people believe me when I "whoop 'er up a little."
- 6 I think advertising all the time. I buy goods that will advertise well.
- 7 I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy.
- 8 Whenever possible, I carry nationally advertised goods that are advertised in my home paper. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.
- 9 I always plan my windows and counter displays to link up with my newspaper advertising. Each helps the other.
- 10 My sales people back up my advertising. They often help with suggestions for it, and I try to see to it that they always read it.

For Consistent Results Use

The Daily Tar Heel