



Robert Ruark And His Teachers

Robert C. Ruark, third from left, is establishing two scholarships at the University of North Carolina in honor of four of his former professors. One of them was the late Oscar J. Coffin. The others, shown above, are left to right, Prof. J. P. Harland who teaches

archeology; Prof. Wallace E. Caldwell, ancient history, and (extreme right) Prof. Phillips Russell, former teacher of creative writing and journalism.

Four Fields Cited By Robert Ruark As Basis For Starting Scholarships



VALEDICTORY

With this column I complete my third year of writing for Philip Morris.

It has been my custom in the final column of each year to forego any attempts at humor, because you, dear readers, have had your funnybones so frozen by the cold wind of impending final exams that it is futile to try to get a laugh out of you; and because in this last column of the year we are saying goodbye, and goodbyes are occasions for sweet solemnity, not slapdash foolery.

Today my heart is full. I am grateful, first of all, to the Philip Morris Company who make this column possible. They have given me a completely free hand in the choice of subject matter; they have not tampered in any way with my copy; they have been unfailingly courteous and helpful. I wish to take this occasion to extend heartfelt thanks to the makers of Philip Morris for their most touching kindness, and to notify them that if we renew our association for another year, I shall require a substantial increase in salary.

Second, I should like to tender my thanks to you, dear readers. A writer's life is not an easy one. There are an appalling number of hazards—a drought of ideas, for one; catching your necktie in the roller of your typewriter, for another—and when a writer is blessed, as I have been, with an audience as alert, as bright, as intelligent as you, dear readers, then he must take his hat in his hand and his necktie out of the typewriter and humbly give thanks.



This, dear readers, I now do. Thanks for being dear. Thanks for being readers.

Finally, I wish to thank the tobaccoists of America who make it possible for us to buy our Philip Morris Cigarettes by the pack. If there were no tobaccoists, we should have to buy our Philip Morris direct from the factory in boxcar lots. This would present grave storage problems to those of us who live in dormitories and other substandard dwellings.

I hope, by the way, that you have been to your tobaccoist's lately and bought some Philip Morris Cigarettes. I have been trying to beguile you into smoking Philip Morris Cigarettes by means of what advertising men call the "soft sell." Indeed, I have occasionally gone beyond the soft sell into the "limp" or "flabby" sell. I hope my pulpy merchandising has had its effect, for here is an enchanting cigarette, pure, natural pleasure, a joy, a jewel, a haven to the storm-tossed, a bower to the weary. And in addition to being a haven, a bower, and all like that, Philip Morris is a boon to the absent minded. No matter which end you light, you're right!

And so goodbye. Go in peace, go in content. May good fortune attend your ventures, may love and laughter brighten the corners where you are. See you, hey.

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It's been a great pleasure for us, the makers of Philip Morris, to bring you this monument to the soft sell each week. Till next year, goodbye, good luck, and good smoking—with natural Philip Morris, of course!

Robert C. Ruark, author and columnist and writer of novels.

According to tentative plans announced by Ruark who is at present visiting in North Carolina—two scholarships will be established, beginning in the school year 1958-59.

Each scholarship will be awarded to a rising junior, and the annual amount awarded will be \$1,000 for the junior year and \$2,000 for the senior year.

One award in journalism will be given in the names of Oscar J. Coffin and Phillips Russell, and the other award in humanities will be given in the names of W. E. Caldwell and J. P. Harland.

The selection committee will be composed of the Dean of the School of Arts and Sciences, Dean of the School of Journalism, Dean of the Institute of Humanities, a representative of Mr. Ruark's New York agency, and another representative to be named by the Chancellor of the University.

Mr. Ruark intends to turn over to the University the expenses out of his current earnings. He stated that later he proposes to establish the scholarship on a permanent basis, and he said he expects to bequeath to the University the villa which he owns near Barcelona in Spain.

Archeology, ancient history, creative writing and newspaper craftsmanship—these are the things Ruark declared have adhered to his mind.

"I remember much more that I learned there than I learned in calculus," he said at a luncheon here in his honor.

However, he was reminded that perhaps he had acquired knowledge of mathematics without knowing of it. Ruark has multiplied a weekly wage of \$12 a week in the newspaper business to rather astronomical dollar mark figures

Seventh UNC History To Be Released Soon

By PETE IVEY

Seven recognized "histories" of the University of North Carolina have been written, the latest one to be published May 18, written by Dr. Louis Round Wilson.

Six histories of UNC at Chapel Hill are listed in Dr. Wilson's preface:

1. Dr. Kemp Plummer Battle's "History of the University of North Carolina," was written in two volumes, in 1907 and 1912.

2. Dr. R. D. W. Connor's two-volume "A Documentary History of the University of North Carolina," told of the events leading up to the establishment of the University in 1793—up to 1799.

3. Dr. Archibald Henderson's "The Campus of the First State University," dealt especially with the physical plant of the University from its earliest times to 1951.

4. Mrs. Cornelia Phillips Spencer composed "Pen and Ink Sketches of Chapel Hill" and "Old Times in Chapel Hill" each giving a limited but graphic view of the University in the 19th century.

5. Arthur Stanley Link prepared a bachelor of arts thesis in 1941, "A History of the Buildings at the University of North Carolina."

6. Prof. Henry McGilbert Wagstaff wrote "Impressions of Men and Movements at the University of North Carolina" published in 1950, describing the University's development from 1795 to 1914.

Kemp Battle When people mention a history of the University, the first thing that pops into the mind is "Battle's History," the first of those

named above. K. P. Battle was President of the University after it reopened in 1875, and his detailed account of life at the University from that time to the early years of the 20th Century are brought to life by anecdotes, lively descriptions and intimate glimpses of faculty and students.

In the seventh history of the University Dr. Wilson, who is a master craftsman with a professional dedication to accuracy and completeness, gives the history of UNC during the period of its greatest growth—from 1900 to 1930.

Although it concentrates on that three-decade era, it is apparent that the book was written in the middle 1950's, and Dr. Wilson brings up to the minute many facets of University life that characterize the administrations of Frank P. Graham, Gordon Gray and William C. Friday.

No Comparison

It is not fair to compare histories of the University and say which one is best. Each of them have had a unique mission, dealing with periods in history, or setting forth certain aspects of life in Chapel Hill.

From the viewpoint of modern historians, Dr. Wilson's book is sure to be given solid assessment as a work of distinction, and of integrity. It is complete, it is honest, it is lively, it is courageous. It has a fervent appeal for North Carolinians and it contains enlightenment for those who are concerned with the history of education in America.

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