

Robert Ruark And His Teachers

Robert C. Ruark, third from left, is establishing two scholar- archeology; Prof. Wallace E. Caldwell, ancient history, and (extreme ships at the University of North Carolina in honor of four of his right) Prof. Phillips Russell, former teacher of creative writing and 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

## 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 tobacconists of America who make it possible for us to buy our Philip Morris Cigarettes by the pack. If there were no tobacconists, we should have to buy our Philip Morrises 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.

Thope, by the way, that you have been to your tobacconist'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.

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 corris!

PROPERTY AND AGE OF THE AREA AND LO

columnist and North Carolina na- els.

stuck wih him longer and more 1958-59. effectively than the things he Each scholarship will be award-

The professors who will be memorialized by scholarships established by Ruark are the late Oscar J. Coffin, who was Dean of the School of Journalism, Prof. Phillips Russell who taught Ruark creative writing, Prof. Wallace E. Caldwell, who teaches ancient history, and Dr. J. Penrose Harland. classicist who teaches archaeology.

I learned there than I learned in Chancellor of the University. calculus," he said at a luncheon | Mr. Ruark intends to turn over here in his honor.

astronomical dollar mark figures lona in Spain.

tive, said the reason he is setting | Arcording to tenative plans anup scholarships in the name of nounced by Ruark who is at presfour specific professors at the Uni- ent visiting in North Carolinaversity of North Carolina is be- two scholarships will be establishcause what they taught him has ed beginning in the school year

learned in other areas of study. ed 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 Archeology, ancient history, cre | School of Arts and Sciences. Dean ative writing and newspaper crafts of the School of Journalism, Dean manship-these are the things of the Institute of Humanities, a Ruark declared have adhered to representative of Mr. Ruark's New York agency, and another "I remember much more that representative to be named by the

to the University the expenses out However, he was reminded that of his current earnings. He stated perhaps he had acquired knowl- that later he proposes to establish edge of mathematics without know- the scholarship on a permanent ing of it. Ruark has multiplied a basis, and he said he expects to weekly wage of \$12 a week in bequeath to the University the the newspaper business to rather villa which he owns near Barce-

## 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 pre-1. Dr. Kemp Plummer Battle's

Carolina," was written in two volumes, in 1907 and 1912.

the University of North Carolina," growth-from 1900 to 1930. 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.

Mrs. Spencer 4. Mrs. Cornelia Phillips Spencer day.

composed "Pen and Ink Sketches of Chapel Hill" and "Old Times in Chapel Hill" each giving a limited in the 19th century.

a bachelor of arts thesis in 1941, ing with periods in history, or set-"A History of the Buildings at the ting forth certain aspects of life in University of North Carolina."

6. Prof. Henry McGilbert Wagstaff wrote "Impressions of Men and From the viewpoint of modern Movements at the University of historians, Dr. Wilson's book is North Carolina" published in 1950, sure to be given solid assessment describing the University's develop- as a work of distinction, and of inment from 1795 to 1914.

Kemp Battle of the University, the first thing ians and it contains enlightenment that pops into the mind is "Bat- for those who are concerned with tie's History," the first of those the history of education in America.

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 Uni-"History of the University of North | versity Dr. Wilson, who is a master craftsman with a professional dedication to accurracy and complete-2. Dr. R. D. W. Connor's two- ness, gives the history of UNC volume 'A Documentary History of during the period of its greatest

> 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. Fri-

> > No Comparison

It is not fair to compare hisbut graphic view of the University tories of the University and say which one is best. Each of them 5. Arthur Stanley Link prepared have had a unique mission, deal-Chapel Hill.

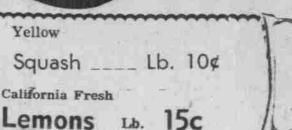
tegrity. It is complete, it is honest, it is lively, it is courageous, it has When people mention a history a fervent appeal for North CarolinSPECIAL "Our Finest Quality" Concentrate



Fruits and

A&P ORANGE

2-6-OZ. CANS ONLY 21c



Vegetables

Large Stalks of Fresh

Rhubarb



SPECIAL! Jane Parker

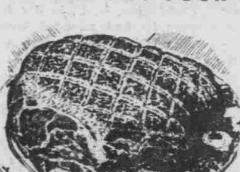
Cream Corn 2 17-0z. 23c

Corned Beef Hash "SUPER- 1-Lb. 29c Chili Con Carne "SUPER-RIGHT" 1-Lb. 23c

EXTRA SPECIAL! Jane Parker



YOU CAN PUT YOUR TRUST IN "Super-Right" Quality MEATS!



**Cooked Picnics** 

Super-Right" Spiced Luncheon Meat \_

Delicious Cooked Salami \_\_ YOUR CHOICE

Pickle & Pimiento Loaf \_\_ \_\_

Veal Cubed Steaks Lb. 69c

PRICED LOW! Ann Page Pure GRAPE JELLY OR PLUM

Preserves 2 39 Comet Cleanser - - 2 14-0z. 29c

DETERGENT \_\_\_ Spic & Span Cleanser Pkg. 27c

Joy Liquid Detergent 12-0z. 39c

Quick Elastic Starch Bot. 25c Quick Elastic Starch Pkg. 14c

Northern Toilet Tissue 3 Rolls 25c Lifebuoy Soap - - 3 Reg. 28c

Lifebuoy Soap - - - Bar 14c

Swan White Soap 2 Reg. 19c

Swan White Soap 2 Bath 31c

Lux Toilet Soap - - Bath 9c

Lux Toilet Soap - - - Regular 13c

Lux Flakes - - - Large 32c 210 West Franklin Street

uper Markets

Prices This Ad Effective Thru Sat., May 18th

Bosco Milk Amplifier 11-0z 37c Karo Syrup BLUE LABEL Spam Luncheon Meat 12-02 41c PREPARED Dinty Moore Beef Stew Can 41c Fluffo Shortening Gerbers 2 Chopped 29c Allsweet Margarine **Kraft Caramels** 

Napkins MARCAL - - - 60-Ct. 10c

Ideal Dog Food

Seabrook Farms Frozen Blackeyes \_\_ 10-02 25c SEABROOK FARMS FROZEN PEACHES \_\_\_\_\_ 12-Oz. Pkg. 20c Burry Fresh Raisin Cookies \_\_\_\_\_ 31c DEL-MONTE APRICOT NECTAR 12-Oz. Can 15c DEL-MONTE FANCY FRUIT COCKTAIL 17-Oz. Can 25c Del-Monte All Green Asparagus \_\_\_\_ No. 300 40c Nabisco Fresh Vanilla Wafers \_\_\_\_\_ 12-Oz. 33c Chicken Of The Sea Tune WHITE \_\_\_ 7-Oz. 39c Uncle Ben's Converted Rice 14-0z 18c 28-0z 35c

Clorox Bleach - - - Not. 31c

CAN

Dreft

HEINZ FAMOUS FOODS 57 SAUCE 8-Oz. Bot. 29c. India Relish 10-0z. 27c Hot Dog Rel. 11-Oz. Jar 31c

Sauerkraut NO. 303 16-OZ.