

WEATHER
Cloudy, with some chance of light rain. High about 60.

The Daily Tar Heel

PERSONALITY

Carolina's 'Needs' To Be Publicized

A special committee to publicize the needs of the University is planning two meetings this week and the organization of volunteers from each county in the state.

Norman Smith, chairman of the Committee on State Affairs, said yesterday committee meetings are being held tonight at 7:30 in Roland Parker I and Friday night at 6 o'clock.

Chancellor William B. Aycock and Business Manager J. A. Branch will be special guests at the meeting tonight.

Committee work currently is concerned with lining up representatives in all counties so that members of the General Assembly might be contacted during Christmas.

The two major items to be presented to Legislators will be the need for a new student unions and for halting the rise in dormitory rents. In addition, a brochure containing these and other financial needs of the University will be presented to members of the State Legislature.

To organize county representatives in their work over Christmas, two meetings will be held within ten days before the holidays begin. At one of these meetings, a brochure, "Our Growing University," will be distributed.

Representatives from some of the state's 100 counties have already been secured, but volunteers are needed from the following counties: Alexander, Alleghany, Anson, Ashe, Avery, Bertie, Bladen, Carteret, Caswell, Chowan, Clay, Columbus, Currituck, Dare, Davie, Gates, Graham, Granville, Halifax, Hertford, Hoke, Hyde; Jones, Madison, Mitchell, Montgomery, Northampton, Pasquotank, Person, Polk, Richmond, Scotland, Stokes, Tyrell, Vance, Watauga, Warren, Wilkes, Yadkin and Yancey.

BULLETIN

Power was cut off in half of Chapel Hill last night as a 1957 Ford driven by Linden Winburn smashed into a telephone pole on the Durham Road about midnight, splitting the pole in two and rendering the car a total loss.

The driver, a senior from Conway, S. C., escaped with minor injuries.

High voltage wires were strung on the street, but after a half hour power was restored to the area.

Ad Research Called 'Bunk' By Ad Exec

By RON SHUMATE
"Mr. Advertising" told the UNC Press Club Monday night that motivational research is advertising's "a lot of bunk."

Elon Borton, a former president of the Advertising Federation of America, said motivational research is important but has been vastly overrated. He said it is one of the oldest aspects of advertising because advertising men have, from the very beginning, tried to answer the "whys" of the trade.

Borton, however, listed research as one of the five major classifications of advertising. The other four were sales, management, production and creative. He said that the sales part is probably the easiest to get into.

"We spend about twice as much for advertising in the United States as we spend for organized religion, and almost as much as for organized education and gambling," he said. He estimated that America spends 10 billion dollars a year for advertising, which is more than the rest of the world put together spends.

Borton in commenting that the average person thinks that an advertising man must be creative, stressed the fact that advertising people are "just ordinary folks." He said the same aptitudes and abilities are necessary as in any other job.

"Advertising is only a phase of selling, but it influences every phase of our lives," he said. "Men and women who get into it and get active in it almost never get out."

In speaking of advertising aptitude tests, Borton said they aren't needed in order for a person to find out whether he should go into advertising. Anyone with a good mind and some ambition can "find a niche" in advertising, according to Borton. He said creative ability is not necessary at all. He said however, that aptitude tests are necessary to find out which field of advertising one should go into.

He disagreed with the radio and TV advertisers who deliberately "irritate" their buyers, but his "hat is off to those creators of TV

See BORTON, page 3

G. M. SLATE
Activities for Graham Memorial today include:
State Student Legislature, 9-11 p.m., Grill; Pan Hellenic Council, 5-6 p.m., Grill; Carolina Women's Council, 7-9 p.m., Grill; Chess Club, 7-11 p.m., Roland Parker I; Committee on State Affairs, 7:30-9:30 p.m., Roland Parker II; Publicity Committee, 7:30-9 p.m., Woodhouse Conference Room; Kappa Kappa Gamma, 7-9 p.m., 205 Alumni.



FOUND, ONE ANGEL—The staff of Spectrum, new campus literary magazine, have found a backer for their efforts after being orphaned by the YMCA. In the front row, left to right, are Frances Osborn, Anne Higgins, Coleman Barks and Mardene Baker. In the second row are Ted Crane, Doris Berry, Harry Rosenberg and Jo Trupp. Standing are Virgil Early, Randy Constantine, Dick Bell, Jerry Mills, Dennis Parks, Harry Kirshner, Bob Bittzel and Mike Simpson. Photo by Charlie Sloan

'Y' FORCED TO WITHDRAW

The financial backing for the Spectrum has been shifted from the campus YMCA to a student publisher, Jim Hausmann.

Editor Dennis Parks reported that Hausmann consented to back the Spectrum when the YMCA was forced to withdraw because of excessive losses on the Student Directory, which the Y finances.

Jim Hausmann, a junior from upstate New York, became interested in the Spectrum through the editor. When the YMCA backing failed, Hausmann offered to make a collateral loan for whatever amount the Spectrum needed.

As a result, \$200 was signed over to the Spectrum's account at the bank; however, it is hoped that the advertisements and circulation will cover the first issue's expenses and this money will not be needed, Parks said.

Hausmann said he is leaving the editor the same freedom of selection concerning the magazines content which the YMCA had agreed upon. His move leaves the Spectrum completely independent of the University at least for this first year of publication.

A printer for the Spectrum, the Triangle Press in Glen Lennox, has been contracted and will do the work at slightly above cost.

The shop's owner said the opportunity to print a quality magazine will not only assist Spectrum establish its character in the area, but it will also reflect well upon his printing establishment.

Spectrum Gets Student Backer

"This is the kind of business we like to handle. When a publication stresses originality and creativity, and it wants quality in its presentation . . . here is the kind of work a printer likes," the printer said.

Most Carolina Students Eligible To Preregister

Preregistration for graduating seniors ends tomorrow, but will continue through Dec. 19 for all other students.

Seniors not graduating will register Friday and Saturday. Preregistering for graduate students starts today and ends Saturday.

The preregistration advising schedule for all undergraduates is:

- Dec. 8-10, juniors.
- Dec. 11-13, Sophomores.
- Dec. 15-17, freshmen.
- Dec. 18-19, others.

To preregister, a student must make an appointment with his faculty adviser who will fill out the "green forms." These green forms

Room Reservations Must Be In Today

Students who fail to reserve their rooms by today will not have a room next semester.

Room reservation cards should be filled out and turned in to the Housing Office. The cards may be obtained at the Housing Office.

If the cards are not turned in today the rooms will be reassigned.

Final Exam Schedule

Classes for the fall semester end Friday, Jan. 16, at 6 p.m. Reading day will be Saturday, Jan. 17.

No students may be excused from a scheduled examination except by the University Infirmary, in case of illness; or by his General College Faculty Advisor or by his Dean, in case of any other emergency compelling his absence.

All 12:00 Noon classes on MWF, *BA 150	Mon., Jan. 19, 8:30 AM
All 2:00 PM Classes, *Pharm. 10, *Econ. 31, 32, 61 and 70, Chem. 43	Mon., Jan. 19, 2:00 PM
All 12:00 Noon Classes on TTHS, all *Naval Science and *Air Science and *Pharm. 15	Tues., Jan. 20, 8:30 AM
All 9:00 AM Classes on MWF	Tues., Jan. 20, 2:00 PM
All 1:00 PM Classes, *Pol. Sci. 41, and *Econ. 81	Wed., Jan. 21, 8:30 AM
All 9:00 AM Classes TTHS	Wed., Jan. 21, 2:00 PM
All 8:00 AM Classes on MWF	Thurs., Jan. 22, 8:30 AM
All 10:00 AM Classes on MWF	Thurs., Jan. 22, 2:00 PM
All *French, *German and *Spanish courses number 1, 2, 3, 3X and 4, *Pharm. Ec. 34, *BA 173, 177A	Fri., Jan. 23, 8:30 AM
All 11:00 AM Classes on TTHS	Fri., Jan. 23, 2:00 PM
All 10:00 AM Classes on TTHS	Sat., Jan. 24, 8:30 AM
All 11:00 AM Classes on MWF	Sat., Jan. 24, 2:00 PM
All 3:00 PM Classes, *Chem. 11, *BA 71, 72, 130 and all classes not otherwise provided for in the schedule	Mon., Jan. 26, 8:30 AM
All 8:00 AM Classes on TTHS	Mon., Jan. 26, 2:00 PM

*In case of any conflict, the regularly scheduled exam will take precedence over the common exam. (Common exams are indicated by an asterisk.)

Basketball Starts UNC Clemson Clash In Woollen Tonight

By RUSTY HAMMOND

The curtain goes up tonight on the 1958-59 version of the Carolina basketball Tar Heels when Frank McGuire sends his cagers up against Clemson College at 8:00 in

Woollen Gym.

The inexperienced Tar Heels take the floor having lost three of last season's starting five. Gone are Pete Brennan, Bob Cunningham, and Tommy Kearns. The re-

turning starters, led by Harvey Salz, Lee Shaffer, and Dick Kopley have the credentials to make things hot all over the ACC.

This game is the first for Carolina, Clemson has one contest under its belt. The Tigers absorbed a 76-59 loss Monday night at the hands of the Georgia Bulldogs.

Last season the Heels finished second in both the regular season and the ACC to Arney, losing in the finals to Maryland. Carolina's final record was 19-7. Clemson closed out sixth in the regular games and was knocked out in the first round of the tourney by these same Tar Heels.

The Tigers wound up with an overall slate of 8-16.

Clemson returns virtually all of the cagers who started for them last year, and towel-chewing coach Press Maravich would like to cause some trouble. The only major loss was southpaw Vince Yokel, who led the team in scoring with a 13.8 average.

The returners, led by Doug Hoffman and George Krajac, belonged to a squad which last year finished fast and proved to be real comers. Dutch Shamble was injured Monday night in the Georgia game and his condition is not known.

Last year the Tar Heels rolled over the Tigers in three consecutive contests, the closest of which was a high-scoring 90-81 verdict on the Clemson court.

Starting for Clemson will probably be Hoffman and Krajac at forwards, Walt Gibbons at center, and Dutch Shamble and Bill Warren at guards.

The Tar Heel starting line-up is a bit unsettled, but it will probably read like this: Harvey Salz and York Larese or Lou Brown at guards, Dick Kopley at center, and either Doug Moe, Lee Shaffer, Ray Stanley or Captain Danny Lotz, at forwards.

Clemson, while losing to the soph-laden Bulldogs, still showed a well balanced offense, as four players hit in double figures. Nearly everyone got to play in their season lid-fitter as Maravich experimented with different combinations.

USNSA Sends Students To N. Africa, Russia

Plans are being made to send student representatives to North Africa and the USSR by the United States National Student Association in cooperation with the Young Adult Council.

Arrangements have been made to send three delegates to North Africa (Morocco and Tunisia) and a delegation of six members is planned for the USSR.

Applications may be made by a letter to the International Commission of USNSA and should include current address, date and place of birth, educational, employment and travel background, language competency, extra-curricular activities and references from three professional or academic people. The deadline for the receipt of applications is Dec. 15.

Since final selections must be made prior to the opening of the spring semester, all applications must be sent in as early as possible. The exchange team to the USSR leaves April 1, and the team to North Africa is scheduled to leave April 15.

Qualifications for candidates include: 1) a broad understanding of international issues, well informed on USA, and a basic knowledge of area to be visited, 2) the team to North Africa requires a fluency in French; the team to the USSR requires a good working knowledge of Russian, 3) leadership experience (preferably on a national level) in youth and/or student organizations, 4) good health, 5) U. S. citizenship, 6) age: 30 years or under; (should exceptional candidates be found who exceed this age limit by one or two years, some allowance will be made), 7) Teams to North Africa must be available from April 12 to June 20, and the team to the USSR, from March 22 to July 3.

According to the USNSA the dates are still tentative and may be subject to change.

Cage Coach Requests Good Conduct

"I would rather lose a contest played by sportsmanlike methods than to win one by a display of poor sportsmanship," Coach Frank McGuire said as he urged UNC students to "display the highest standards of sportsmanship" at the basketball games this year.

In a letter read to the University Club in its meeting last night, Coach McGuire expressed concern over unsportsmanlike incidents in past years and said that he hoped to see higher standards on both sides of the court.

UNC Homecoming Queen Judith Bunn was presented with the University Club's Homecoming Cup. Club President Dave Jones presented her with the sterling silver Paul Revere cup that she will keep for a year.

Eight-millimeter motion pictures of the Cheerleaders, the UNC Cheering section and the half time activities at the UVA. game were shown.

Graphic Art To Be Shown At Ackland

"Five Centuries of Graphic Art" is the current exhibit at the Ackland Art Center.

Consisting mainly of works in black and white the show constitutes a survey of etching, engraving and related methods. Color prints are a minor note, with antique chiaroscuro and contemporary lithography represented.

Works by old and modern masters are included. The Art Department's small collection is augmented by numerous prints from the Burton Emmett Collection of Graphic Art and the Jacobs Collection of Prints, both now in the keeping of the department because of newly acquired facilities.

The main gallery holds works from Italy, Germany, The Netherlands, France, England and Spain, chronologically ranging from mid-Fifteenth century to the early-Twentieth.

The north gallery is given to explanation of the technical aspects of etching, dry-point, mezzotint, wood-cutting, wood and metal engraving, soft-ground and stipple methods, as illustrated by typical examples.

The south gallery contains a variety of prints including American works. In addition, the showing is accented by a section on popular and practical graphics with inclusions at various levels of appeal and interest.

The galleries with the graphics exhibition will be open to the public from 2 to 5 every afternoon including Sundays, and from 7 to 9 evenings, Monday through Friday, until further notice. The Joseph Falmer Knapp Collection of antique furniture will be open for viewing on a limited schedule: Saturday and Sunday afternoons, from 2 to 5.

INFIRMARY

Students in the Infirmary yesterday were:

- Eloise O. Walker, Aiene Keeter Baggett, Sarah Allene Doggett, Catherine Jean Stewart, Loretta Lee Honey, Jane Monroe Halle, Margaret Lockhurst Oast, Shepherd Brown, John Chalmers Eagle, Charlie Howard Brown, Oscar William Cranz, Raymond Alexander Watson, Joseph Carter Willson, Ronald Tutley Bull, Edmund Pendleton Lively, Sidney George Sowers, Donald Frederick Gottschalk, Albert Vincent Keys, Daniel Patrick Flynn Sheehan, Julian Willis Bradley and Phillip Augustus Lee.

GM Planning For Yule Season, Invites Students To Take Part

Like to help decorate the Christmas tree, make holiday wreaths and hang mistletoe?

The Receptions and Decorations Committee of GMAB is sponsoring a "decoration party" Thursday night from 7 to 9 to decorate Graham Memorial for the holiday season. All students have been invited to "pitch in" and help make the building the most festive ever.

Refreshments will be served after the decorating is completed.



"NOW LET'S GET THIS STRAIGHT"—Thomas Wolfe, in the role of Buck Gavin in a 1919 Playmakers production of "The Return of Buck Gavin," by Thomas Wolfe, seems to be questioning Robert Ketter, who plays Eugene Gant in the 1958 Playmakers production of "Look Homeward Angel," by Thomas Wolfe, concerning his (Ketter's) billing as Thomas Wolfe in yesterday's Daily Tar Heel. The insert is Ketter, who plays Gant, whom Thomas Wolfe intended to be interpreted as yep, Thomas Wolfe.