

CLASSIFIED ADS

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...is much more than a verbal expression of thanks. Action speaks more gratitude than words—Mary Baker Eddy.

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THIS WOMAN IS ONE OF THE TOP COMMUNISTS IN THE U.S. Elizabeth Gurley Flynn looks like a kindly old grandmother. Yet she's a hardened leader of 10,000 U.S. Communists...

The Saturday Evening POST MAY 19 ISSUE NOW ON SALE

UNC Press Picks Book On Merit

(Continued from last Issue)

Manuscripts. One is the requirement that local scholars' books must be recommended by outside scholars. The most important tool, however, is good judgment...

Quality Judgment Difficult The advice of scholars is the primary method of determining the quality of manuscripts...

For five years until 1927 the Press struggled for existence. In 1927 they received a grant of \$50,000 which was to be given annually for three years...

After that, it had only its receipts from the sale of books on which to operate. This income from published books for the next three years averaged only \$12,000 a year...

manuscripts. One is the requirement that local scholars' books must be recommended by outside scholars. The most important tool, however, is good judgment...

Finances Also require good judgment and must also know something of the Press' financial history and make-up to understand the operation of the Press itself...

Both students and faculty regard the complex management simulation as an extremely useful and sophisticated training method, and there is high enthusiasm in all quarters of the Business School...

Not until ten years later was substantial outside aid secured. In 1946 the Press obtained grants from The Rosenwald Fund and the Carnegie Corporation. In this new period of increased funds the Press began to reap the rewards of experience gained during the lean years...

At the moment, the Press budget is several million dollars and not only has its budget increased, but also its self-sufficiency. In the last few years, income from publications has been about 80 per cent of the total budget...

Why should there be a university press in Chapel Hill? Why attempt to publish learned journals and books here? Why not leave the job to well-established and well-financed centers of publishing? Why stretch this area's already limited resources?

Reasons For Press Why should there be a university press in Chapel Hill? Why attempt to publish learned journals and books here? Why not leave the job to well-established and well-financed centers of publishing? Why stretch this area's already limited resources?

-3 Soap Companies-

(Continued from Page 1) wish, but not more than three.

The three competing firms have wide-ranging discretion in the kinds of action they may take. They are free to move prices up or down, to increase or decrease advertising expenditures, purchase market research information, engage in various distribution tactics or develop new products...

Both students and faculty regard the complex management simulation as an extremely useful and sophisticated training method, and there is high enthusiasm in all quarters of the Business School...

"It is one step further than the case method," said one student. "I have enjoyed this course more than any other I have studied at Carolina. But I want to assure you it isn't easy. It is tough. I have put in more time and hard work than any other course I have ever had. But it's worth it. For we know more about the actual working of a business, and it's the next best thing to being in business. If we can make some of our mistakes here, maybe we won't make quite so many when we graduate and go into business."

Editor's Note: This is the first installment of a 3-part series on Management Simulation, a course in the School of Business Administration at the University of North Carolina. Tomorrow a chapter on a board of directors' meeting and statements from students about their experiences in running a soap company.

W. T. Couch, former director of the Press, both posed these questions and attempted to answer them. These are his answers.

"Original thinking, writing, and publishing are as necessary to the development of a society as air, water, and food are to the life of the individual. Whenever a people chooses the easy way and allows all of the important leadership to be developed and exercised elsewhere, the consequences to that people are poverty and subservience."

In order to prevent stagnation of

knowledge, he stated, and to stimulate invention, creation and discovery, you must have a press. "Money is not the limiting factor in the South. The limiting factors are lack of public interest and a woeful ignorance among educators of what education ought to be. Scholarly publishing and higher learning are interdependent. It is impossible to have one without the other."

"In order for people to work at thinking and writing they must know that if the work they are doing is worth publishing, it will be published. A press must be accessible."

These are some of the questions, answers, and problems of the UNC

Faculty Members Presented Awards

Two annual awards were announced here Saturday at the annual Student-Faculty Day of the University School of Medicine.

The Professor Award went to Dr. Colin G. Thomas, professor of surgery. This award is voted by the graduating class each year to "that faculty member who by his willingness, understanding and ability has contributed most to our medical education."

The Henry C. Fordham Award, named for the late Dr. Fordham of Greensboro, was presented to Dr. Hilliard F. Seigler of Asheville, assistant resident in surgery. It is presented annually by the graduating class to "a member of the house staff in recognition of his qualities of patience, humility and devotion to medicine as were possessed by the late Dr. Fordham, resident in medicine, Memorial Hospital, 1957-58."

Planetarium Easter Show Viewed By 20,002 Persons

The Morehead Planetarium's annual "Easter, the Awakening" program this year was seen by 20,002 persons, and Director Anthony F. Jenzano today attributed the near-record attendance to the "generous and consistent cooperation of the press, radio and television."

It was the first time in five years that the attendance exceeded 20,000 persons. The largest on record was 1949, the year the Planetarium opened, when almost 30,000 patrons viewed the story of the Resurrection and tribute to spring.

"Because of the inspirational nature of the Easter and Christmas programs," Jenzano said, "it has always been the policy of the Morehead Planetarium to accommodate as many school and religious groups as possible by presenting extra demonstrations when the scheduled ones become filled."

"During the past Easter season, numerous additional programs were opened on short notice, and the public was notified only through the communications media of this state. We accommodated thereby a near-record number of patrons,

many of whom would not have been able to see the program without generous and consistent cooperation of the press, radio and television.

Fireside Back Room Sale

Prices Further Reduced

Table listing clothing items and prices: Group of Summer DRESSES, All Summer Seersucker SUITS, Summer DRESSES, Group Summer BERMUDAS, Fall BERMUDAS, SWEATERS, Group Leather JACKETS, Table BLOUSES, Fall SKIRTS, Fall SLACKS.



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DAILY CROSSWORD ACROSS 1. Food (sl.) 5. Giving off heat 9. Portion 10. Assumed name 12. Stuck in mud 13. Open space in forest 14. Ten minus nine 15. Size of coal 16. Captain 17. Plays at Las Vegas 20. TV's Caesar 21. A cereal grain 22. Of flying 23. Type of TV entertainment (2 wds.) 27. Weird (Scot.) 28. Pronoun 29. Wrath 30. Coin-operated restaurant 34. One of 13 colonies (abbr.) 35. Girl 36. Japanese sash 37. Actor Maurice 39. Surgical instrument 41. Fit for a king 42. Stop-off spots for caravans 43. Horse's stride 44. Watery part of milk 1. Chiang Kai-shek's homeland 2. Seraglio 3. Pittsburgh import 4. Marry 5. Salary 6. Solve 7. Narrow inlet 8. Islands off Morocco 9. Smoke-fog pall 11. Rarely 15. Like rock (sl.) 18. Fellow 19. Fold over 20. Indian weight 22. Soil (comb. form) 23. Arrow case 24. Solve 25. Highball cooler 26. Gone 30. Passageway 31. Antlered animal 32. Cloister 33. Break 35. Break 38. Bygone 39. Prisoner of war (abbr.) 40. A cheer

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PEANUTS comic strip panels: WHAT'S THE BEST WAY TO KEEP COOL DURING WARM WEATHER? OH, I DON'T KNOW... I CAN THINK OF SEVERAL GOOD WAYS... I GUESS DIFFERENT PEOPLE HAVE DIFFERENT METHODS...

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