

CLASSIFIED ADS

SUMMER HELP WANTED: Male students for introductory training program. You can earn \$1000 a year...

THE NORTHWESTERN WAS THE first life insurance company to drop down rates on all policies...

FOR SALE: 1960 MGA, Red. Model 1000, 600 miles, clean, excellent condition...

FOR SALE: 1958 Ford "Fairlane" Radio, heater, automatic transmission, power steering and power brakes...

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

PATRONIZE YOUR ADVERTISERS



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. The Press staff therefore has a large part in determining what is published; otherwise it could not be responsible for the fate of the program.

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

Quality Judgment Difficult The advice of scholars is the primary method of determining the quality of manuscripts, but as a past Press director said, "getting opinions on manuscripts is just as difficult as it is important."

There is no safe procedure of selecting manuscripts such as requiring approval from a certain number of readers, so the board of governors of the Press have set up certain precautions in judging

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 and there was no pledged money available for any purpose.

Not until ten years later was substantial outside aid secured. In 1946 the Press obtained grants from The Rosenwald Fund and the Carnegie Corporation.

perience 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.

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-

-3 Soap Companies- (Continued from Page 1) wish, but not more than three. Wide Discretion

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

stretched centers of publishing? Why stretch this area's already limited resources? 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

Press. But whatever its weaknesses may be, or whatever its successes have been, the Carolina Press has arrived. "It has started a task that somehow has to be done if the South is to realize its possibilities."

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.

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.

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.

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.

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.

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.

When Tests are done, the world seems sunny, And gay with jangling Text-book money! The Intimate Bookshop 119 E. Franklin St. — Open Till 10 P.M.

ESQUIRE TAILORS For your alterations, new dress designs and sewing needs, see Mrs. S. H. Allen. Open 8 a.m.-6 p.m.—Mon.-Sat. 140 1/2 E. Franklin—Ph. 942-6007

New Aid Not until ten years later was substantial outside aid secured. In 1946 the Press obtained grants from The Rosenwald Fund and the Carnegie Corporation.

SOUTHWEST TEACHERS' AGENCY 1303 Central N.E.—Albuquerque, New Mexico Serving Southwest, entire west & Alaska FREE REGISTRATION Member: N.A.T.A. — Salaries \$4600, up

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. Capitan 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 20. Indian weight 22. Soil (comb. form) 23. Arrow case 24. Solve 25. Highball cooler 26. Gone war (abbr.) 30. Passageway 40. A cheer

KEMP'S Loose Diamond System BUY YOUR DIAMOND THE WAY WE DO! Pick Your LOOSE DIAMOND And Let Us Mount It In Mounting Of Your Choice. T. L. KEMP Jewelry 135 E. Franklin St. Ph. 942-1331

Fireside Back Room Sale Prices Further Reduced Group of Summer DRESSES Were \$13.95 to \$24.95 All Summer Seersucker SUITS 25% off Summer DRESSES 25% off Group Summer BERMUDAS 25% off Fall BERMUDAS Were \$7.95 to \$13.95 SWEATERS Were \$11.95 to \$16.95 Group Leather JACKETS Were \$39.95 Table BLOUSES Were \$3.95 to \$8.95 Fall SKIRTS Were \$11.95 to \$24.95 Fall SLACKS Were \$12.95 to \$19.95 The Fireside



BETWEEN BITES... get that refreshing new feeling with Coke! Bottled under authority of The Coca-Cola Company by Durham Coca-Cola Bottling Co.

COMIC STRIP: ECONOMICALLY, WE CAN RUN U.S. ALL LEGAL ACCORDING TO COMRADE KARL... I WOULD UNLEASH HIS SOLDADOS ON MY COUNTRY! AND THEN IS MUCHO MALO, PEEY BAYO FOR THESE NOW WHAT YOU CALL U.S.Y.A. SIF SIF SIF! BUT I READ IN BOOK BY MARK... MAKE THEM SPEND SPEND SPEND! SO WE FORCED THEM TO SPEND BY STARTING YET A BURNING RACE-HO HO! LIKE ALL THOSE RACE YOU IN... YOU ARE WIN THESE ONE, ANISO, MY PAL? HO? HO? DA! WE WIN BABY... WE BURIED THEM... WE WENT BROKE LONG AGO.

PEANUTS: 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..

Not just three sizes... but three different kinds of cars... Chevrolet! Chevrolet Impala Sport Sedan (foreground) Chevy II Nova 4-Door Station Wagon Corvair Monza 4-Door Sedan (background) Take your pick of 34 models during CHEVY'S GOLDEN SALES JUBILEE No look-alikes here! You've got three decidedly different kinds of cars to choose from—each with its own size and sizzle. The Jet-smooth Chevrolet's specialty is luxury—just about everything you'd expect from an expensive car, except the expense. If you're thinking a bit thrifter, there's the Chevy II with practicality to do you proud. Lots of liveliness, too, for such a low, low price. G a sporty gleam in your eye? Step right up to our Corvair for rear-engine scamp and steering that's doggone near effortless. Conclusion: See your Chevrolet dealer now for the most versatile choice going and a beauty of a buy on your favorite. CHEVROLET Beautiful Buying Days are here at your local authorized Chevrolet dealer's