

# Valkyrie Tapping

(Continued from Page 1)

Miss McColskey, "... one whose leadership is respected by both those who have worked closely with her and by those who know her as a friend. Her willingness to share the University has been exemplified in her work with the symposium and in her acceptance of the responsible position of president of her dormitory and member of Women's Council in the coming year. Miss McColskey has achieved the quality of academic excellence in a most difficult field of study while exhibiting a remarkable devotion of her time to others. One who has displayed a loyalty to the University, Administration, faculty, and students that most important, to the role she has established for herself.

Miss McGehee, "... one who has given unselfishly of herself to her dormitory, Carolina Women's Council, and her University. Through her quiet, sincere interest in her fellow students, she has enriched the lives of many. With her enthusiasm and spirit of helpfulness, she has been an inspiration and a true leader in many phases of University life. She has used her abilities in the classroom and on the campus. Miss McGehee represents the highest ideals of character, scholarship, leadership, and service.

Miss Nelson, "... one who has given of herself unflinchingly and unselfishly to many aspects of campus life. Through the enthusiasm and leadership which she manifests in her work on the Orientation Committee and in the YWCA she has earned the respect and admiration of her associates. In these areas, as well as in her participation in student government, she has served her University with maturity and insight. Miss Nelson has achieved scholastic excellence while maintaining the highest record of service to her sorority, her fellow students, and her University."

Miss Shaw, "... one who has served the University with loyalty and excellence through her acceptance of responsibility in many areas. Her depth of thought and sincere interest in her fellow students are seen through her work

in the YWCA. On Women's Council Miss Shaw has gained the respect of all those associated with her as she has shown wisdom and insight in striving for just decisions. The enthusiasm and efficiency with which she executed her duties as president of the Stray Greeks have revitalized that organization. One whom it is a privilege and an inspiration to know... one who will leave her mark on this University."

Miss Taber, "... one whose sincere interest in others and genuine warmth have enriched the lives of many. Through her enthusiastic leadership as President of Carolina Women's Council she has encouraged participation in campus activities and attempted to make the Council a familiar and useful organization. Actions as well as words have revealed her high ideals and strength of character. With cheerful maturity and perceptive insight she has contributed valuably both as a leader and follower in the YWCA and in her church. By achieving a superior scholastic record and participating in her church study group she has taken advantage of her ability and opportunity for learning. Through sharing her deep happiness she lives the true meaning of friendship. Surely Miss Taber's life demonstrates that real joy comes in giving rather than receiving.

Miss Walker, "... one who has given unceasingly of her time and energy to her class, her sorority, and her university. In her work as a class officer Miss Walker has exhibited outstanding leadership qualities. She has conceived new and vital ideas for the improved unification of her class. Her untiring devotion to her work has extended outside the realm of the campus to active participation in the State Student Legislature and the UN Seminar. Her high ideals, her noble character, her dedication to her work, and her keen interest in others are recognized by her professors, her classmates, and her friends. To know her is to be inspired by her."

### WATERMELON CUTTING

A watermelon cut for all campus women will be held on McIver lawn Thursday from 3 to 5 p.m. It is sponsored by the CWC and the Pan-Hel Council. Entertainment will be by folk singer Dan Brock.

### FOREIGN ORIENTATION

The last meeting of foreign student orientation counselors will be Thursday at 7:00 p.m. upstairs in Y-Court.

### CLASSIFIED ADS

FOR SALE: 1960 MGA, Red. Model 1600, 8500 miles, clean, excellent condition, one owner. \$1600. Call George Welsh, 968-2706 or 968-1921.

FOR SALE: 1958 Ford "Fairlane 500." Radio, heater, automatic transmission, power steering and power brakes. Excellent condition, very clean. Call or leave message Dick Hendrickson, 968-9147.

WANT TO BUY: 1 SET USED woman's golf clubs cheap. Call 968-8202.

A SPECIAL FIVE-MAN POLICY-holders group having no connection with the Northwestern Mutual other than as policyholders examine all phases of the companies business. This practice is unique in the business. Arthur DeBerry, Jr., C.L.U. Telephone 942-6866.

### CAMP COUNSELOR OPENINGS

UNDERGRADUATE STUDENTS (Min. age 19 & completion of at least 1 year of college)  
GRADUATE STUDENTS AND FACULTY MEMBERS  
THE ASSOCIATION OF PRIVATE CAMPS  
... comprising 350 outstanding Boys, Girls, Brother-Sister and Co-Ed Camps, located throughout the New England, Middle Atlantic States and Canada.  
... INVITES YOUR INQUIRIES concerning summer employment as Head Counselors, Group Leaders, Specialists, General Counselors.  
Write, Phone, or Call in Person  
Association of Private Camps — Dept. C  
Maxwell M. Alexander, Executive Director  
55 West 42nd Street, OX 5-2656, New York 36, N. Y.



"WE MADE A KILLING ON THAT ONE!"—Student executives representing a detergent company in a "Management Game" program at the University of North Carolina Business School are pleased over their standing in competition with other soap firms. The students above, all candidates for the Master's in Business Administration degree at Chapel Hill are, left to right: John Hardman, Ackisville, Fla.; David Crawford, Atlanta; Jim Adams, Atlanta; Pete Kelley, Savannah, Ga.; Neil Lehman, Silver Spring, Md.; Jerry Fox, Chapel Hill; and Robert Ashby, Jackson, Tenn.

# Students Become Soap Manufacturers

Seven students are seated at a long table, and facing them is a smaller table at which three faculty members preside. The faculty members are a "board of directors" of a large detergent company, and the students are the managers of the company — the president, directors of finance, marketing, and production and students holding other positions in the soap-making firm.

After a "quarterly" report on decisions they have made in operating one of three competing detergent companies, the team of seven students, seniors in the School of Business Administration, must justify their actions to the board of directors.

A faculty member addresses the president of Company A. "Why didn't you advertise more?" asked the faculty director. "We sold all the soap we produced," answered the student. "We could have sold more. We couldn't seem to get a strong correlation between advertising and sales."

"Why didn't you raise prices?" "We didn't raise prices, because we were looking at the long run. We thought our competitors might have undersold us."

"Since you sell all you produce, don't you think you should expand production?" asked a faculty director.

"We feel the other companies are trying for a short-term bonanza," said the president. "Our profits have actually been higher than theirs. This demand can't go on forever. We'll be in better position in the next quarter than they will."

In another room in Carroll Hall in the School of Business Administration on another day, Company C met with its faculty board, and the same sort of questioning took place.

"What is your pricing policy?" asked the faculty director. "To have a price lower than the other companies," said the marketing manager.

"But look at the results," said the director. "You sold at a lower price, and you sold more soap, but your profits are not as high as Company B."

"I suppose we got carried away and thought we were going to make a mint," said the president. "We thought we'd take a flyer on getting a larger share of the market by selling the soap at a lower price, and then try to retain the hold we have on the market."

In another session in another quarterly meeting with Company B, the president of the company explained why his company was in third place. "We're behind because we failed to bring out a new product fast enough. Our competitors beat us to the market. Second, our advertising budget was too high. Sales were going down, and our efforts to counter the seasonal trend with advertising were eating into our profits."

"What are you going to do about it?" asked a faculty director. "We have improved our plant efficiency, and we have decided to bring out a new product. We hope to increase production and sales, too."

In each of the meetings between the management teams and the fac-

ulty board of directors, it was apparent that the faculty members held the reins of the decision-making process. They were frank and sharp in their questioning and indicated criticism, and running through the colloquies was the central theme: be sure you know why you made the decision. Don't decide just by the flip of a coin. Study the market, know your product, learn the relationships between production, sales, and finance. Understand why you are in business, the obligation to the stockholders, to the public, to your employees.

The management simulation game began last September, and the undergraduates, all seniors, now are on the last lap before graduation from the University. In another week or so the scores will be given, and 22 students will be graduated for their year's work. "But we've gotten more than a grade," said one of the students. "We learn something about what it's like to run a real business, meet the competition, to make decisions and be prepared to make changes in the light of new conditions."

# How Doubly Sweet The Year-End Fun Brought by Your Texts When Tests Are Done

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## Carolina

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"THAT HILARIOUS COMEDY TEAM IS BACK!"  
"THE HORIZONTAL LIEUTENANT"  
JACK CARTER  
CinemaScope and METROCOLOR  
MAY 25-26-27-28-29  
RODGERS & HAMMERSTEIN'S  
STAGE FAIR

CAMP COUNSELOR OPENINGS  
UNDERGRADUATE STUDENTS (Min. age 19 & completion of at least 1 year of college)  
GRADUATE STUDENTS AND FACULTY MEMBERS  
THE ASSOCIATION OF PRIVATE CAMPS  
... comprising 350 outstanding Boys, Girls, Brother-Sister and Co-Ed Camps, located throughout the New England, Middle Atlantic States and Canada.  
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Write, Phone, or Call in Person  
Association of Private Camps — Dept. C  
Maxwell M. Alexander, Executive Director  
55 West 42nd Street, OX 5-2656, New York 36, N. Y.

PEANUTS  
BIG RUSSIAN PROVERB: IN THEATRE, TO BRING DOWN HOUSE, KNOCK PROPS OUT. NOT NOW TO UNDERMINE ECONOMY...  
THESE BEANS BUY GROCERIES AND GET STAMPS. THEY SAVE 'EM, TURN 'EM IN THEN GET REDEMPTION STORES... FOR THE BEST QUICK, LIKE SO, YACHTS, SABLES, AIRPLANES, VACATION TRIPS, POTS AND SPITTOONS...  
THESE THINGS THEY WANT... NOT THE WICE BEANS, CHOCOLATES, PIES, MUTTON, PORK, BEEF, CHICKEN, BANANAS, FRUITS, SUKIYAKI, STROGANOFF AND PROSCIUTTO THAT THEY BUY.  
iEsper!

PEANUTS  
STANDING ON YOUR HEAD IN A WATER SPRINKLER CAN BE VERY INVIGORATING  
IT NOT ONLY COOLS YOU OFF, IT BRIGHTENS YOUR OUTLOOK  
OF COURSE IT CAN ALSO BE...  
VERY HABIT-FORMING!

### DAILY CROSSWORD

ACROSS  
1. Kettles  
5. Opposed to credit  
10. Notion  
11. Choice part  
12. Anti-tank gun  
13. Eucharist plates  
15. Distinctive mark  
17. Came face to face  
18. Meaning  
21. Mother (collog.)  
22. Deer's foot  
25. Fortunate  
27. Gandhi's land  
29. Backbone  
30. Snoozes  
32. Picnic invaders  
33. Very  
34. Railroad station  
36. Goddess of dawn  
38. "\_\_\_ in the Stew"  
42. Fin for meat  
45. Oriental nurse  
46. Upright  
47. Bark cloth  
48. Kind of puzzle  
49. Epochs

DOWN  
1. Pear seeds  
2. Mine entrance

3. Close in degree  
4. Contented  
5. Rely  
6. Guido's note  
7. Morsel  
8. Inventory article  
9. Dwelling house  
14. Gazes rudely  
16. Hebrew letter  
19. His: Fr.  
20. To speak at length  
22. Sounds, like a goose  
26. Ex. port of Bolivia  
28. Mimic  
31. Flashy fellows (collog.)  
35. Forward  
37. Wither  
39. The tent-maker  
40. California  
41. Wild sheep (Asia)  
43. Spider's handiwork  
44. Old French coin

Yesterday's Answer

1	2	3	4	5	6	7	8	9
10				11				
12				13				14
15			16			17		
		18			19	20		21
22	23	24		25		26		
27			28		29			
30			31		32			
33		34		35				
36	37			38		39	40	41
42			43	44		45		
46						47		
48						49		

## Danielson At Conference

Wayne Danielson, associate professor in the School of Journalism, will be one of six university professors from the nation participating in a special conference of the Associated Press Managing Editors Research Seminar to be held at Northwestern University, Evanston, Ill., this weekend.

Professor Danielson, along with the five other university specialists in communications research, will be working with about 30 managing editors of the nation's newspapers. They will consider how new applications of research can be applied to the problems of the nation's newspapers.

Professor Danielson is the newly elected chairman of the Council on Communications Research of the Association for Education in Journalism. He has been a member of the UNC faculty since 1959. Professor Danielson attended the University of Iowa where he received a B.A. degree in 1952. He received M.A. and Ph.D. degrees from Stanford University in 1953 and 1957, respectively.

## Varsity

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When the Beach Beckons or the Patio Pampers You, Our Classic Swim Suits are a pretty part of your fashion picture.  
Town & Campus

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International Firm to Engage 30 students for summer months—June—July—August—to assist manager of a new product division. Must be personable with pleasant speaking voice.  
Over and above weekly pay check, compete with fellow students for (A) \$2000 cash scholarship, (B) Additional \$1000 cash scholarships awarded weekly, (C) To Win one of many jet plane trips Around The World (D) To win one of the Austin Healy sports cars  
WIN ONE OF ALL  
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