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Board Will Meet

The Board of Aldermen is scheduled to dispose of a light agenda when it meets tomorrow at 7:30 in the Town Hall.

Most of the items up for consideration are referrals from the Planning Board—a mixed bag of zoning ordinance amendments, subdivision approvals and re-zoning denials.

The Aldermen will receive recommendations from the Planners that C. A. Ellinger's request for re-zoning of 9.6 acres between

Durham and Old Oxford Road be denied.

Other Planning referrals will include an amendment to the zoning ordinance eliminating parking in front yards in suburban and regional commercial zones, a revised section setting building heights and setbacks in those zones and recommended approval of six additional lots in Coker Hills subdivision.

The Recreation Commission is expected to make a recommendation on the proposed use of the Strowd Building basement as a recreation center.

The Chapel Hill Parking Association will request the Town to assume interest responsibility for the Town's off-street parking bonds.

Open house for the Town's new fire station will be set.

The Board will decide whether to cancel its scheduled meeting Christmas eve, possibly deferring it to December 30.

Pete Ivey's Town & Gown

(Continued from Page 1)

The New York Times, and Mr. Roach takes notice of this column's protest that the Times does not run stories about University of North Carolina football.

"Whoa! Call back the posse," writes Editor Roach.

I had suggested that a delegation of New York alumni, headed by Frank P. Graham of the United Nations, call on the Times' sports editors and explain that we are in the ACC, and that we have a good team.

Sports Editor Roach sends Xerox copies of sports stories from the Times that have been run about Carolina games this year.

He states that the stories ran in early editions of the newspaper—and not in the Times edition that comes to North Carolina.

Excerpts from his letter follow:

"From editions of The New York Times that reached all readers in the metropolitan area, I enclose Xerox copies stories of all nine of the University of North Carolina games played so far this season.

"Nine games, nine stories. Total space, including headlines: close to three columns.

"It is true that Eastern teams have first call on our space. This is a New York paper. It is not true that non-Eastern teams, including North Carolina, are ignored. Each Sunday during the football season we have reports on between 75 and 100 college games throughout the nation...

I want to make one point clear: the edition of the Sunday Times sports section you see is not the edition that is seen by North Carolina alumni in the New York area."

Mr. Roach also explains that in order to have the 1,400,000 copies of the Sunday paper on sale all around the land on Sunday morning, it is necessary to print an early-Saturday-evening first edition—and send it out of town.

"It is an excellent paper" writes Mr. Roach, "but the sports section, because of the early closing, is far from complete. In the succeeding four editions, for the bulk of our readership, we are able to do a fair-to-all-hands job."

Mr. Roach concludes his letter with the words repeated: "Call off the posse."

It may be that the delegation, committee, posse, or what you may call it, has gone too far to back out at this time. But I will forward all the data to Frank Graham at the UN, and perhaps they can wait upon Mr. Roach with a peace pipe rather than a tomahawk.

It was surely the impression of New York alumni of Carolina that the Times overlooks UNC. But Editor Roach's proof of publication, in the home edition, is irrefutable.

I talked it over with Bob Quincy, the sports publicity director, and he says this is an attitude assumed by many loyal partisans, that they don't read the sports pages as readers, but as fans. "They want to see banner headlines on Carolina games, just as the Times plays up the Ivy League," he said.

I can see the same thing happening at times in other publicity about the University—the non-sports kind.

Often we hear from alumni—and sometimes the faculty—who say, "Duke gets twice as much publicity in the newspapers as Carolina does. Why don't you do something about it?"

But every time we have conducted a survey to find out the

facts, we find that it's just the opposite.

John Ulmer, who runs the clipping service to which both UNC and Duke subscribe, tells me that we get about three times as much published as Duke does. He's in better position to know than the casual reader, and the loyal fan.

The thing works, in reverse, in the same way that happened when a man wrote to a large national manufacturing concern that made pocketbooks out of bullfrog skins.

He said, "I can ship you up to 10,000 bullfrog skins. Wire immediately how many you want."

The company's purchasing agent wired back saying, "Send entire 10,000 skins, C.O.D."

In about a week, a letter arrived at the bullfrog skin pocketbook manufacturing firm, and inside the envelope were only three bullfrog skins.

"I regret not sending any more," the man wrote. "I thought there were 10,000 in the pond. But found only three. The noise sure fooled me."

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when he resigned due to ill health, and recommended the appointment of Mr. Gobbel as cashier and executive vice president. Mr. Thompson remained as vice president.

He is married to the former Clemmie Flowe of Mecklenburg County. The Thompsons, who live at 405 Estes Drive, have two sons: Richard F. Thompson of Thompson Jr., budget officer and Chapel Hill and William E. Thompson, comptroller of Oak Ridge National Laboratory at Oak Ridge, Tenn.

Mr. Thompson has been an elder and a trustee of the Chapel Hill Presbyterian Church for more than 25 years; a director of the N. C. Society for Crippled Children and Adults, Inc., and treasurer for more than 20 years; for 17 years treasurer, and for 21 years, director, of the Education Foundation, Inc., a director of The Medical Foundation of North Carolina, Inc., since its

Bank Official Will Retire Dec. 31

(Continued from Page 1)

formation, and treasurer for three years; and director and executive committeeman of the N. C. Tuberculosis Association for three years. He was elected

treasurer of the General Alumni Association of the University this year. He is also a director of the Chapel Hill Public Library.

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