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W. N. R. RICHMOND, VA.

EDITORIAL

HAPPENINGS THAT AFFECT THE FUTURE

Writing in the January issue of Harper's Magazine, John W. Gardner, president of the Carnegie Corporation, tells of "The Great Hunt For Educated Talent." It is a story of a shortage—and of an enormously important problem for which there is no easy solution.

Nowadays college graduates with technical degrees command beginning salaries that would have seemed inconceivable a comparatively short time ago. Mr. Gardner quotes an industrial executive as saying, "We don't screen them, they screen us." Last year one big company actually had recruiting teams on 200 campuses. The government, as well as business and industry, is in active competition for educated talent of many kinds.

"But present demand for talent," writes Mr. Gardner, "is not, as some people insist, a mere by-product of prosperity. It is the nature of our society that has churned up the wave of demand—the rapid rate of our technical innovation and the social complexities that have come in its wake." He recalls that as recently as 50 years ago the only fields that required advanced training were medicine, law, the ministry and education. All has changed since then. Between 1870 and 1950 the number of professional workers grew three and a half times faster than the population. The most spectacular change has been in the demand for scientists and engineers. In 1870, they represented only three per cent of all professional men; now the figure is 20 per cent.

Obviously enough, our educational system has grown vastly—even though demand outruns supply. Higher education is now available in more than 1,800 institutions. At the same time, only a relative few of the institutions (48 in 1950) offer programs leading to Ph.D. degrees. And of those, Mr. Gardner says, "... a surprisingly small fraction... carries the major burden of training our professional, scholarly, scientific and technical leaders."

As we all know, there has been a tremendous emphasis on specialization. That was inevitable, in a technological age. But this, as Mr. Gardner observes, poses a dilemma—"... a world of ever-ramifying specialties soon cries out for generalists." Consequently, "... a soon cry out for generalists." And, "the most forward-looking of our colleges and universities are making active efforts to ensure that every specialist will build his specialty on a base of general education. ... What ensure that every specialist will build his specialty on a base of general education. ... What the future is going to demand is specialists who are capable of functioning as generalists."

Mr. Gardner brings out one fact that will surprise many of us. Our total expenditures for higher education now amount to only eight-tenths of one per cent of our gross national product—the lowest figure since 1951, and far less, for example, than is spent on tobacco products or alcoholic beverages.

Finally, he deals at some length with the problems—economic and other—that must be solved if sufficient educated talent is to be produced. He emphasizes the need to keep standards high—"... excellence is the proper concern of colleges and universities." His last sentence reads: "Whether we shall have a steady flow into leadership ranks of wise, liberally educated men and women with the creativity and the sense of values which the future demands—or whether we shall have a paralyzing flow of skilled opportunists, time servers, and educated fools—depends wholly upon the sense of values which guides our efforts."

CAUSE AND EFFECT

As always happens at the beginning of a year, the country has been bombarded by economic forecasts. An interesting one comes from Fortune—a magazine which, for six straight years, has correctly forecast U. S. business conditions six to 12 months in advance. Fortune says that 1957, like 1956, will be another "best year ever" for business. The nation's output of goods and services probably will total \$427 billion (measured in 1956 prices), more than three per cent above the 1956 level. The Federal Reserve Index, which is the generally accepted measure of business activity, will rise to 149, as against last year's average of 143. Fortune expects that price rises will be moderate, with the cost of living increasing by less than two per cent.

For want of a better term, we call it free enterprise—which simply means a system in which free men, acting alone or in groups, can produce whatever they want to produce and offer it for sale to a public which is free to buy or not to buy. We have, there is no doubt, done damage to this system—through super-government, ventures into socialism and the welfare state, and the like. Yet we come far closer to the private enterprise ideal than any other nation—and we have far higher living standards than any other nation.

This is an example of cause and effect—and let's

STRICTLY BUSINESS



"Better check Bindle's thermos bottle—he keeps saying his wife forgot the olives!"

Beulaville Teams Score Two Wins

Beulaville's high-riding cage teams added two more easy victories Friday night. The host girls routed White Oak, 70-51, and the Beulaville boys trounced the White Oak five 74-51.

It was the eighth win against one defeat for the boys and the sixth win against two defeats for the girls.

Ann Blizzard spearheaded the Beulaville girls attack with 32 points and some fine rebound work. Letta Grady connected for 25 points and Ida Weston had 12. Substitute Sanderson made one point.

All of Beulaville's starting five averaged in the double column in scoring with Ray McDowell, center taking top honors with 17.

BOYS GAME
 Beulaville (74) White Oak (51)
 F—Thippen, 14 Jones, 12
 F—Jackson, 13 Dickerson, 17
 C—McDowell, 17 A. Banks, 5
 G—Bratcher, 11 G. Banks, 4
 G—Mercer, 14 Riggs, 8
 Halftime score: Beulaville 34, White Oak 25.
 Substitutes: Beulaville—Craft, 1, Hunter, 2, Quinn, 2, J. Thomas and B. Thomas. White Oak—Davis, 4, Aman, 1.

February 24 Is National Guard Muster Day
 Sunday, February 24, 1957, has

been declared National Guard Muster Day in Honor of George Washington's Birthday in North Carolina. Battery B 150th AAA Bn (90-MM Gun) NCG, Beulaville, will participate in this one day recruiting with an all day open house at the Unit Armory with a free dinner to prospective enlistees and their parents. A similar recruiting day was held last February with five new members being recruited. A Spaghetti dinner was served to all present. Captain Richard S. Bostic, Battery Commander of Battery B 150th AAA Bn (90-MM Gun) NCG Beulaville, states that he is particularly interested in High School students who are between 17 1/2-23 years of age who desire to continue their education while fulfilling their Military Obligation at home. In the Guard you earn while you learn, after completion of your high school education and are not going to college, this unit has openings in special courses like: Radio Operators, Track Vehicle Mechanics, Radar Mechanics, Clerk Typists, Cooking Courses and Artillery Mechanics. These schools run from 8 weeks to nine months being conducted at regular Army bases throughout the states. While there, you earn regular Army pay at the rank you hold while attending.

Captain Bostic is cordially inviting everyone to come by sometime during the day to see the Armory and how it is operated, even if you can't stay for dinner, which is prepared by personnel of the Unit.

FREE! WOOD'S CATALOG FOR 1957
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University Of North Carolina

The University of North Carolina holds the distinction of having one of the best educated wrestling coaches in the country.

The coach is Dr. Sam Barnes — the only wrestling coach in America who holds a Ph.D. in English. Living proof that Shakespeare is at home even with a half-Nelson.

But before you get ready to make wisecracks about it, you should know that Barnes himself was a champion wrestler in his college days.

Nothing makes him more angry than to compare college wrestling with the Saturday night stuff on TV. He intimates that these wrestlers are better actors than they are athletes.

WORLD GROUP TO MEET
 The U. S. Air Force will fly in scientists from Europe, the Middle East and the Orient this week, Jan. 18-23, so that they can attend the "World Conference on Gravitation." It is the first such meeting ever to be held in the U. S. Dr. Bryce Dewitt and Dr. Cecile M. Dewitt of UNC are hosts to the conference.

One of the items expected to be probed at the meeting is prospect for outer-space flight.

Talking Contest With British
 A former UNC student, Robert M. Evans, has been making a mark in debating at Oxford, England.

Evans, son of Mayor and Mrs. E. J. Evans of Durham was recently elected member of the Oxford Union, the world's oldest debating society. This is a unique honor to be awarded to an American.

Also at Oxford, Evans has teamed up with another former UNC student, Paul Atkins, to help the Oxford baseball team win the National Championship.

WIVES
 Wives of businessmen attending the "Executive Program" at Chapel Hill came to school last week and studied hard—just like their husbands.

A special "Week end for Wives" included a regular management class in which the wives solved a business problem.

The executives are 34 industrialists, bankers and utility executives who are enrolled in a unique course from October to April—conducted on alternate week ends under auspices of the UNC School of Business Administration.

FRIDAY POINTS
 President William Friday of the University in a series of speeches throughout the state hits hard on four main points about immediate goals of UNC just as the 1957 General Assembly is about to convene: 1—Salaries must be raised if UNC is to maintain top young faculty, 2—The position of the library must be improved if we are not to slip back into a near-bottom rung among prominent university libraries in the country, 3—funds for research are essential if UNC is to keep high its university standards, 4—laboratory and other equipment must be provided to match the research grants.

\$3,400 Needed For Negro 4-H Camp

A group meeting in the interest of the 4-H foundation met at the E.E. Smith School, Thursday night. A report on the stage of development of the 4-H camp at Hammocks beach was given an estimation of \$3,400, which is needed immediately to make the camp operational for 1957. The group decided that such a project as a 4-H camp for Negro boys and girls in the state, teaching the arts of farming and home-making, water, forest and wildlife conservation would be of such tremendous value to the state that all citizens should be called upon. The fund raising campaign is scheduled to be complete by February 1, 1957. Extension leaders will canvass the county during the remainder of January.

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Cotton Champion Claims The Yield Makes The Profit

Nathan Harris of Elm City, Route 3, asked his neighbors, "If I produce four bales next year, will you give me two shirts?" And he had reason to ask. Wilson Negro County Agent, W. G. Pierce, Harris produced two 400 pound bales of cotton per acre this year over his previous yields of three-fourths to one bale, says Pierce. But what really got Harris stirred up about cotton production was a community farmer's meeting last January. Increased yields per acre were stressed at the meeting. The farmers decided to select a cotton 'Champion' at the end of the year, and they would present him with an award.

Harris decided he would follow the cotton recommendations as suggested. He selected a good field, planted a wilt resistant variety seed very thick in the drill, used 500 pounds of 5-10-10 fertilizer per acre, thinned to a stand of three to four stalks per foot of row, and kept his eye on Mr. Boll Weevil says Pierce.

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