## Eastig arolinian

Glenn Yarbrough Entertains Vamas And Papas On Mall


Area Citizens Provide Room For Increased EC Enrollment

CampusWelcomes
Parents Saturday

Student Opinion Poll




This girl is hard at work on (choose one)
(enc C. Term Faper D. Slicing her wrists

## The 'Crime' Of Marijuana

 Editors Note: The growing useand awareness of marijuana in this
state and across the nation has increased public concern over its poscreased public concern over its pos-
sible "health hazards" and the laws that now govern its possession and
use. The debates (pro and con) over the use of marijuana in the United States are more than three decades
old. Howevar, the following editorial reprinted from the Oct. 7,1967 issue of THE NEW REPPBLIC is
an interesting extension of that de-

Physicians, like hippies, are subject to fads. Medical support was cotics Bureau campaign to get marijuana outlawed on the grounds that It caused violent and sexual crimes
and psychosis. With new restrictions on the books, doctors became more restrained in their judgment. The La Guardia Report, prepared
by the New York Academy of Mediby the New York Academy of Medi-
cine in 1938 , failed to corroborate
the horror stories and concluded the horror stories and concluded
marijuana is not a drug of addicmarijuana is not a drug of addic-
tion, that cronic use over a period
of years does not cause physical

## Conservatism

## Respect For Our Police Officials

By Bob Lindfelt

> It has been getting quite common these days to see in our news media, not the filth of crime but how filthy the tlaw-enforcers are to crime This writer was very much interested in an article written by Dwigh D. Eisenhower in the last August issue of Reader's Digest called "We Should Be Ashamed.". It is this article this writer will use as his text to discuss the problem of disespect for our American law enforcers. These remarks show how law enforcers feel about the growing disrespect toward their agencies. "Following a series of riots in a

Know Your Congressman!

Recenty, there has been muck disclussion and debate on the inabil ity of Congress to get any mear that
ful legislation passed. Some say this is due to the fact that Congres does not have any mandatory retirement age for its members. This allows them to stay in office as
long as they please, no matter how long as they please, no matter
far out of touch with reality, or with the problems of the day that they may be.
In order to refute this argument, we would like to introduce you to
one of the more prominent mem one of the more prominent
bers - Rep. John S . McSnort. So without further ado, we now take You to that rindy chamber House of Representatives
close-up on this individual
Rep. McSnort is a charming, plea sant, illiterate old gentleman, now serving his 83rd consecutive tern in Congress. First elected to the
House of Burgesses in 1801, he ran House of Burgesses in 1801, he ran
on the philosophy of "Les' keep on the philosophy of "in their place.
the Federalists in Later his philosophy was expanded to "Les' keep the Yankees, West-
erners, Furriners, and everybody erners, Furriners, , and everybod
else in their place.,
Seniority Seniority has made Rep. McSnort
one of the most influential mem one of the most influential members of the House. He is a key mer
ber of all important committees ber of all important committees,
and as chairman of the powerful Control Committee, he decides what legislation can be considered. He also has veto power over all legis-
lation, due to lation, due to his close friendship
with Rep. William Cesspool of Mississippi. The two congressmen of ten get together on weekends and discuss plans for remodelling the
White House while sipping on White House, while sipping on Rep. McSnort is also known a the "liberal" member of the south em coalition, and he bears Negroes no hatred. Yesterday he was heard
to remark, "Les' without regard "Les' kill ever'body color. This is also the firm con When of his colleagues.
When asked to comment on the mas quoted as saying that with fir ther escalation, Great Britain could Win the Onium Wreat in the near fu-
ture, His ture, His position on states rights
bas not changed since Feconstruc-

By James Hard
> spect. Today if you so much as look
at a guy cross-eyed, you're in danger of being charged with looking

> The whole
> ation is summed up by these re marks expressed by police officials There is a declining rate of crim-
inal convictions as crime itself inal convictions as crime itself
soars; courts so preoccupied with soars; courts so preoccupied with
legal technicalities that they turn vicious criminals loose to roam the streets. Undermanned police de-
partments are almost everywhere: partments are almost everywhere: those of bus drivers. And there's a growing number of citizens who assume the right to decide which laws

The solving of the problem is not anybody else's but our own responsibility. Law enforcers are not here to restrict us and keep us in per-
fect harmony with good, honest. living. That is our own personal job. They are here only to protect us from the abridgement of our freedoms by others. If we cannot
respect our freedoms and liberties, than we cannot respect the people who try to protect these great virtues that no other human being has ever enjoyed before. As Ameri-
cans we should be grateful for our law enforcement officials. We should pay them more, establish their facilities more, let them operate more freely and most
should respect them more. should a man once said, "The rights of people are not guaranteed by laws - only by people.

## Visit Our Discount Health and Beauty Aids Department

- colgate 100 MOUTHWASH

Reg. 73c Now 54c

- Clearasil cream medication Reg. 79e Now 57e
- Natur lify lovely hairspray Reg. 99c Now 2 for 79c
- DREAM GLO MAKE-L

Reg. 69c Now 53c

marijuana deterioration and that value. More recently the President's rime commission reviewed the lit ature and found no support for
laims of addiction. It largely re terated the findings of the La Guardia study. When college healhaton officials met in Wash ington this summer they seemed with students, that pot was not a hedical problem. Many doctor linically they had not observed bad trips.
So long as no one could find any compelling evidence of injury (no genetic damage, no jumping out of
vindows, no blindness from windows, no blindness from staring
at the sun, as with LSD) against marijuana, the antipots were left with only vague, undocumented predispositions to fire their opposiion. Fire needs better fuel than
hat.
So the MEDICAL LETTER, re ferred to by newspapers as "the
authoritive MEDICAL LETTER" for the benefit of those who migh never have heard of it, has now de cided that the varieties of mariuana now available for smoking in
he United States cause 'seriou the United States cause serious
emotional reactions and adverse personality changes." These claims follow remarks made in Los Angele y Dr. Constantinos J. Miras,


[^0]

What is it
this page.)

NOTICE
Have a date coming for week-
end? Local lady has room for four girls. Also will babysit on weekends. Phone 756-3558.

Wanted Work Study Program. For gath Cork Study Program. For gathUniversity Regional Development Institute. 505 8th Street.

## Spirit Committee Launches Volunteer Membership Drive

by innn shearin Twas a murky, muddy, mooniess
night, too quiet and too still to be night, too quiuet and too still to be
completely real and right, and the completely real and right, and the
walking figures glanced about nervusly and quickened their steps, but usly and quickened their steps, but
he night seemed to be following em. The hush grew and mushso it was without too much surprise
that one of them suddenly slowed
and horsely whispered to the othnd horsely whispered to the
s. "I HEAR SOMETHING!",

A few shudderng seconds later

## strange - looking creature swoop-

d in something resembling faintly
"Yes, I am not earthly. I am a
SPIRIT!", it hissed at them as it
slyly blocked their path. "And I slyly blocked their path. "And I am a member of the SPIRIT COM-
MITTEE, searching for new committee members", the thing con-
tinued, it's eves boring holes into them.
"Aaaaaaaaaaan!", screamed the companions. "What does a com-
mittee member do?", they added thoughtfully.
"Come to

A new girl for girl-watchers to watch...

Meeting, every Tuesday, at 7:30 in
when the spirit finds another
possibility??? Will it change Rawl 130 and find out!" screame
the creature back at them, as it munched on Cert mints and swalowed boiling UU coffee-water.
We will now softly depart from he scene as the spirit continues to alk with the group of students. But we must leave with several unansvered questions. What will happen

Ban The Bearded Bloh

## Greene Urges New Look

Editor's Note: The following is neanal weekly column devoted opinion expressed within are those of the author and not necessarily

those of this newspaper The EAST hose of this newspaper. The EAST
CAROLINIAN is interested in student reaction to this column and welcomes all Letters to the Editor By JIMMY GREENE By JIMMY GREEENE here, as everybody says it is, but there's still no reason for dressing like a slob.
heir talk of "turning people, and dropping out", have sparked men's clothes that revolution it some depressing results, po soducin least.
I mean, what ever happened he immaculately-attired student with his eye on an ever-brightening
uture? ruture? Has that image disappeared for beaded, barefooted beatnik with banner? Is this your idea of get ing ahead

Her name is Joan Parker, and she's the new Dodge Fever Girl Watch her on television this season, dispensing Dodge Fever a variety of unsuspecting souls. (Dodge's TV schedule is listed below.

## A new car for car-lovers to love

I can't accept that. $I$ can't b male has thrown aff college-age image of stability, securty, of solid, upstanding forthrightness of the kind of guy you feel you ca
lean on for support lean on for support and reassurance Of the guy in the Worsted-Tex sutt
So, come on, college men slouching around the campus. Re build that image, thread by thread and stop being the B. M.
(Biggest Mess On Campus)
How can a How can a T-shirt and jeans com shoulder, all-wool hopsack twee sport Jacket for turning-her-head ability? These versatile new coats
which look Which look good with either oper lar and tie, come in an earthy, tex tured effect of gold, olive and brown which should prove almost irresisti But in
But in your present state, who
want to come near you? The coat feature you The coat features a very sligh by the designers-to make it conforn more to the body line and accentu ate your physique. Or, at worst
give you the appearance you need it. appearance of one Who needs
certainly doesn't beared blob? She
So get with it, and "shape" up
or ship out.
Sociology Department Announces Plans For Upcoming Season ciology Duy evening at 7:00, the So Departmental of the had its firs year. Dr. Williams opened the meeting. by introducing the new faculty members. He discussed the include a graduate program of to dy in the Sociology Dropartmen of stuDr. Williams said that ECU wa one of two schools in the nation to sociology teachers during the schoo: mer sessions of during the sumNapp is working on a plan for a Dr. Williams for next summer a Social Welfare series will be offered this year of courses be of help to those students interwelfare work New memb fraternity, Alpha Kappa Delta sociogy intranuced. This fraternity is opened to sociology majors who have a
$B$ B average in their major and an
overall B Miss Candace Coggins, president of the Sneinlogy Club introduced her
fellow officers: fellow officers: Mike Smith, viceurer: Tom Dennis Chestnut, treas-
Steve Benton, secretary; and Steve Benton, corresponding seore-
tary, and Mrs. Gladys Ho tary, and Mrs. Gladys Howell facMiss Cogrins
next Sociology Club meeting will be held on October 19, and all interested Sociology majors, minors, and anyone else are cordially invited
to attend Following the departmental, re-
freshments were served in the Socology Department Offioe.

Its name is Charger and it's the best-looking Dodge ever built
Complete with disapoearing headilights sand with disappearing headights and sports-car styling that
features a European-type spoiler on the rear deck. But since looks aren teverything, we made it exciting to drive, with a 318 -cu.-in. V8,
bucket saats and an the doors for your shades and /or rally maps. With ail this included, we ve reduced Charger's list price by more than $\$ 100$. Maybe you can
please everybody, but we sure try. See your Dodge Dealer right away both from Dodge.

## ant description

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L. Sindwani, a
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the Sociology D
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re to come to st

## Sindwani cam

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Individua Powerful

You know, the people who build the cars that give you . . . Dodge Fever.
DODGE'S TV SCHEDULE FOR OCT., 1967
DODGE'S TV SCHEDULE FOR OCT., 196
Oct. $2,16,30 \ldots \ldots \ldots . . . . .$. Gunsmoke
Oct. 5, 19, 26............Thursday Night at


, $1 \ldots \ldots \ldots . .$| The Smoth |
| :--- |
| Brothers |


oct. $8,22, \ldots \ldots \ldots \ldots \ldots .$. ................. Footbali
Oct. 5, 8, $11 \ldots$ The Wortild Series

ODGE fever
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## Drive

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rsatile new coats with either oper in an earthy, tex-
d, olive and brown e almost irresisti. esent s re you?
res a very sligh
ne-ched "shen o make it conform line and accentu-
e. Or, at worst,

## peared blob? She

epartment Plans ing Season

## at 7:00, the So- nt had its first

 the 67-68 school ducing the newHe discussed the e being made to program of st id that ECU w for high schoo: during the sum-
1967. Dr. Ralph on a plan for a
or next summer. o announced that year, which will
e students intersocial and Public
Soct of the sociology aternity is openijors who have a oggins, president Ib Introduced her
lke Smith, vice. Chestnut, treassecretary; and
esponding seareHowel fac rounced that the
meeting meeting will be jors, minors, and
cordially invited epartmental, rerver in
$t$ Offioe.

Sindwani, Of Sociology Department, Discusses Indian Education Plan


Individual Integrity Withstands Powerful Ultra Liberal Presses

[^1]bout prejudiced reporting. "cen
now, some newspapers
their news to fit the whims of their
editors. editors.
Perhaps the most frightening
aspect of this novel is the uniting aspect of this novel is the uniting
of various left and right wing groups
by the Dubius forces. These people perform, a haunting chorus of
"boohs" and "no's" during the "boohs" and "no's" during the
presidential nominating convention. presidential nominating convention.
They also cause several street fights They also cause several street fights
and a fatal attack on the
daughter of the Secretary of State

In India, the system of higher education is somewhat different from that of America. The college
program is based on three years. program is based on three years
After having gone to college, the After having gone to college, the
students must go to the University
where they take where they take standarized tests
in their fields of study. Upon in their fields of study. Upon passing
these tests, the students receive these tests, the students receive
their diplomas. In the early colleges and higher British in India, begun by the the major field liberal Arts was present, technical, scientific, and vocational fields are being offered and emphasized.
The dominant religion of india is
Hindu, althought there is religion. Approximately $80 \%$ of the Indian population Hindu Dr Sindwani explained that the Hindu is more personal and independent in nature than the organized reMany Hindus ha a temple, although temples may be found throughout India. Hinduism Dr Sindwani of life. Dr. Sindwani elaborated on the
fact that the cast system of India is gradually becoming a thing of the past, perhaps more in urbanized areas than in rural areas. In past
years, the "untouchables" years, the "untouchables", or low-
est caste members had no est caste members had no oppor-
tunity to better their lives because of low education standards and lack of good job openings. Today the government is working to give everyone equal chances in
education, jobs, and social posieducation, jobs, and social posi-
tions. Not only is the government changing, but the people them-
selves are becoming less prejudiced

MERLF NORMAN COSMETIC STUDIO HOME OF THE 3 STEPS TO BEAUTY 216 E. 5th Street


Drive-In
Cleaners \& Launderers 10 th \& Cotanche Sts. Greenville, N. C
Cleaning $\quad 3$ Hr. Shirt Service


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## 5 Points

Greenville, N. C. Member F. D. I. C.

Need New Football Helmets...? Bring Out Your Popcorn Popper


| carnival, tag day, white elephant | ve trouble getting club mem- |
| :---: | :---: |
| ne o | rs to pitch in when a fund-rais- |
| you'll be more successful if | ing project is plamed ? You may |
| plan far enough ahead to be | have less trouble getting volunteers |
| ble to sponsor an event that runs | if you select a project that requires |
| smoothly. | a minimum of effort and reaps a |
| Advertise Your Event In Advance | maximum of fun and profits. Col- |
| urprisingly, say esearchers | students in many communities |
| m | $g$ money for th |
|  | ties |
| ple outside their | poporn at school |
|  | sporting events. \& student operat- |
| cots early enough to do the most | ed popcorn concession encourages |
|  | the idea of self-sufficiency. And |
|  | proved doubly-beneficial: the |
| d. Local merchants may be wid | crowd gets a real treat for their |
| mer | , and the students raise mon- |
|  | ey in an educ |
| a might investig | ent manner |
| bility of getting an item in | Pick A Date When No Other |
| newspaper, or a spot on the | Organizations Are staging Affairs |
| al radio station | onflict would cut your att |
|  | An easy way to le |
|  | le of events planned by the |
|  | ial. church and |
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201 E. 5th Street
GREENVILLE, N. C.

## IT'S ALL GREEK

Registration for the Inter-Fra ternity Council's formal fall rush began this week with interested
male students placing their names on the list at the registration on the list at the registration
in the University Union.
The Inter-Fraternity Council reThe Inter-Fraternity Council re their names before the registratio period closes October
Fraternity brothers get the rush
proceedings underway this weekend proceedings underway this weekenc
as they open the houses to rushees a schedule of dates and times me may visit the Greek residences is as follows:

6-7:00-12:00 Open House
Rushees may visit the fraterni
ty house of their choice. N
dating allowed.
Closed. Rushees may not visi
fraternity houses. Closed. Rushees
fraternity houses. fraternity houses.
October $13-14-15$
$13-7: 00-12: 00$ p.m.-Open House Combo Party. Rushees may visit fraternity houses during the stated hours. Dating is al
lowed.
14- $2: 00-10: 30 \mathrm{p} . \mathrm{m}$.-Open House until footbali game is over
Rushees may visit fraternity
Rushees may visit fraternity
hnuses during the stated hours.
Dating is allowed.
visis
ing
ctober
tober 18-19-20
$6 \cdot 30 \mathrm{pm} . \mathrm{m}$ in for all rushees 6:30 p.m. in Old Austin Aud
torium. Rush formally opens 7:30-10:00 p.m
19-Rush from $7: 30$ 10:00 p.m.
18-19-Rushees must visit all frat
8-19-Rushees must visit all fra
ternity house during hours of
rush.
$20-$ Rush from 7:30-10:00 p.m.
Rushees may visit fraternity of ctober 21-22-23
21-Rush from 2:00-5:00 p.m. ${ }^{22-}$ Quiet period. 23-Whichard Annex-1
p.m.
kappa delta
Gamma Sigma Chapter of Kap pa Delta Sorority would like to recognize Sister Mary Leslie Am brose from Waldorf, Md. and Sis er Ruth Fleming from Greenville N. C., who have tied for first place Ior their academic averages fo Spring Quarter, 1967. The chapter
scholarship bracelet has been scholarship brace
awarded to them.
Gamma Sigma's high overall av-
erage for Spring Quarter of 1967 erage for Spring Quarter of 1967
earned for them East Carolina University's Sorority Scholarship tro-

How to Keep Your Money From Running Out Before Your Month Doe First get yourself a check ing account. (Wachovia, preferably.) That way you always have a current record of your financial position. You can pace yourself. Besides, if you're not carrying all that cash in your pocket, you're not as likely to spend it. If you do choose Wachovia-and we hope you do-you'll enjoy No-Service Charge Checking as long as you keep just $\$ 100$ in your account. Why not come in and talk it over?

## WACHOVIA <br> BANK \& TRUSTT COMPANY



Chi Omegas announce that they awarded two bids at the culmi-
nation of informal rush. Receiving nation of informal rush. Receiving
bids were Nanie Austin of Auroa and Janet Edwards of Ayden.
Lamdba Chi's entertained the Lamdba Chi's entertained the

## SIGMA CHI DELTA

Sigma Chi Delta's Alpna pledge class includes Dale Stearns, Eric Oliver, Allen Futledge, Ed Cooper,
Ron Bowman, Bruce Tangle and Ron Bowman,
Jack Tracy, Bill Hicks, Bob Coshon, Tony Philips, Buster Ward, Tarry Mosly and $\mathrm{O} . \mathrm{D}$. Reagan are
members of the Beta pledge class. alpha delta PI In recent elecuons, Alpna Delta
Fi sorority chose Vicki Vienneau their new Publicity Chairman and Sandy Wentzel, current President oi ADPi, Homecoming Representative for the sorority.
ADPi Pat Montgomery was elect-
ed new Vice-President of the Paned new Vice-Pres
hellenic Council.
The sisterhood, consisting of 49
girls, recently initiated the girls, recently initiated the fol-
lowing new members: Virginia Lalowing new members: Virginia La
nam, Fayetteville, N. C.; Carol Mc nam, Fayetteville, N. C.: Carol Mc
Intyre, Sneads Ferry, N. C.; Kathy Moulton, Chesapeake. Va.; Kathy
Joan Teague, Winston-Solem Joan Teague, Winston-Salem, N. C
New pledges are: Laura Z. Bates,

Greensboro, N. C.; Kathy Boyd, Ar-
lington, Va.; and Pamela Frazier lington, Va.; and
Greensboro, N. C.

## delta zeta

Delta Zeta's Alpha Alpha plecige lass enjoyed a Scavenger Hunt a couple of weeks ago. Traits of puncuality and promptness prevailed as he pledges hurriedly returned the Sigmake its way to the East Caro-lina-Richmond football game.
Inadvertantly omitted from t Inadvertantly omitted from the
Alpha Alpha pledge class listing Alpha Alpha pledge class listing
last week was Jere Gallagher. A sophomore from Fort Bragg, N. C., Jere recently assumed the duties as president of her pledge class.
Other officers serving are Wanda Other officers serving are Wanda
Kerns, vice-president; Martha Barnhardt, secretary; Cindy Mun-筬, treasurer; Linda Olsen and LaVerne Massey, song leaders; and
Loretta Blum, projects chalrman. Sisters and pledges welcomed aproximately forty girls to a Coke party last Wednesday afternoon. These parties are held for the pur-
pose of acquainting girls with the pose of acquainting girls with the rity living.
The brothers of Sigma Chi Delta recently solemnized their selection of Sister Patty Larson as their
sweetheart with a serenade last sweetheart with a serenade last
Wednesday night. Patty is a senior
:) Pake, AOPi brid new officers ar urm, Philanthrop. Sally Putnam, His Blanc, WRA repre
ci Kuhn, Franki Williams, Standari Betty Depp Gross re new advisors ic Betty Depp Gros ocke. a has now compile a football by down
pa Psi and Alph
being prepared
tal Woman Hat omecoming. Amont
1ow serving E.C.
U , Vice-President
ung, Managing Ec rolinian; Chip
ate; and Tim Kes
s-end about twen
anied the KA a
Doc" Pierce, on atation in Enfiel
light some might the old Souther
bserved. Saturda party was held behind the Pizz
ns, a group fron rovided the musi Forest, Sigma Nu
Lambda Chi's fror chapter footba O by the score
a Chi Delta 33Kappa Sigs. Th
Kat in Smith is gettin
roduces boy' Flick ot only produce k, but also plays of the small army eeps a ush miami
erating smoothly. erating smoothly
eration would be r Stanley. His jes every situationves losing contro
lobby or poppin ile Cary Middle r: STUDENTS receive your 196
$t$ spring, you stil get one. up your yearbool ER office in Wri
ime between 2 an hrough Friday.

## Bearden Offers Salesmanship In Well-Balanced Realism



This week the Fabulous Fighting Pirates will take on their fourth victim
for the pleasire of Mommy, Daddy, and You. Be sure to scream baby-

## Average Greek's Faith Lies In Pin, Not House



## RENTAL FURNITURE SERVICE

RENT NEW FURNITURE WITH OPTION TO BUY YOUR SELECTION Good Selection Of New or Used Furniture Selection Of New or Used Fur
cash. credit, lay-a-way, rent SHEPARD.MOSELEY FURNITURE $\mathbf{C O}$.

758-1954
1806 DICKINSON AVE.

Saad's Shoe Shop Prompt Service Cleaners Man Ceaners Main Ple
(EDITOR'S NOTE: Dr. Pou, wellnnown to North Carolina business hovia Bank \& Trust Company Greenville. He reviewed Dr. Beard n's new book at the request of the "Persona
"Personal Selling: Behavioral James Hudson Bearden. John Wiley By DR. J. W. POU An open-ended treatment of both
actical and theoretical consideraions of personal selling as a vitaart of the business marketing conept is provided by this book. The
subject treatment permits reflec-

## Computer Offers

 Financial Advice
And to be ati-f. Fraternities yped and are dictated by sophomores, according to a detailed reSort of the Interfraternity Council owa State University released to
The Greek System emphasizes wholarship by grades, not by real parming, he report says. Too ofnet people like yourself," when hey should be saying "come to the ike and milike yourseple both hould be a chance to promote a derance of out-groups within a
The report states that the "Greek security - this is good. However, often Greek freshmen have a ten-
dency to become too confident. complacency results and a tendency

State Symposium Convenes At ECU

## specialists and teach

 North Carolina will come to the mad. Oct. 13 , for the third nual Symposium on History and he Social Stucties.Sponsored by the Sponsored by the university's hisater for Teachers of History of American Historical Associaon, the program on "The Con-
mporary World: Change and Challenge" awaits about 400 invited
mposium participants and any her interested persons. Friday
fermoon and evening sessions are

The program will begin at 1 p.m Five professors will preside mposium sessions: Claude Stur-
cill, Wikins Winn, Philip Adle Dunlop, all of the science departmen The symposium banquet at 6:30
m. will fature an address by
CU political ECU political science Prof. Han
Indorf on "The American
vill be Dr. John Howell, dean of nd Dr. Herbert R and Sciences Req department chairman. 2 pm . Fridill be held from Austin Building, Room 132. Symposium sessions are scheduled from
2:40 to 6 pm Further informationation.
ained by writing the chaiman the event, Prof. James H . Wease Greenville, Nepartment of history
-

There is no serious question with today's management in the busines
world about the need for an energetic, substantial, need for an enermarketing effort. The marketing plan continues to be management's guide to profits. Management gen-
erally feels that a succesful marketing effort cannot develop from an unplanned, instinctive approach to personal selling.
The traditional treatment of
salesmanship has been criticized Salesmanship has been criticized
because of the lack of emphasis on theories and concepts. This book gives a well - balanced treatment
of salesmanship from both the practical and theoretical viewpoint. The subject treatment is accomplished in a very realistic manner. The
selection and organization of the subject matter should prove useful
in filling the needs of the business in filling the needs of the business
world as well as that of the educa tor and his students.
Thirty - seven selected readings comprise the major portion of the Wook. These selections emphasize and prompt the consideration of
theoretical information that bears on the salesman - prospect relationship. Material has been brought together that provides an inter-
disciplinary background and frame work from which to study the perd.sci tinar ${ }^{n}$ nct
sonal selling function.
An extensive list of cases constitute the second part of the book. These cases are sufficiently brief time they are of sufficient length to illustrate many important principles and to stimulate discussion These cases should prove very use-
ful and provocative in discussions of personal selling.
day for both educators and business management to take a more intensive look at the personal sell-
ing function in marketing book provides an excellent behavioral science approach to the study fersonal selling.
ed President Jenkins and our fine ed President Jenkins and our fine
Board of Trustees for their active The $69-$ member senate endorsed ed by Dr. Wellington B. Gray, dean

Faculty Expresses Pride In ECU Leaders The Faculty Senate of East Caroina University has adopted a state ment of appreciation and suppor for the university - building efforts of the school's trustees and president.

The statement reads:
Because of the tremendous ef hal forth in many activities on esulf of this institution that ha in quality and size conwued growth ate expresses appreciation to ty sen dent Leo $W$. Jenkins and the Boar Trustees for their untiring ef forts on behalf of East Carolina Un iversity. The Senate also wishes
to assure its continued active support, respect for and loyalty to the President of the University and the Board of Trustees
Dr. Alton V. Finch, chairman of
the faculty and presiding officer of the senate, said he is "very happy

## Now- <br> one more thing not to worry about

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EC Participates In Project;<br>Adds 2 New Music Courses

Choice Of New UC President Praised By California Leaders
LOS ANGELES (CPS S Selec- and administrators as the universi-

Pass-Fail Is Adopted For Haverford College







LA Undergraduate President
Rubinstein, calling Hitch "a
Rubinstein, calling Hitch "a
good administrator,", said that
remains to be seen whether
students definite participation
decision-making at the universi-
hitch said at his press conferstudents because "students
every right to be consulted,"
hat "at this that "at this stage in their liv-


## Brothers and Pledges of ALPHA EPSILON PI Invite You To Formal Rush Party Friday, October 6, 8:00-12:00 130 West 7th Street

All Men Signed For Formal Rush and Their Dates Are Invited.

# Pirates In Action * Against Wildcats 



## Lambda Chi AlphaLeads In Fraternity League

By RONALD VINCEN pha and Pi Kappa Alpha pulled in- to a two way tie for second place Monday in the Fraternity League a 5-0 record while Kappa Alph and Pi Kappa Alpha are close be- hind with 5-1 records. Sigma Ph Epsilon is currently in fourth place with a 4-1 record. Theta knocked out of a possible three way tie for second - losing to PI Kappa<br>Harriers Crush<br>Richmond Spiders




Hendrix, the new Sports hnformat
iic setting up shog in his new post

## Stasavich Names Information Head



Concert Success

## samess <br> theo we


[^0]:    HOW TO PLAN YOUR ENGAGEMENT AND WEDDING Please send new 20 -page booklet, "How To Plan Your Engageonly 25 c . Also, send special offer of beautiful 44-page Bride's Book.

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[^1]:    be bef caraman
    
    or early 1930's (by its references to
    recent politics and as a sequel to
    Adrise and Consent and A Shade Adise and Consent and A Shade
    of ifference), it reveals how the
    welm media can become so over-
    wally dominaterful that it can actlions of Americans.
    Walter Dobius is the man whe estabilishes himself as head of the
    Washington press
    paint paints him in a moress corps. Drury
    atr-like
    starkness to show that his treach-
    erousness in ser slarkness to show that his treach-
    eroussess is like that of all his-
    tory's "super-humans." He be
    comes comes so convinced that his ultra-
    iliberal Wheral views are right that he goos
    to any lengths to see his political
    whims obeyed
    His views include the "positive
    acceptance" of Communism include the "posi
    of Communism Cends that America
    Communist wishes should bow to Communist wishes
    even to the extent of allowing the
    U.N. to censure her. Aliarded to Dobius are several famPresident Harley Hudson and Sec-
    retary of retary of State Orrin Knox - both
    men with the integrity to lead the
    country country and the guts to stand up to
    "Walter's world." They prove that
    they are inde. "Sole or" by risking "capable of hon-
    and and their families' political oblivion
    to savety in order Edward Jason, Governor of Calif-
    orma, becomen "World of Walter Woolderful", in his bid for the Presidential nomina-
    tion against Harley headiline - grabbing Hudson. Ted's 2s well " grabbing Jason "clan"
    liant First Lady beautiful and bril-
    int liant First Lady beautiful and bril-
    iditions to the makellent ad-
    cher characters.
    The fascinating list of Whe situation involved is one
    eifect actually faces America. Recent pocilital cal campaigns have end-
    ed with cand ou with candidates complaining a-

