

REPORT OF THE NORTH CAROLINA COLLEGE CONFERENCE

COOPERATIVE RESEARCH COMMITTEE - November 5, 1954

Summary of Reports on Research Projects  
Completed or In Progress in Member Colleges

Introduction.

The Committee on Cooperative Research sends a request to all member colleges for reports on research in progress or completed during the year in the general areas of administration, personnel, curriculum or instruction at the college level. This summary of the reports probably does not cover all of the research projects actually begun or completed in these colleges during the past year, but they are representative ones. This report includes summaries of all the investigations about which the Committee received a statement before it was time to send the summary to press.

RESEARCH IN PROGRESS

Catawba College

Faculty. Instruction. Departmental and Course Objectives. The study was begun at pre-college workshop and continued in faculty meetings. Departmental objectives presented in written form and discussed.

Davidson College

Profs. Johnston, Abernethy, Ostwalt and Dean Pietenpol. Curriculum. Opinions were sought of recent graduates concerning the curriculum at Davidson College. A questionnaire was sent to 500 recent graduates. Conclusions are now being sought.

Dean Pietenpol and Curriculum Committee. Curriculum. A study is being made of the present curriculum in light of the large enrollment expected shortly. An admission problem is expected in 1960. This critical study by departments is still in progress and no conclusions have been drawn.

Duke University

Henry Weitz. Placement Test Performance of Duke University Students Selecting Various Major Fields. Personnel and curriculum. This study was undertaken to provide data for improved curriculum guidance (1950). ACE Psychological Examination for college freshmen, Cooperative Reading Comprehension Reading Test, Cooperative Mechanics of Expression, and Duke University Mathematics Department Placement Test were given to 2,692 students in 1951, 1952, 1953. The freshmen were divided into groups according to major fields. Means and standard deviations were computed and profiled on a scaled score profile for the 2,692 students. This initial study has been completed, and it remains to follow the performance of students who were successful graduates in each major field. The performance will be based upon the Placement Test performance of these students when they were freshmen. The results seemed to warrant the use of these profiles in guiding students into various curricula. This study was reported as Staff Research Bulletin, Number 9, Bureau of Testing and Guidance, April 15, 1954.

East Carolina College

Tora M. Larsen. Personnel. A Study of the Student Personnel Records at East Carolina College as Relates to Prognosis in the Accounting Curriculum. This study was motivated by the need for predicting the quality of work to be done by a student in elementary accounting. Records are being used to arrive at a multiple regression equation that can be used for predictive purposes. The process of collecting data is still going on.

Leo Jenkins and Committee on Teacher Education and Religion. Curriculum and instruction. Religion in the Public Schools. Questionnaires are used to discover teacher attitudes regarding the teaching of religion. Data have been gathered and discussion has begun.

L. F. Brewster. Instruction. How to Teach the History of North Carolina in the Confederation Period 1781-1787. Visual aids are being gathered: books, newspapers, manuscripts, microfilms, public and private archives, field trips. This study is in the initial stage.

Greensboro College

- Raymond A. Smith. Curriculum. A Text-Book for an Introductory Course in Religious Education. This project was undertaken in order to fill a need for a better book than any available. Various prior books, current reports of research, and field work were done in order to assemble the materials. One section will be published in the Journal of the Religious Education Association for Nov.-Dec., 1954. The study is incomplete.
- Raymond A. Smith and Harold Hutson. Personnel. A Study of the Participation in Church Life on the Part of Majors and Minors in Religion at Greensboro College from 1946 to 1954. The study is still continuing.

Maydeline Stinson. Instruction. An Anthology of Representative Theories of Comedy and the Comic from Ancient to Modern Times. This project is designed to make available for student use the original critical doctrines as contained in the writings of famous critics of all time.

High Point College

Richard Dale. Instruction. A Handbook on Group Dynamics Techniques of Teaching College Business Subjects. A questionnaire was administered to 555 college students at Columbia University, Hunter College and New York University.

North Carolina State College of Agriculture and Engineering

- Clifford K. Beck. Curriculum. Training Curriculum in Nuclear Engineering. This is a pioneering study in its 5th year to determine the most effective framework for training in this new and hitherto uncharted field.
- G. B. Hoadley, W. D. Stevenson, W. J. Barclay, E. G. Manning, K. B. Glenn, A. J. Goetze and H. D. Randolph. Instruction. Laboratory work for electrical engineering students in circuits and fields. The study was motivated by the need for a rapid association of theory with practical situations. It was carried on at the sophomore and junior levels. The project was designed to improve the quality of teaching. Student reactions to the new methods were very good.
- Roy N. Anderson. Personnel. A study of factors relating to success in the School of Forestry. Freshmen in the School of Forestry have been given achievement tests and interest inventories to secure measures of factors which may be of predictive value in this curriculum. Study is incomplete.
- Roy N. Anderson. Personnel. A study of the relation between academic success and College Board Tests. Twelve hundred freshmen were given the College Board Tests on English, Intermediate Mathematics and Scholastic Aptitude. A spatial relations test was also given. The aim is to find out what predictive value these College Board Tests may have for the students at State College.
- J. Bryant Kirkland. Administration, curriculum and instruction. What constitutes an effective program of vocational agriculture for a community. The rapid changes in agriculture, the increasing activities undertaken by the teacher of agriculture and the complexity of the job of such a teacher necessitated the undertaking of the study in order to provide a clear indication of the direction of effort in the future. It is planned to secure the views of 240 people who are in each of the following categories: Third and fourth year Agricultural Education students in colleges, young farmers, county superintendents, high school principals and adult farmers. These subjects have been selected at random in the 12 southeastern states and personal interviews are now being conducted with them. The study will be completed in December, 1954.
- C. C. Scarborough and others. Curriculum. A Survey of the Present Status and Outlook for Training Teachers in the Area of Adult Education. Letters sent to each N. C. College training teacher. Indications are that little or no attention is given to adult education in teacher training programs.
- C. C. Scarborough and others. Administration. Some Factors Affecting the Integration of the Vocational Agriculture Program with the Total School Program. Questionnaires were sent to 100 principals and 100 teachers of vocational agriculture to determine the factors contributing to the integration, or lack of it, of a special area of education in the total school program.

Duke University

Henry Weitz, Mary Clark, Ora Jones. Personnel. A Study of the Academic Performance and Preparation for College of Students Who Have and Have Not Selected a Major Field of Study. This study attempted to investigate the motivating effect of having selected a major field. Placement tests were used with Duke freshmen and their academic performance was studied at the end of the first semester. The study showed that those who had selected a major before coming were better prepared. Male students (who had selected a major) performed better in college. Female students showed no difference.

Henry Weitz, Robert M. Colver, J. Albert Southern. A Study of Junior English Examination Administration. Curriculum and instruction. The study aimed to discover whether some inexpensive simple means could be used to identify those who need not take the English test at the junior level. Testing 2188 students in a three-year period demonstrated that this identification could be made, with resulting decrease in cost and increase in morale of students who did not have to be tested. This study will be published in the Personnel and Guidance Journal.

East Carolina College

P. W. Picklesimer. Instruction. Map Needs in a Modern World. Need for visual aids in the classroom motivated this study. The investigation revealed the inadequacy of available maps in important areas. To be published in the Journal of Geography.

High Point College

Lester Hartsell. Curriculum and instruction. A Program of Mathematics for Elementary Teacher Education. This study originated from the realization of the fact that the training in arithmetic of prospective teachers is inadequate in most colleges. A study of curricula during twenty-five years was made and compared with the present program. Arithmetic competence and judgment tests were given to students in each of the institutions. Letters from deans and chairmen of mathematics departments were studied, together with publications from the State Department of Public Instruction. Content and goals were determined from examination of text-books in arithmetic and analysis of all available current training.

Mitchell College

Katherine Noce Knox, Lola Miller, Doris Purcell. Administration, personnel, curriculum, instruction. Mitchell College Self-Study. Presbyterian colleges in North Carolina were asked to conduct self-study. Questionnaires, conferences, charts, diagrams and illustrative materials were used.

Queens College

Committee from the faculty. Administration, personnel, curriculum, instruction. Report of the Self-Study Committee of Queens College. The study was motivated by the request from the North Carolina Synod for an evaluative study. Questionnaires to students, faculty and administrators were used; conferences were held with faculty members and administrative officers.

North Carolina State College of Agriculture and Engineering

Paul J. Rust and Departments of English and Psychology. Personnel. A Study in the Improvement of Reading at the College Level, with Special Emphasis on Tachistoscopic Training.

Part I. Experimental and Control Groups of Freshmen who Scored in the Lowest Three Deciles on the College English Placement Test. Both groups were given the Iowa Silent Reading Test, Form A, at the beginning of the Quarter and Form B at the end of the Quarter. Only the Experimental Group was given reading training. The statistical analysis of the before-and-after scores in reading rate, comprehension and tachistoscopic training showed that the gains in each of these categories were significant beyond the 1% level of confidence.

Part II. Group of Sixty Freshmen. Through the use of the split-half technique on an article by Norman Lewis entitled "How to Read Better and Faster," these students were tested for rate and comprehension at the beginning and end of the term. The students were given reading training once each week. The statistical evaluation of the before-and-after scores showed a gain in reading rate that was significant beyond the 1% level and a loss in comprehension that was significant at the 5% level of confidence.

Part III. Group of Thirty-Six Freshmen. All entering freshmen who scored in the lowest three deciles on the College English Placement Test were re-tested with the Iowa Silent Reading Test (Form Am). The group who received training was drawn from those who scored the lowest on the Iowa Test. Only one student out of the total group was reading at a rate above 200 words per minute at the beginning of the Quarter. This group received training twice each week in phrase reading, vocabulary development and tachistoscopic exposures. At the end of the term, the Mean Reading Rate was 288.06 words per minute. The statistical analysis of the before-and-after scores in rate, comprehension and tachistoscopic training showed gains in each of these areas that were significant beyond the 1% level of confidence.

D. J. Moffie and Charles Milton. Curriculum. The relationship of certain psychological test scores to academic success in Chemical Engineering. Relationships between the test scores and academic success in college were determined. One hundred forty-three chemical engineers in five successive graduating classes were used as subjects. Follow-up studies will be made at the end of five, ten and fifteen years after graduation from college. The tests used were: The Otis Intelligence Test, Stanford Scientific Aptitude Test, Bennett Mechanical Aptitude Test, Minnesota Paper Form Board and the Strong Vocational Interest Test. This battery of tests had significant predictive value with respect to the academic success of the students in Chemical Engineering.

Robert Lee Edwards. Personnel. Why Graduates in Agricultural Education do not Teach Vocational Agriculture. Approximately one-fourth of the men who graduated in Agricultural Education since World War II never taught vocational agriculture. The principal factors associated with the entrance of these men into other employment, in order of importance, appeared to be: (1) Teaching positions are not made available early enough in the year, and many graduates accept other work while waiting for a teaching position; (2) greater interest in other work; (3) inadequate salaries; and (4) limited prospects for advancement. It was recommended that a more effective placement service be offered to graduates in Agricultural Education. It was also recommended that a comprehensive system of guidance be initiated so that prospective teachers of agriculture could be more carefully selected, that the curriculum be made more functional. Presented as thesis at State College.

#### Warren Wilson College

Roger D. Stuck, Leon F. Deschamps, W. Paschal Reeves, Jr., Samuel H. DeVries and Julio M. Guisasola. Curriculum. This study attempted to evaluate the terminal major fields which no longer drew many students and to find a new area of need in which a course of study would combine the old departments into a new technical program. The study included investigation of work by other schools, consultation with representatives of industry employing technical personnel. The study was completed and is already beginning to show satisfactory results. There is apparent need in some industries for technically trained men who are college graduates if their training includes the proper background material and experience.

November 9, 1954

Mr. Raymond J. Seeger  
National Science Foundation  
Washington 25, D. C.

Dear Mr. Seeger:

We are pleased to know that you will visit North Carolina State College on Thursday, November 18. I regret that the majority of our Deans and I will be in Washington on that date attending the annual meetings of the Association of Land-Grant Colleges and Universities.

Arrangements are being made for your visit with the Heads of Departments likely to be interested by Dr. W. J. Peterson, Head of the Department of Chemistry and Chairman of our Faculty Senate. He will be awaiting your arrival in Room 107 Withers Hall, located near the center of our campus. He is making arrangements for a luncheon meeting and will appreciate knowing the approximate time of your arrival Thursday morning.

We look forward to the opportunity of having you visit us and I regret that I shall not be here.

Sincerely yours,

Carey H. Bostian  
Chancellor

CHB:H

cc: Dr. W. J. Peterson

*with letter*

July 27, 1954

Mr. Alan T. Waterman, Director  
National Science Foundation  
Washington 25, D. C.

Dear Mr. Waterman:

We acknowledge with thanks receipt of your letter stating that a grant of \$10,000 has been awarded North Carolina State College for the support of research entitled "Absorption and Metabolism of Nitrogen Compounds by the Tobacco Plant," under the direction of Clayton McMilliffe, Department of Agronomy, for a period of approximately two years.

We shall endeavor to comply with all conditions concerning this grant and to make effective use of the financial support provided by it.

Sincerely yours,

Carey H. Boston  
Chancellor

CHB:H

cc: Dr. Ralph W. Cummings  
Mr. J. G. Vann

NATIONAL SCIENCE FOUNDATION

WASHINGTON 25, D. C.

Dr. John W. Harrelson, Chancellor  
North Carolina State College of  
Agriculture and Engineering  
Raleigh, North Carolina

July 21, 1954

Research Grant NSF-G1055

Dear Dr. Harrelson:

I am pleased to inform you that the sum of \$10,000 is hereby granted by the National Science Foundation to North Carolina State College of Agriculture and Engineering, for the support of research entitled "Absorption and Metabolism of Nitrogen Compounds by the Tobacco Plant," under the direction of Clayton McAuliffe, Department of Agronomy, for a period of approximately two years. Until further notice this grant will be paid as follows: \$6,800 on or about August 15, 1954; \$2,200 on or about October 15, 1955; and \$1,000 on or about April 15, 1956.

It is a condition of this grant that it may be revoked in whole or in part by the Foundation after consultation with the principal investigator and the grantee, except that a revocation shall not affect any commitment which, in the judgment of the Foundation and the grantee, had become firm prior to the effective date of the revocation; and that funds not committed by the grantee prior to the conclusion of the work contemplated under this grant shall be returned to the Foundation.

It is a further condition of this grant that disposition of domestic patent and other rights in any inventions or discoveries made or conceived during the research shall be the responsibility of the grantee; that disposition of foreign patent and other rights to any such invention or discovery shall be determined by the United States Government; that the grantee shall give the Foundation reasonable notice of application by the grantee or other person or institution for a foreign or domestic patent on any such invention or discovery; and that upon issue of a domestic patent on any such invention or discovery, the patentee shall grant the Government an irrevocable, royalty-free, nonexclusive license for use of such invention or discovery for governmental purposes.

The Foundation desires that this grant be administered in general accordance with the Foundation's policies for research grants as stated in "Grants for Scientific Research," December 1951, and in conformity with the other understandings reached between the Foundation and the grantee relating to this grant.

Please acknowledge receipt at your earliest convenience.

Sincerely yours,

*Alan T. Waterman*  
Alan T. Waterman  
Director

July 7, 1954

Mr. J. A. Nelson, Administrative Assistant  
Personnel Department  
Carolina Power & Light Company  
Raleigh, North Carolina

Dear Mr. Nelson:

After receiving your request for information about courses being taught at North Carolina State College having to do with public utilities, I sent an inquiry to several of our departments where such courses might be taught. Replies from them state that we do not offer any courses having to do with the organization and operation of public utilities.

Some of the topics mentioned in your letter are studied briefly in such courses as Industrial Management, Industrial Relations, Business Organization, Corporation Finance, Investments, and Accounting. We do not offer any specific courses having to do with public utilities.

It has been a pleasure to furnish you with this information, although it is negative in quality.

Very truly yours,

Carey H. Bostian  
Chancellor

CHB:H



# Carolina Power & Light Company

Raleigh, North Carolina

June 21, 1954

Office of the Chancellor  
N. C. State College  
Raleigh, North Carolina

Dear Sir:

From time to time we in the Public Utility Industry are asked whether or not the colleges and universities in our area offer courses having to do with Public Utilities - how they are organized, financed, the way in which rates are regulated, how they are operated, etc. If it is not too much trouble, would you please let us know whether or not you offer in your curriculum any courses having to do with Public Utilities and what such courses include.

This information will be very helpful to us and your assistance in this matter will be deeply appreciated.

Very truly yours,

*J. A. Nelson/mw*

J. A. Nelson  
Administrative Assistant  
Personnel Department

JAN/mw

NATIONAL ASSOCIATION OF ELECTRIC COMPANIES

SUITE 510, 1200 EIGHTEENTH STREET, N. W.

WASHINGTON 6, D. C.

P. L. SMITH  
PRESIDENT

June 16, 1954

Chanc. J. W. Harrelson  
North Carolina State College  
University of North Carolina  
Raleigh, N. Car.

Dear Chancellor Harrelson:

In sending you a copy of a discussion on federal power in April by A. J. G. Priest, Professor of Law at the University of Virginia, we remarked in our letter that any discussion of public and private power usually gets around to the preference given public bodies in the sale of federal hydroelectric power.

While this preferential treatment of certain groups exists only in those scattered areas where the government generates electric power, persons in all sections of the country are questioning those statutes which require a government department to favor one group of citizens over another.

Because of this interest in the preference clauses, we have prepared a booklet titled "Some Timely Talk about the 'Preference' System," which discusses these laws in terms of what people expect from government in the way of understanding and equitable treatment for all citizens.

We are sending you the enclosed copy of the booklet, hoping you would want to know how the electric power industry feels on this subject. We hope you find it interesting and informative.

Sincerely,



May 15, 1954

Mr. G. N. Noble  
Noble Supply Company  
Trenton, North Carolina

Dear Mr. Noble:

The only suggestion Coach Case has for helping you obtain a basketball coach is a George Pickett who graduated here in 1951 with a major in Industrial and Rural Recreation. He was not a varsity basketball player but served as manager of the team. Coach Case considers him well qualified to be a coach. His service in the Army will be terminated in July but he is in this country and can be reached if you wish to communicate further with him.

He was formerly employed by our Extension Division and I have heard that they are interested in having him work with them again when he becomes available. He does not have a teacher's certificate but Coach Case thinks he could become qualified to teach history by taking a few courses.

I regret that none of the varsity players is either qualified to teach or interested. Do you wish us to communicate with Pickett?

Sincerely yours,

Carey H. Bostian  
Chancellor

CHB:H

March 5, 1954

Dr. Alan T. Waterman, Director  
National Science Foundation  
Washington 25, D. C.

Dear Dr. Waterman:

We are pleased to know that the National Science Foundation has made a grant of \$12,500 to North Carolina State College of Agriculture and Engineering for the support of research entitled "Segregation in Artificial Amphidiploids in Genus *Gossypium*", under the direction of Dr. D. U. Gerstel, Department of Agronomy.

It is noted that it is planned to pay the grant as follows: \$5,000 on or about March 15, 1954; \$4,200 on or about May 15, 1955; \$2,000 on or about May 15, 1956; and \$1,300 on or about November 15, 1956.

We shall endeavor to administer the grant according to conditions described in your letter and in conformity with all understandings which have been reached between the Foundation and the grantee.

Sincerely yours,

Carey H. Bostian  
Chancellor

CHB:H  
cc: Mr. J. G. Vann

NATIONAL SCIENCE FOUNDATION  
WASHINGTON 25, D. C.

March 1, 1954

Dr. Gordon Gray, President  
University of North Carolina  
Chapel Hill, North Carolina

Research Grant NSF-G720

Dear Dr. Gray:

I am pleased to inform you that the sum of \$12,500 is hereby granted by the National Science Foundation to the University of North Carolina, for the support of research entitled "Segregation in Artificial Amphidiploids in Genus Gossypium," under the direction of D. U. Gerstel, Department of Agronomy, North Carolina State College of Agriculture and Engineering, Raleigh, North Carolina, for a period of approximately three years. Until further notice this grant will be paid as follows: \$5,000 on or about March 15, 1954; \$4,200 on or about May 15, 1955; \$2,000 on or about May 15, 1956; and \$1,300 on or about November 15, 1956.

It is a condition of this grant that it may be revoked in whole or in part by the Foundation after consultation with the principal investigator and the grantee, except that a revocation shall not affect any commitment which, in the judgment of the Foundation and the grantee, had become firm prior to the effective date of the revocation; and that funds not committed by the grantee prior to the conclusion of the work contemplated under this grant shall be returned to the Foundation.

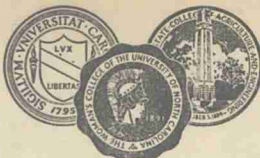
It is a further condition of this grant that disposition of domestic patent and other rights in any inventions or discoveries made or conceived during the research shall be the responsibility of the grantee; that disposition of foreign patent and other rights to any such invention or discovery shall be determined by the United States Government; that the grantee shall give the Foundation reasonable notice of application by the grantee or other person or institution for a foreign or domestic patent on any such invention or discovery; and that upon issue of a domestic patent on any such invention or discovery, the patentee shall grant the Government an irrevocable, royalty-free, nonexclusive license for use of such invention or discovery for governmental purposes.

The Foundation desires that this grant be administered in general accordance with the Foundation's policies for research grants as stated in "Grants for Scientific Research," December 1951, and in conformity with the other understandings reached between the Foundation and the grantee relating to this grant.

Please acknowledge receipt at your earliest convenience.

Sincerely yours,

*Alan T. Waterman*  
Alan T. Waterman  
Director



THE CONSOLIDATED UNIVERSITY OF NORTH CAROLINA

University of North Carolina at CHAPEL HILL • North Carolina State College of Agriculture and Engineering at RALEIGH • The Woman's College at GREENSBORO

GORDON GRAY, *President*  
WILLIAM D. CARMICHAEL, JR.  
*Vice-President and Controller*

March 3, 1954

Dr. Alan T. Waterman  
National Science Foundation  
Washington 25, D. C.

Dear Dr. Waterman:

I wish to thank you for your letter of March 1 informing us that the National Science Foundation is granting \$12,500 to the University of North Carolina for the support of research entitled "Segregation in Artificial Amphidiploids in Genus *Gossypium*," under the direction of D. U. Gerstel, Department of Agronomy, North Carolina State College of Agriculture and Engineering, Raleigh, North Carolina, for a period of approximately three years. We fully understand and accept the conditions of this grant.

We, of course, are grateful for this support and this indication of confidence.

Sincerely,

Gordon Gray  
President

cc: Dr. Bostian

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Y

NORTH  
CAROLINA

*Dairy Products Association*

INCORPORATED

712-13 INSURANCE BUILDING  
PHONE 3-2850

J. LLOYD LANGDON  
EXECUTIVE VICE-PRESIDENT

P. O. BOX 2687  
RALEIGH, N. C.

January 28, 1954

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Dr. Carey H. Bostian  
Chancellor  
N. C. State College  
Raleigh, N. C.

Dear Dr. Bostian:

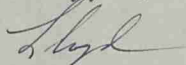
The entire membership of our Association has requested me to write you and express to you their sincere thanks for delivering the fine address at our Twentieth Annual Convention in Pinehurst. I am also most grateful to you, personally, for appearing as a speaker on our program.

Your address was received with much enthusiasm by our membership, and I heard many compliments on your speech. We also appreciate your taking part in the radio broadcast from Pinehurst, and our group was delighted to become better acquainted with the new Chancellor of N. C. State College.

If you incurred any expenses in connection with your appearance on our program, please advise us and we shall be most happy to reimburse you.

With best wishes, I remain

Sincerely yours,



J. LLOYD LANGDON  
EXECUTIVE VICE PRESIDENT

JLL:hg

RESOLUTION

North Carolina State College

WHEREAS, the NCAA Committee on Infractions has investigated alleged violations of NCAA principles, rules and regulations by the North Carolina State College of Raleigh, and reported its findings to the Council;

WHEREAS, the Council has found North Carolina State College to have been in violation of Article VI, Section 2 of the NCAA By-laws in that the College has followed, at least, since 1950, the practice of paying the transportation costs of prospective athletes to visit the campus;

WHEREAS, the Council has found North Carolina State College to have been in violation of Article VI, Section 3 of the NCAA By-laws in that college coaches tried out prospective basketball players, and to a less extent football players, during the 1952-53 college year, as well as previous years;

NOW, THEREFORE, BE IT RESOLVED, that the Council support the action of the Atlantic Coast Conference in placing North Carolina State College on probation and in ruling ineligible to participate at the College, 11 prospective basketball players who were tried out during May, 1953; and

BE IT FURTHER RESOLVED, that in supporting the Atlantic Coast Conference's action, the NCAA Council place North Carolina State College on probation for a period of one year, dating from May 7, 1954, during which period of probation the College shall be ineligible to participate in the National Collegiate Basketball Championship; and

BE IT FURTHER RESOLVED, that the athletic practices and procedures of North Carolina State College, in the area of transporting and trying out prospective athletes, shall be reviewed by the Committee on Infractions next Spring, prior to the terminal date of this probation; and

BE IT FINALLY RESOLVED, that record be made of the cooperation and assistance accorded to the NCAA by the Chief Executive Officer of the Consolidated University of North Carolina and the administration of North Carolina State College, and of the prompt and positive steps taken by institutional officers in bringing North Carolina State College's practices and procedures into compliance.



# The National Collegiate Athletic Association

*Executive Offices*

209 Fairfax Building • Kansas City 5, Missouri • Baltimore 7127

President  
ALBERT B. MOORE  
University of Alabama

Executive Director  
WALTER BYERS

Secretary-Treasurer  
EARL S. FULLBROOK  
University of Nebraska

## MEMORANDUM

December 4, 1954

TO: Presidents, Faculty Representatives and Athletic Directors of  
NCAA Member Institutions and Officers of Allied Conferences.

SUBJECT: Inauguration of Public Relations Program.

From time to time during recent years, intercollegiate athletics has been subject to the searching glare of adverse publicity. As would be natural under these circumstances, the worst in intercollegiate athletics has been brought before the public gaze and, certainly, the real values of our intercollegiate programs have not been adequately presented.

The NCAA has recognized the abuses which prompted this situation and has taken positive steps to deal with them. We are convinced that the elements of abuse are now under control to a much greater degree than at any time during recent years.

The American Council on Education has stated that "American colleges and universities engage in intercollegiate athletics because of a deep conviction that when properly administered they make an important contribution to the total educational services of the institution." In the past, we have assumed that not only our own people but the public at large understood the values of intercollegiate athletics. Now there appears need for a more positive presentation and, accordingly, the NCAA has established a Public Relations Committee charged with the responsibility of developing a comprehensive and continuing public relations program in behalf of intercollegiate athletics.

Under separate cover, the Public Relations Committee is forwarding to the athletic director of each member institution and the appropriate officer of each allied conference two copies of a Public Relations Manual. This Manual sets forth the principles and objectives of this public relations effort which, if put into effect nation-wide, will have a positive and wholesome influence. This Manual is only the start and outlines a broad program which will expand and improve with the years.

Public Relations  
December 4, 1954  
Page No. 2

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In a separate memorandum to each athletic director, we are suggesting that he organize appropriate meetings within his institution to consider and implement the program outlined in the Manual. It is assumed that he will assign the two copies of the Manual to the appropriate persons and, also, request additional copies if needed.

The member institutions of this Association have a primary obligation to see to it that the purposes and objectives of their athletic programs are true and educationally sound; fulfilling that obligation, they have a sister responsibility to see to it that the appropriate segments of our society are acquainted with the true scope and meaning of their intercollegiate programs.

We seek your support and cooperation.

H. P. EVEREST, Chairman  
NCAA Public Relations Committee

THE AMERICAN BANKERS ASSOCIATION

TWELVE EAST THIRTY-SIXTH STREET

NEW YORK 16, N. Y.

JOSEPH H. WOLFE  
ASSISTANT TO EXECUTIVE MANAGER

May 17, 1954

Dr. Carey H. Bostian, Chancellor  
North Carolina State College  
Raleigh, North Carolina

Dear Carey:

I want to tell you again how very much I enjoyed your fine talk at the Annual Agricultural Breakfast of the North Carolina Bankers Association. It was like old times to me to be there and to hear you speak. This is the fourth year that we have had the Agricultural Breakfast, and during that time we have had men like Jimmy Hilton, Stag Ballentine, Brice Ratchford, and yourself.

It is a healthy thing for a group like the bankers to work so closely and so intimately with an institution like State College. Although I am gone from the scene, I do hope that that close relationship continues to exist for it can mean so much to the economic welfare of the people of North Carolina.

With kind personal regards, I am

Sincerely yours,



W/s

# NORTH CAROLINA BANKERS ASSOCIATION



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JOHN P. STEEDMAN, CHAIRMAN OF THE BOARD AND PRESIDENT  
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May 20, 1954

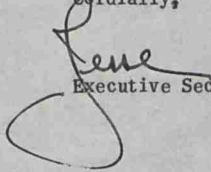
Dr. Carey H. Bostian, Chancellor  
N. C. State College  
Raleigh, North Carolina

Dear Dr. Bostian:

I have the honor of presenting herewith copy of a resolution adopted at the 58th annual convention of the North Carolina Bankers Association.

With every good wish, I am

Cordially,

  
Executive Secretary

Jesse Helms: jh

Encl. 1

A RESOLUTION ADOPTED BY THE 58TH ANNUAL CONVENTION OF THE  
NORTH CAROLINA BANKERS ASSOCIATION, PINEHURST, NORTH CAROLINA

WHEREAS, the North Carolina Bankers Association has been honored by the presence of The Honorable William B. Umstead, Governor of North Carolina, Louis V. Sutton, President of the Carolina Power & Light Company, Dr. Carey H. Bostian, Chancellor, North Carolina State College, and Isaac B. Grainger, Executive Vice-President of The Chemical Bank and Trust Company, and

WHEREAS, each of these gentlemen has favored this Association with an information, timely and inspiring message, and

WHEREAS, their presence has meant much to the success and pleasure of this Association:

NOW THEREFORE BE IT RESOLVED by the North Carolina Bankers Association in convention assembled express its gratitude to each of these outstanding men for their time, effort and for the fine messages which they have brought to this Association.

BE IT FURTHER RESOLVED that this resolution be spread upon the minutes of this convention and that a copy of this resolution, executed by the president and attested by the secretary be transmitted to each of these gentlemen.

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President  
North Carolina Bankers Association

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Secretary  
North Carolina Bankers Association

