

DELTA SIGMA PI INITIATE SEVE VIRGINITY **SATURDAY NIGH**

Carl Taylor Main Speaker At Initiates' Banquet

BUSINESS FRATERNITY FOUNDED 23 YEARS AGO

ninger and Goehring Other peakers At Banquet—State ollege Chapter Founded In 1929-Fifty-six Active Student Chapters-"Psychologi cal Elements In Economic



Oats. Officers are: R. W. Turner, president; T. C. Anman, vice president; E. S. McLood, secre-tary and treasurer, and W. P. Seagraves, reporter.

Taylor Says 1931 To Be Worst Year

Hawaii he was professor of military academy. At a smoker teddered Colonel Arrowsmith and the cadet officers of the forwamit complimented the cadet of the regiment. Colonel Arrowsmith complimented the cadet of the regiment for professionals. To be forwamit or professionals. To be forwamit and the new R. O. T. C. regiment at Site College from the standpoint of the manner Red Massing are presented in the state students rooming in fraterity bouses. The watangan offere are the track of the state students to make contributions—to the state state to the state contributions—to the state state to the state contributions—

Under the auspices of faculty mem-bers and the International Relations Club of the college, Norman Thomas, head of the Socialist party, ended ag, addresses in Raleigh by popaking twice at the college, Mon day, addressing an audience of sti-dents and others on education at noon, and speaking to a faculty luncheon and speaking to a faculty luncheon that two methy of the Knight com and speaking to a faculty luncheon because it is freeponsible. An in 'setigation before the Knight com mittee in New York state showed bare on the two the stock of a holding companies and a small group of those com panies control practically all of the utility companies in this country." Thomas. "The day of individualism," declared that, when has passed and the only ones who

Tau Beta Pi National Honorary en-gineering fraternity at North Caro-lina State College today sent bids to sixteen students. Frank Review Is Requ

Honor Engineer Fraternity PSYCHOLOGICAL REACTIONS **Governor Gardner Appoints** Sends Bids To Eighteen Men GIVEN OF SECOND WATAUGAN **R.W. Henninger Secretary**

And a Frank Review Is Given

The Beth PI National Honorary en Sincering Viewers (S.W. Date A student engineer at the college. The new pledges are: G. W. Date student engineer at the college. The new pledges are: G. W. Date of New Bedford. Mass: J. I. Crowing closer to the thinking reader a student engineer at the college. The new pledges are: G. W. Date of New Bedford. Mass: J. I. Crowing closer to the thinking reader a student engineer at the college. The new pledges are: G. W. Date of New Bedford. Mass: J. I. Crowing closer to the thinking reader the disphis: C. M. Sprinkle, of Multi-di Holbwrille: J. M. Johnson, of Re-leigh: W. J. Whitaker, of High Point, T. F. Mas of Philadelphia. Bingular honor was conferred upon D. L. Hogsette, of Greenshor: A. J. B. Corker, or awaiting indiction to the rare: Lee R. Mercer, of Norfold, Var, president: F. A. Jones, of High Point, corresponding secretary D. P. Mellon, of Cherryville, secretary T. P. Mellon, of Cherryville, secretary ther are: Lee R. Mercer, of Rostoff, Yar, and Charles B. Turner, of Hes-High Point, corresponding secretary D. P. Mellon, of Cherryville, secretary b. State College President Sars **State College President Sars State College President Sars State College President Sars The chem and agricultural agents B. C. Brooks, president of State Cohree, addressed a joint meeting of High Point, corresponding secretary B. C. Brooks, president Sars B. C. Brooks, president Sars B. C. Brooks, president of State Cohree, addressed a joint meeting of H. C. Brooks, president of State Cohree, addressed a joint meeting of H. C. Brooks, president of State Cohree, addressed a joint meeting of H. C. Brooks, president of State Cohree, addressed a joint meeting of H. C. Brooks, president of State H. C. Brooks, president of State H. C. Brooks, president of State H. C. Brooks, president of Stat**

mate 1930: A. S. M. E. A. I. E. E. A. I. Ch. E. A. S. C. E. 9:45 a.m. 9:55 " 10:00 " 10:05 " 10:08 " 10:10 " 10:10 " A. C. S. 10:05 Beta Pi Kappa 10:08 Tompkins Tex. Soc. 10:10 Red Masquers 10:15 Old Dominion Club...10:20

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· A BIT NEW

Tuxedo worn to the classroom is the latest freak in collegiate dress evidenced at free Is the lists freak in collegiate dress evidenced at State College. Spats and hats have been adopted by many collegians, but Guy Byrd capped the stack in the renaissance wearing apparel for the well-dressed college man when he appeared on Prof. R. W. Green's economics class Thurs-day at 12 o'clock, all diked out in ful evening dress. Professor Green operated against difficulties throughout the period, as the youth dressed in the tux commanded more at-tention from the class than his lecture.

Appointee Member of **Science and Business** Faculty

Unemployment Commission

HENNINGER PLAYED PART WRITING WORKMAN'S LAW

State Professor Loaned To Unemployment Commission for Four Months-Received Mas-

ter's Degree At College In 1928—Present Head of Industrial Management Department —Locate Offices In Agricultu-ral Building.

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Senior Class Superlatives **Elected At Thursday Meet**

The senior class of North Carolina State College have elected eighteen uperlaitives. Seven of the eighteen outstanding eniors are outoothe-State students. "Athough several of the superlaitive life, for the most part the selections withes indicate trivialities of college life, for the most part the selections very strongly the rating of the indi-viduals in the senior class." says E. L. C. Vipond of Nortolk, Va.; but college and represent very strongly the rating of the indi-student, C. C. Vipond of Nortolk, Va.; but college and represent very strongly the rating of the indi-student, C. C. Vipond of Nortolk, Va.; but college and represent very strongly the rating of the indi-student, C. C. Vipond of Nortolk, Va.; but college and represent very strongly the rating of the indi-student, C. C. Vipond of Nortolk, Va.; but college and represent very strongly the rating of the indi-student, C. C. Devinaley of Mack Stout of Sanford; best executive, bors monet digitified, Dan M. Paul of Paul post digitified, Dan M. Paul of Paul but conse, Stacey Lloyd of Speareer; best politician, John Gammon of Grift an, Ga.

Room Adjustments Urged By Wellons Before Holidays

All students who are not coming become term should call by the office the college warehouse and turn in become term should call by the office their keys and check out of their re-person of the holidays. Is the request issued this week by T. T. Wellons, su-person of the campus after Christmas outin him students who are g-large to south the campus after Christmas outin has. There are several students register-for the college next term who were the assessment of the term who were the second term. Mr. Wellons warts or assign rooms to these men, and be synthese this term. Mr. Wellons warts on assign rooms to these men, and be synthese this term. Mr. Wellons warts on assign rooms to these men, and be synthese this term. Mr. Wellons warts on assign rooms to these men, and be synthese this term. He has re-quere the second term. He has re-tormatories at the present time and synthe to move in after the holidays, one over and file his application, one dormitory into another muti-tale see Wellons before they leave the cont this term.

from one country of the second tory will be heated during the Christ-mas holidays, to accommodate students who are going to remain on the cam-pus, Wellons announced. Anyone who is staying here should get in touch with roomers of those two dormilories and make arrangements for a room during the intermission between the terms. The cooperation of the students with Wollows will elimitate much ex-

is. ae coöperation of the students i Wellons will eliminate much ex-trouble for both the building di-on and the treasurer's office.

Ho's Papa Now John David Floyd, B.S. 23, and Mrs. Floyd announce the birth of a daughter on December 7 at their home in Highland Park, Illinois. Mr. Floyd is a teacher of chemistry and football coach at the Dearfield High School in Highland Park.

TRY OUR New Dandruff Remover "It's Great" COLLEGE COURT BARBER SHOP

42 out of 54 colleges choose this FAVORITE pipe tobacco



and Yale agrees

LOOK UP at the windows of LOCK UP at the windows of L Harkness to find out what the Yale mas mokes. In the spring-time you'll see him sitting in his window seat with a pipeful of Edgeworth between his teeth. On Chapel Street...out at the Bowl...everywhere the Yale man goes, his pipe and Edgeworth go with him. And at 42 out of 54 of the leading-colleges and universities Edgeworth is the favorite to bacco.

Ad acco must be good to win the voit of so many discriminating smokers. And Edgeworth is good. Toconvince yourself try Edgeworth. You can get it wherever tobacco is sold ... 15¢ a tin. Or, for a generous free sample, write to Larus & Bro. Co., 105 S. 22d St., Richmond







COLLEGIANS WAGE WAR ON WHISKEY

Mark 5 GROOME MCNICH arking "boose" with the fighting spirit he played on the grid field, has made a touchdown for prohibition. Mary Groome McNinch, of Queens College, national temperance essay contest winner, kicked the extra point. Under the leadership of "Milo" Stroupe the sophomore class recently outlawed liquor drinking among its members. A week later Captain Stout, in an address, influenced the freshmen to follow the precedent of the second-year men. Miss McNinch has been awarded \$50 as reward for submitting the best essay supporting prohibition. The Woman's Christian Temperance Union sponsors the contest annually.

Rural People Ask Less

She: "Your hat feels at home on he table, doesn't it?" He: "Why?" She: "Because there's wood under

Teacher; "Where was the Declara on of Independence signed?" Student: "At the bottom."

Sanitary Laundry

"We Wash for Raleigh"

PHONE 2816

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Scrip to Ink)

Sheaffer



Rural people are more reluctant in asking for charity than city people seem to be, but their enterprises come nearer absorbing and supporting rural poverty than do city people and their enterprises, is the opinion of Dr. Carl C. Taylor, dean of the Graduate School of North Carolina State Col-leze.

nearer absorbing and supporting rural poverty than do city people and School of North Carolina State Col-iege. "Many dependent rural families iiva in rent-free tenant houses; are at supply merchants, and are given rent-free plots of ground on which to pro-duce their own food. "If rural families lived in cities "bay merchants, and are given rent-free plots of ground on which to pro-duce their own food. "If rural families lived in cities "bay failing to a lower stain, ard of living and retaining their fam-ity independence. "The country people absorb tho soft of living and retaining their fam-ard of living and retaining their fam-rung to their own poverty and live function for their own poverty and live function in North Carolina and says there to nin North Carolina and says there

Tail quota for public or private relief, Dr. Taylor cites the rural conges-tion in North Carolina and says there are 6,000 one-room and 42,000 two-room rural homes in the State. The poor houses in which country people live belong mostly to the landlord and improve only with increased farm in-come. "The whole standard of living is clearly recognized as resulting from farm enterprise and is to be solve by the correct economic adjustments of farming." As a relief for rural dependence,

of farming." As a relief for rural dependency, Dr. Taylor believes that "the State should be more concerned with the health policy, taxation, and education. They should go beyond this and be ardent in creating a public opinion that will demand more adequate so-cial machinery, particularly juvenile courts, detention homes, and alme-houses."

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Open 7 A.M. to 12 P.M. CURB SERVICE ne 4784—9169 DELIVERY SERVICE _ Stationery — College Seal _



THE TECHNICIAN

Yearling Cagers

The N. C. State College freshman basketball team will open its 1931 court season with Wake Forest here, January 6.

STATE STUDENTS IN ANNUAL MEET

To Play 7 Games Frosh and Sophs Compete In Physical Education Day

lina football fans for all-state honors this year. Both of these men have been mentioned frequently for these honors, and seldom has an all-state team been named in which these men were not given first weation

Cobb is a sophomore from Newark, N. J., and Stout, a sen-ior, is from Sanford.

Gammon and Gurneau

Two candidates for the center berth, Sam Gurneau and John Gammon, will probably play the forward positions this season on the North Carolina State College basketball team. During the scrimmage sessions which have been conducted this week by Coach Ray Sermon, these two men have been working out in these places. Both Gammon and the Big Indian made application for center at the beginning of the season and Gurneau was counted on as a probable regu-lar, but with forward material lacking and with last year's regular center, Morgan, on hand, Sermon started the shifting. Gammon and Gurneau are both big men, standing a little over six feet, and their work so far this week as for wards has been impressive. Gammon is a senior and Gurneau a sopho-more. There are two other candidates who

TO OUR PATRONS

HERE'S A HEARTY WISH FOR A HAPPY YULETIDE SEASON.

COLLEGE LAUNDRY

W. L. GODWIN, Manager "UNDER NEW MANAGEMENT" 1855 · SEVENTY-FIFTH ANNIVERSARY · 193

> 91% of the energy we use demands VALVES

> > "Eighty-seven per cent of the energy we use in our daily life ... heat energy us well as mechan-ical energy, exclusive of that produced in our own bodies and brain... is derived from the hy-droarbon chain, coal, oil, and gas. Water power yieldst 4%, freewood 6%, work animals 3%." GEORGE OTIS SMITH, U.S. Geological Survey

Take away the 87% of energy now extracted from coal, oil, and gas . . . and we

would be back in the year 1855... the year Crane Co. was founded. Take valves and fittings away, and we would be deprived not of 87 but of 91%. For from water

power as well as from coal, gas, and oil,

energy is almost never extracted in the

modern world but valves and fittings enter

It is significant that the history of Crane Co. and the history of modern utilization of natural energy, cover almost exactly the same period. Many years ago, Crane

metallurgists and engineers began the de-velopment of piping materials for each new need as it appeared. The years since

have seen every Crane resource ... re-

search, engineering, production . . . de-

voted to supplying materials that would keep the road to progress open.

What Crane has learned and the materials

that it has developed will be of vital in-

terest to you after you leave school. Let us send you the story of research in piping metals, "Pioneering in Science."

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into the process.

forward. These players are Skeet Attainson, letter man, and Johnson, making his drift bid for the varsity. The question of who shall play the forward better be onto the varsity. The question of who shall play the forward better be onto the season of the season of the season of the far of the season of the far of the forward positions and also with John Gammon, who was a care last season. Gamon is one of the few letter be been been the will be used as one of the forward, since there are two the forward is Skeet Atkinson, a letter may attend on with Gammon at forward is Skeet Atkinson, a letter may but who was not classed as a regular last season, and also Johnson, who seems to be gifted at ringing goals. Along with these men, there are several members of last year's freshman team and a few upperclasses me who may come forth in the next forward on give them the starting call.

Jack Horwitz, Cleveland, makes his way through Ohio State University by taking pictures with a specially built camera, negatives and prints from which he can turn out in two minutes.

Duke University School of Medicine Durham, N. C.

On October 1, 1981, care-fully selected first and third-year students will be admitted. Applications may be sent at any time and will be considered in the order of receipt. Catalogues and appleation forms may be obtained from the Dean.

TWO FAVORITES

Charlie Cobb, tackle, and Cap-tain Mack Stout, guard, seem to be two favorites of North Caro-lina football fans for all-state honors this seem

mention. Cobb and Stout also have been mentioned for all-southern, and on one occasion were given hon-orable mention in an all-Ameri-can selection. Cobb is a sophomore from

Shifted To Forward

Two candidates for the center berth, Sam Gurneau and John Gammon, will

Dentist

John Ward evening s

styling and finish . . . At \$8.10.

John Ward

inspect these shoes as

HUNEYCUTTS LONDON SHOP College Court

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men's fine shoes

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Goods **Gold Stamped**

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Huneycutt's London Shop (COLLEGE SHOP) We are offering our entire stock of Fashionable Merchandise at large reductions—Just at the time when you need things to wear. -INCLUDING-Smart Gift Merchandise

SHIRTS, PAJAMAS, NECKWEAR, UNDERWEAR, HOSE, SWEATERS, SUSPENDERS, MUFFLERS. REDUCED 25% 1-3 OFF ALL TOP-COATS \$2.50 Belts \$1.00 Ties \$1.50 Ties \$3.00 Belts \$2.25 \$1.75 75c \$1.15 VARSITY SLICKERS. \$4.50

ALL MERCHANDISE PUT IN GIFT BOXES. SALE LASTS **TILL CHRISTMAS.**

Huneycutt's London Shop

(COLLEGE COURT SHOP)

All-State Team STATE WRESTLING TEAMS **Is Selected By** Sports Editor First Match of the S Will Be Held On

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Delta Sigma Pi Initiate Seven Saturday Night

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NOW HOLDING WORK-OUTS

 First Match of the Search Mill Be Held On Jamary 17.
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Christmas Sale

The Technician

	Weekly by the Carolina Sta	re Students of ste College
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	Carlos Carlos I	DED COLLEGE VEAD
SUBSCRIPTION	PRICE: \$1.50	FER COLLEGE IEAR

ASSOCIATION

The Christmas season will test Stroupe's anti-toddy movement.

"It'll be a long time between drinks" if the sophomores sign temperance pledges.

Co-eds say they intend to beautify the Co-ed room. That's fine, but charity begins at home.

This is the last issue of THE TECHNICIAN ever to be dated 1930. Merry Christmas, every-

"Join THE TECHNICIAN staff and learn to speak in public," is our latest advertising fea-

In our opinion the student who wore his dress suit, stand-up collar, and all to class is some BIRD.

The Wataugan sure does get sound pan-nings. Glad THE TECHNICIAN does not have to be reviewed each week.

No wthat liquor is a campus outlaw we fig-ure that it will be as much sought after as were real outlaws of olden days.

Overheard on the campus: "I would go to that coaching class, but I can't afford to lose 30 minutes courting time."

And with this issue one of our most likeable staff members cleans his desk and prepares to tackle the hard world. Good luck to you, Louie.

Then there's the reporter who came back with the sad tale of no story because the in-firmary for the first time this year had no patients

The downfall of the modern "Seven Virgins" will probably be traced, like that of the five foolish ones of Biblical times, to lack of lighting equipment.

Lost: One typewriten belonging to TECHNI-CIAN. Had it not been for "Naomi" Steele's co-operation this paper would have been even later coming off the press. A hard name, but soft girl.

The campus has become so dry that, accord-ing to the Raleigh Times Santa Claus editor, a freshman has written the mythical giver a letter, requesting the old man from the North Pole to fill his laundry bag with the most se-

DEPRECATES MUCKRAKING

As representative of the attitude of outsid-by Joseph G. White and appearing in the Raleigh Times:

leigh Times: "Why all this unsavory publicity for State College? We don't object to publicity, but we don't want the kind that will lower the opinion of the public towards the student body of State

"For the past two years the newspapers of North Carolina have been littered with scathing criticisms, written, by petty student publicity

seekers. Last year a student wrote a series of articles for the newspapers containing absurd accounts of the knock-down, drag-out condi-tions existing on the State College campus. This year this student or, rather, these stu-dents, for it seems that the ranks of publicity seekers have increased, have found grounds for other detriment.

"Certainly a person of normal intelligen certainly a person or normal intelligence can readily see that articles denouncing the morals of the college only antagonize the en-tire student body, and fail utterly in solving the problem for which it may have been in-tended. It is better never to attempt to rec-tify an error at all than to use the wrong meth-ods of procedure ods of procedure.

"What one of us has the right to bring forth something detrimental to another's character, which was past history, and use it as a means of acquiring the position of an exalted cru-sader against a subject of nationwide controversy? By what law is any individual given the right to publish an article which is detri-mental to a school's character? To produce for the outside public's inspection an infringement of the moral code of State College; to use as an analogy the error of a former student and a teammate; to allow a man's own alma mater to be discussed promiscuously in unsavory terms and downtrodden by lovers of scandal. This is neither loyalty nor honor. On the contrary, it shows lack of school pride and spirit. "Is it fair for these students to take away every State man's pride and love for his alma every State man's pride and love for his aima mater and disillusion him? Show me a college that has attempted to better conditions by us-ing a similar method and I will show you a school with a broken spirit."

"THE HOUSE OF GOD"

THE forcible ejection last Sunday of Ben B. Lindsey from the Church of St. John the Divine means more than the humiliation and physical suffering of one of the country's best-known jurists at the hands of an angry mob of church-goers; it means more, far more, than a mere exhibition of intolerance on a large scale; rather, it means that the church, prescale; rather, it means that the church, pre-sumably a place in which one should worship God, can be and is turned, as the occasion de-mands, into a veritable inferno of curses, epi-thets, and incriminations against a man who dares to be different.

That Bishop Manning, who must be admired or his stand on prohibition, made no move to end the uproar in his church, choosing rather to continue his supplications to God while a man, evidently one of God's children, was being assaulted, cursed, and forcibly ejected from the building, is plainly an indictn ent against the bishop's sense of fair play and justice. His act in the church of condemning Lindsey's ideas of companionate marriage stands re-vealed as one of the best proofs of the decavealed as one of the best proofs of the deca-dence of established religions. A church, according to our belief and knowledge, is a buildcording to our belief and knowledge, is a build-ing set aside by the people of a community for the purpose of worshiping God. Just what connection the bishop's words in denunciation of Lindsey had with the worship of God has not, as yet, been made clear.

Bishop Manning's part in this sordid mess is to be heartily deplored, but the behavior of the congregation in this fashionable church this "House of God"-strikes one as the most despicable, the most flagrant, and heart-sickening demonstration to which a modern church has ever lent itself.

Dressed richly in morning clothes, these worshipers of "the God of things as they are" showed a candid world to what lengths they will go when aroused. Can one imagine any thing more disgusting than members of a con-gregation crowding around a man in church, cursing, striking, and then forcibly ejecting him? Can one wonder why Lindsey doesn't enhim? Can one wonder why Lindsey doesn't en-tertain such a deep-seated affection for the church?

Probably Lindsey should have been more careful in choosing a time for replying to the bishop, thus leaving him to finsh his prayer. However, the jurist maintains that his lack of However, the jurist maintains that ins lack of knowledge of the services caused this, rather than deliberation. All this is probably true, but the interruption of the prayer seems to be one of the main causes of the uproar. Some people, one should know, take prayers rather seriously, considering their interruption a sin against God and man alike.

When the facts are reviewed, however, the whole matter resolves itself into this: Regardless of where Bishop Manning attacked Lind-sey, regardless of under what circumstances the attack was made, Lindsey had the perfect and indisputable right to reply. The fact that this reply was not allowed gives the He to all for which the church ostensibly stands, brand-ing it, in effect, as a place where one may be attacked, but where one may not have the right to really. Defendence right to reply.-D.Y.

THROUGH TRANSOM

THE TECHNICIAN

FIFTY YEARS HENCE

Life, as long as men change who live that life, will never become static. Conditions change; methods of gaining a livelihood vary with the age; and it is even conceivable that the scheme of celebrating Armistice day will undergo a radical change in the future. And, too, if one can stretch one's imagination readily, it is not entirely beyond the pale of things possible to imagine that the letter of congratulation Governor Gardner wrote the R. O. T. C. colonel several weeks ago will be thought of as rather childish and, in a way, fu-tile years from now. As I stated before, life changes:

ile years from now. As I stated before, life changes; and in the event that man really be-comes civilized years from now, and refrains from aping the other sav-ages whom he criticizes, one may ex-pect the following imaginative let-ter to be sustained by facts. As and in

tions of the world. If I may be permitted to drop my gubernatorial dignity for the mo-ment, I would like to review a bit of comparatively recent history, at-tempting to show how conditions have changed in the last half cen-tury, and perhaps having a bit of innocent fun at the antics of diplo-mats during the early part of this century.

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COMPARIANCE CONSTRUCTION OF THE COMPARIANCE OF THE

STEPPING INTO A WORLD



Scientist and Salesman

sages over telephone wires are services right

now being actively promoted. Scientific selling by long distance is among many ideas origi-

nated to increase the telephone's usefulness. In short telephony is a *business*, with prob-lems that stimulate commercially minded men and a breadth of opportunity in step with the fast moving world of industry today.

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Like every other modern industry, the Bell System requires the combined effort of scien-tist and salesman. The commercial man has again and again shown the public how to use new products of the telephone laboratory, and how to make new uses of existing apparatus. Transmitting pictures and typewritten mes-

BELL SYSTEM

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Office of the Governor, November 12, 1978.

November 12, 1978. Mr. J. R. Stedman President, Foreign Relations Society State College, Raleigh. Dear Mr. Stedman:

This letter is to congratulate you for the excellent work done during the past year toward effecting a bet-ter understanding between the na-tions of the world.

MODERN





.....



THE TECHNICIAN

more than that we need your good will and moral support. Let me wish all of you a very Merry Christmas and a Happy New Year, and as you are having a won-derful time at home don't forget the 'Y' needs your help and bring what you can when you come back to regis-ter on January 2. Merry Christmas. C. N. GROSS, Treasurer. C. N. GROSS, Treasurer TRY OUR New Dandruff Remover "It's Great" COLLEGE COURT BARBER SHOP

DESERTED

The "bull hall" must be serv ing better food, the boys are quitting night life, or Stroupe's anti-liquor campaign must be having some effect, for State College students seem to be getting healthier.

We leave it to you to pick at the solution No patients were con the infirmary this week.



Advertising Placed in The Technician **Brings Results**

THIS IS NOT AN ORDINARY SUGGESTION. IT IS A PROVABLE FACT. READ BELOW WHAT AN ADVERTISING EX-PERT AND A VETERAN **MERCHANT HAVE** TO SAY



Read What An Expert Thinks-

PROF. HAYES A RICHARDSON, professor of advertising in the School of Science and Business, after a scientific, unbiased survey, has this to say: "In my opinion, The Tech-State College field, and its intense reader in-terest, offers the advertiser a very effective advertising medium."

PROF. H. A. RICHARDSON

Here's What a Veteran Merchant Says About the Effectiveness of Technician Advertising.

Mr. L. L. IVEY, manager of the Students Sup-Mr. L. L. IVEY, manager of the Students Sup-ply Store, has this to say: "My business has shown a healthy increase each year. I attrib-ute this growth to just two things-a well-stocked store manned by a courteous and com-petent staff, and consistent, timely advertising in The Technician."



L. L. IVEY, Manager Students Supply Store

THE TECHNICIAN, affording its advertisers a free ad. writing service, with its 100% coverage of the State College campus, with its intense reader interest, and reasonable rates, offers those advertisers, desirous of reaching the lucrative college field, a splendid advertising medium. For rates and detail information write the **Business Manager.**



The State College Chapter of Theta Kappa Nu gave an informal dance at their house on Hillaboro Street last pridag evening. Many of the younger marks the close of all social functions until the New Year. The young laddes present for the evening's entertainment were Misses Vannah Les Hunsucker, Hicky Good-man, Foy Allen, Eleanor Layfield, Elis-abeth Layfield, Elisabeth Dunn, Mary Alice Murchison, Emily Storr, Martha Rath Kendall, Ethel Roviand, Louise Konedy, Shelton Shaw, Cary Petty, Dorothy Dillon, Mary Emma White, Mary Porter Filnt, Clarice Mitchell, and Janet Brown.

nd Janet Brown. The dance was chaperoned by Mr. . C. Hartly, faculty member.

The members of THE TECHNICIAN staff were entertained at a banquet Monday evening in the Mary Ellen Tea Room, on Fayetteville Street. Each member of the staff was given

Let us make your Sandwiches MRS. SHELTON MORRIS Telephone LITTLE DOC, 4784

FOR PARTIES

SHRISTMAS CARDS — State College Seal Priced 5c to 25c A selection never offered you before—Unique in their design LITTLE DOC MORRIS College Rendezvous CHRISTMAS CARDS

Offering Unexcelled Facilities for College Banquets THE MARY ELLEN TEA ROOM Corner Fayetteville and Hargett Streets

DINNER 6-8 LUNCHEON 12-2:80

Best Wishes for a

Merry Christmas

To Each and Every One of You

FROM

P. H. HANES KNITTING COMPANY

Manufacturers of

Hanes Underwear

FOR EVERY SEASON FOR MEN AND BOYS

Surprise Dad--

Nothing will give your Dad a bigger thrill than a little Xmas gift from you. Nothing will suit him better than a box of our cigars in the new Xmaswrapper. And they're inexpensive, too.

College Court Pharmacy

"The Garden Spot" C. RHODES, Prop.

an opportunity on this occasion to express what he would on his phase of Merriam; Sheldon Shaw, Jean Fitz-the work on the college weekly. It is gerald; Ray McKinney, Ralph Kelly; hoped that Tum Troutnotak will be Elise Partin, Wallace Galloway; Vera able to make this occasion an annual Johnston, Ed. Mewborn; Caroline revent. Elibert Overton was to stmaater for the evening. The principal speak ers were A. S. Brower, Stewart Robert-ers des Chouman.

THE TECHNICIAN

ert Overton was toastmaster e evening. The principal speak-re A. S. Brower, Stewart Robert-nd Blan Chapman. "Chuck" III The condition of Coach Chuck Col-lins was reported Tuesday as "not so good." His temperature dropped dur-ing the day from 104 to 103, but as night approached his fever again be gan to rise. The cold and complications he is suf-Sering from are attributed to wet con-ditions at the Duke-Carolina contest featurder

Saturday. . . .

Graeber Addresses Tonight R. W. Graeber, extension forester here, tonight will address a joint meeting of the North Wilkesboro and Lenoir Kiwanis clubs. The meeting will be at Lenoir, with the North Wilkesboro chapter furnishing the pro-gram.

eer Club Meets

Pioneer Club Meets The constitution of the Pioneer Club was changed at the last meeting to make membership by invitation only. Plans were made for a social to be given during the first part of the win-ter term. Plans were also made for improving the appearance of the co-ed clubroom.

clubroom. A unique event is being worked up which is to be given soon after the Christmas holidays, but which is as yet being kept a deep, "Dark Secret."

Governor Gardner Lauds Farm Agents For Cooperation

(Continued from page 1)

farm and home demonstration agents is magnified as never before. Discussions among the men Tues-day morning centered around the ec-

factors for promoting social relation-ships among the women of the coun-try and between the women of the country and those of the town, are serving often as an exchange of valu-able ideas and experiences on home problems. Many of the women are making a good profit from the sale of cakes and breads, and things that make for better living in the home. They are not only making money for themselves, but raising the standards in their homes. In her talk on the girls' club work, Miss Warren said that the 4+H Club work is America's greatest contribu-tion to world agriculture. One of the important phases of the world which ahe stressed is that the club work takes care of the leisure time of boys and girls in a wholesome, worth-while way, and serves to make them "coun-try-minded."

Socialist Head Is Speaker In Lecture Series At State

In Lecture Series At State (Continued from page 1) in tragic unemployment in the face of what we call tremendous overpro-duction, although it is really under-consumption." He listed these as a continuation of the present policy of drifting, new capitalism (which he declared was given a free hand, but has been dis-credited since the debacie of October, 1929), fascism, communism, and so-cialism.

cialism. By socialism, he asserted he con-templated a steady but gradual shift to public ownership, with the con-trol of key industries in the hands of committees representing both workers and 'consumers. He declared that he would pay the owners of these companies with bonds and then make the income from those bonds hese companies with nake the income fro

Credit Extension Will Be Applied For Jan. 1

Books for the Holidays Frank Capps, librarian, am-nounced today that all students wishing to take library books home during the holidays should detek them out after December 16, which will allow them to be kept out until January 2, 1931, or tate.

Life Wataugans All students rooming off the campus, with the exception of those rooming in fraternity houses, may get their Wataugans by calling at the office in the Y. M. C. A. Satur-day afternoon and Monday and Tuesday all day.

Lost and Found

Get Wataugans

Announcements

Books for the Holidays

A Pair of Gloves week. The owner may have same by calling by the Lost and Found Bureau in the Y.

Loss and Found The Loss and Found Bureau re-ports that one pair of men's gloves has been turned in this week. The one losing them may have them returned by calling at the office in the Y.

"Bonds have no children," he said, "but the present stocks of those com-panies are expected to produce an endiese procession of baby stocks." Mr. Thompson in the outset of his address ridculed the idea of any fun-damental differences between the two major political parties, declaring, both are controlled nationally by the men who finance them. In his speech to the students, Mr. Thomas declared that industrialism and nationalism are the two big problems to be met by education. "I do not find se much fault with colleges," he said. "They compare very favorably with any other cross section of life. The tragedy is that so many men who are socially mind-ed in college lose that viewpoint after they get out into a country club world."



Governor Gardner Appoints R. W. Henninger Secret

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FISHER'S LUNCH MASTERS OF THE ART OF SATISFYING HUNGRY STATE COLLEGE BOYS. . . FISHER'S LUNCH 2410 Hillsboro Street **Opposite 1911 Dormitory**





the evening. The principal speak-ers were A. B. Brover, Stewart Robert-son, and Blan Chapman.
Lambda Chi Alpha Fraternity Gives House Dance
The Lambda Chi Alpha fraternity enterialized with an informal dance(at the fraternity residence, 2407 Park Avenue, Saturday evening from 9:00 until 12:00 o'clock.
Lieutenant and Mrs. C. H. Elmes, Mr. and Mrs. R. G. Wilfong, Mr. and Mrs. Burwell Marshburn, and Professor C. G. Osborne chaperoned. Young ladles attending, with their escorts, were: Miss Ethel Bagby with W. H. Britt; Eleanor Kennedy, Recee Shore; Ann Yaughn, Miller Hughes; Sarah Chay Paylor, Rawls Guthery; Mary Eugenia Wyatt, Locke Webb; Louise Nicholson, Howard Stoney; Katherine Matthews, Leslie Spoch; Yanna Lee Hunsucker; Burt Skinner; Eleanor Layfield, Walter Greenbaugh; Elizabeth Layfield, Ceeil Davenport; Mary Ruth Womble, John Buie Gray; Frances Barbee, Br. Theanons, Virginia Graham, Ed. Bar-tholomew; Foy Allen, W. N. Fuller; Mary Emma White, William Boyette; Markie Boon, J. B. Meacham; Dorothy Dillon, R. Lamm: Edith Sharpe, Wi-liant Tuly; Helen Britt, Allen Rogers; Minnic Hughes Rogers, Hal Kendall; Elizabth Dunn, Charles Whalley; Clar-ice Mitchell, Robert Seasoms; Sarah Snipes, Scott Harris; Edith Holloway,