



Assembly of All Fraternity Men Held In West Cafe teria; Speakers Stress the Importance of Coöperation ng Local Chapters

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market discussed is detain to the observe of the action of the constraint of the constrai

Was maintaining the character rating of his chapter. The fact that the fraternity main, by coherating with the non-fraternity men and the faculty, could do putch to im-prove the standards, reputation, and accomplishments of the col-lege, and that they were in a posi-tion where they could do the most good if they would take advan-tage of the opportunities that were offered them. The third speaker of the evening was Prot. L. F. Williams, profes-sor of chemistry, who is also chee on Teirmity Welfare. Pro-fessor Williams stressed the fact that the fraternities must attain high standards, and he said that there were many ways in which students could benefit by frater-nities.

### **Engineering** Dean **To Deliver Address** At AIChE Meeting

Dean B. R. Van Leer, head of the School of Englacering, will ad-dress the American Institute of Chemical Englaceria the next meeting of the local chapter to be held Tussedy evening, October 19, at 7:00 p.m., according to G. R. Killam, president of the society. Another feature of the meeting will be the election of a treasurer for the coming year. The office was left vacant by the absence of J. C. Sloan who was elected treas-urer last spring. Sloan has ac-cepted a position with a large con-cant ment of the Chemical mentionering Department are condi-ently invited to attendy, and Kil-lam, "All old members are urged to be present also."

# **INITIAL MEET**

**OF NEW YEAR** 

s Laid for Discus on of World Events Which Affect

On Wednesday, October 20, there is to be held at State College the first of a series of Occupational Forums. These forums will be held under the series of the Net Carolina which is a branch of the National Vocational Guidance Association. Several members of the State Col-lege faculty are members of the organization, and Professor E. W. Boshart, L. F. Cook, and Dean E. L. Cloy are members of the committee arranging these forums. Purpose

committee arranging these forums. **Purpose** The purpose of the forums is to gather facts and assemble data concerning occupations in North Carolina and to prepare these facts in a form which can be made avail-able to young men and women in the high schools and colleges who are trying to decide what their life work shall be.

and where the proparation may be secured. Invited to Forum There will be invited to this forum the superintendent of Pub-lie Instruction, a group of schools superintendes, tim, and presi-dents of Rotary Clubs in this dis-trict. Mr. John A. Park, an alumnus of the College and a district officer in Rotary, is coöperating in con-ducting this forum. Similar forums have been held with marked success in the State of Virgina. Thé forum next week will be held in the YMCA of State Col-lege.

of Isen's Address The State College chapter of the American Coramic Scotety, at its first meeting this year, was favored with an address by Dean Biake R. Van Leer of the subject: "The Future of the Engineering School at N. C. State." "The members were made to re-alize that the success of the En-genering School is much more de-pendent on the student than all other factors affecting its status." "The productive student must not accept all statements of text-books and professors as final, but he must put all such material torse acrucial test-the reliver so keep meness of the times" Van Leer stated. The Deno furtherment

## **CONDUCTS INITIATION** FOR FIVE CANDIDATES

Final Ceremonies Postponed Week-end; Formal Initiation To Be Held Sunday

FORESTERS WIN **AG BLUE RIBBON ON THIS CAMPUS** AT STATE FAIR

leet To Be Conducted At ral Engin Botany Departments Take Second and Third Prizes; College To Collect Data and Material Which Will Be Made Available To College Other Departmental Dis-Graduates As An Aid for plays Make Favorable Im-Them To Secure Employpression; Horticulture and ment; Will Meet Next Week my Tje for Fourth Agrono In College YMCA Position

are trying to decide what their life work shall be. The first forum will deal with public health and is being pre-pared by Dr. Carl V. Reynolds, secretary of the State Board of Health of North Carolina, and a committee of medical men and a secondary of the State Board of Health of North Carolina, which will include physicians, nurses, psychiatrists, the number in pro-portion to population, the needs in the State, preparation mecssary, and where the preparation may be secured.

<text>

At ACS Meeting

## **PUBLIC FORUM TO HOLD MEET TUESDAY NIGHT**

Forum of Public Opinion Inaugurates Second Year At College Next Tuesday

And the second se



acular acts that thrilled the the picture "Lucky" Tetes a flaming board wall.

**INITIAL MEETING** 

**IS CONDUCTED BY** 

Large Number of State College Students Begin Annual Trek to Fair; School Work Placed in Secondary Position by Sight-Seeing Mob

By DICK McPHAIL State College students have lined the highway between college campus and the State Fair during the past week in their annual trek to the fair-grounds to enjoy a week of fun and frolic plus an added attraction of excellent exhib-its brought from the far cos its brought from the far cor-ners of the Old North State.

Wednesday afternoon wit-nessed the greatest assembly of people ever to throng the race track inside the fair-IS CONDUCTED BY STATE AERO CLUB STATE AERO CLUB Newly Formed C hapter of IAeS Holds First Regular Meeting: Addresses and Motio Pictures Feature Program of Evening

has thus cess, according to cial reports. Racing

Program of Evening
The first regular meeting of the newly formed State College chapter of the Institute of the Aeronautica Science was held Tueeday night in the electrical engineering building with a large attendance of student with a large attendance of student Matting and the faculty.
Harold Colby Gerrish, chief of the area sanctises that science of the angine analysis section of the angies Pield, Va., to address the meeting. Gerrish traced the development of the Langley Field laboratory in the world.
Motion Pictures
Following his talk a four-ree series of motion pletures was head to stating the states and the stating rides, to which mattical research and te stating the series of motion pletures was have here ynowed oddress and the brillinst present status as the finest acres of motion pletures was have the first acres perialed to hoke the world.
Moton Pictures
Following his talk a four-ree series of motion pletures was head the state and tack the direct of world science and the state of pontoon floats in the new trans of motion pletures was head the first acres periales duration the new trans and tack. A wide variety of stide abow the first sories perialem do the first sories perialem duration the station.
Students have their try at games of skill and tack. A wide variety of stide abow was more numerous and of a higher type, are being shown this year, and many of the shown are highly ducational.
Students was the shown are hight generation of the shown are hight generation.

nautical research and testing laboratory in the world. Sudents have link aft. Students have link aft.

## **ARMY OFFICER REVIEWS ROTC**

#### el Richmond Pays Annual Visit to State Coll

at least half of the following ques-tions. For correct answers please turn to page two. 1. Approximately how many pletures have been taken for the current Agromesk? 2. Who are the defending cham-please of the doralitory and fra-ternity intramural ditles? 3. What member of the State Wolfpack is known to sports writers and football fans as the "Burser"? 4. How many issues of the Wataugan are published during the course of the school year? 5. Who is coach of State's ense-country team? 6. What is the number of asan

5. Who is coach of State s could country tean?
6. What is the number of man in State College's ROTC regi-ment?
7. The front catheria is equipped to serve how many per-sons per hour?
8. Who is the president of the junior Class?
9. When was the Textile School established?
10. What former State College

5. When was the Textile School established? 10. What former State College quarterback is the present coach of the "B" team?

You should be able to answer at least half of the following ques-tions. For correct answers please

To Review Unit

Henry R. Richmond, of-the Fourth Corps Area ald his annual visit to the late Wednesday and was cer of OTC pa ry fay

ng from active service n ry academy, he volunteers ry academy, he volunteers wed as a captain in th American War. After the was commissioned a firm anish-American ar he was commissioned a sutenant in the regular on there he has worked hi

# a year in the department of plant breeding. Crame In 1972 Dr. Winkers came to State Col-lege in 1912, where he became connected with the experiment station. During the period from 1917 until 1923, be devoted part of his time to gradacte work, and during the year of 1923-24, he taught plant breeding. He is the seventh man to be di-rector of the N. C. Experiment, cet station to be established by a state legislature in the United States. He was appointed to servo as director in 1925. Under his leadership for the past 12 years, 106 research projects have been established in the various coun-ties of North Carolina.

# OF U.S. TEXTILE LEADERS

ties of North Carolina. His pleasing personality and un-usual ability have made him one of the most popular men at State College. He was elected pread-dent of Phi Kappa Phi for the school year of 1936-37, and is a member of Alpha Zeta, honcarry agricultural fraternity.

# NELSON BACK FROM MEET

Dean Thomas Nelson, head of the Textile School, has been at-tending national textile meetings this week in Providence, R. I. On Monday and Tuesday he was present for the annual meeting of the deans of textile schools of America. On Wednesday and Thursday he attended the conven-tion of the National Association of Cotton Manufacturers.

Before returning to State Col-lege, Dean Nelson spent two days in New York visiting various

Questions ....

## The Technician North Car A. Published Weekly THE STAFF Editor Business Manager Managing Editor ED. DAVIDSON ED. DAVIDSON SCOTT BOWERS MOB BLACKWOOD ARNOLD KBOCHMAL ED PERRY BOB COLEMAN BEECHIE GATHER DICK MACKENZIE STEVE SAILEE JOE MICHAEL JOHN MLEJOLAND SID TAGER .....News Sports Reporters Cartoonist Columnist Columnist Columnist Photographer Photographer Reporters Arnold Siller P. P. Grego M. F. Spences -R. S. Marsh B. C. Halstead Business Staff PTERCE FLEMINO L. M. BROWN R. H. UPFWA J. Assistant Business Managers R. H. UPFWA J. R. BURCHAM. *Giveniation Managers* TOM MORAN *Assistant Adventising Mor-*TOM MORAN *Assistant Circulation Manager* JON 70107 *Assistant Circulation Managers* JOHN MILHOLLAND *Office Manager* Local Advertising DGE G. J. BELL, JR. H. G. ROBINSON IEMAN H. S. SALE R. M. CHATHAM CARLYLE SUMMEY 1987 Member 1988 Associated Collegiate Press Distributor of **Collegiate Digest** N PRICE: \$1.50 Per College Ye REPRESENTED FOR NATIONAL ADVERTIGING BY National Advertising Service, Inc. College Publishers Representative 420 MADIGON AVE. NEW YORK, N. Y. CRICAGO - BOSTOR - LOS ARGELES - BAR PRANCISCO Entered as second-class matter, February 10, 1920, at the post office at Raleigh, North Caro-lina, under the Act of March 3, 1879.

#### **Bide Your Time, Student**

OFFICIALS are making a supreme ef-fort to complete the new cinder race ck located below the tennis courts.

But work cannot progress too hurriedly due to the fact that one end of the track has been built up with soft dirt which must settle before the track can be rolled and packed. More than one thousand cubic yards of cinders are needed to cover the track, and these cinders are, as yet, not available.

The athletic officialdom is farsighted in this program, for a too-hasty preparation of the track would probably give us one that would later prove unsatisfactory. - N. C. STAT

#### Foreign Policy-Pro and Con

NEXT month will mark the passage of the nineteenth year since that cold No-vember morn when battle-scarred soldiërs leaped joyously from dark trenches, their wild cheers replacing the deadly whine of shells. Yet today it would seem that a ghast-ly echo of that gunfire still reverberates over the earth. earth

Europe boils with accusations and coun-ter-accusations. The world moves from one tense situation to another. The savage strug-gle in Spain is a spark which contains the ingredients of another world conflagration. The Sino-Japanese conflict, in which men, women and children are ruthlessly mur-dered, presents also a world problem. With the present international tension prevailing, it would be well for every Ameri-can to stop and do some thinking. Warfare is becoming a contagious scourge that threatens the entire world. If civilization is to survive, shattered trusts between na-tions must be revived. Europe boils with accusations and coun-

tions must be revived.

tions must be revived. President Roosevelt's recent Chicago ad-dress was a powerful stimulant to present international efforts to forestall threats to world peace. His proposal is to quarantine belligerent nations to protect our own coun-

try. This new This newspaper will not try to bias any opinion of the students on this matter, but wishes to give hem an opportunity to show their opinions through a campus poll which appears below.

### FOREIGN POLICY POLL

I favor President Roosevelt's pro posal for coöperation with other na-tions in an attempt to insure the peace of the world. 

I favor a policy of strict neutrality nd isolation for the United States: "Hands-Off" policy. A

(Ballot Box in Student's Supply Store)

**Co-operation Urged for Greeks** A SMOKER was held in the cafeteria this week for the fraternity men on the State College eampus, and the assembled Greeks heard talks by the administrative dean, the dean of students, and the chairof the faculty committee on fraternity man

welfare. In all of the addresses of that evening the topic that seemed to loom foremost was the thought of coöperation among the fraternity chapters on the campus, and every speaker stressed the importance of the frats' work-ing together. ing together.

In the past few years this fraternity co-operation has been steadily on the increase, and in all probability it will continue to gain.

As was emphasized at the fraternity smoker, fraternity men are in a position where they can accomplish much if they will only comperate with the other fraternities and work for the welfare of the college as a whole. N. C. ST

#### **Toward a Beautiful Campus**

AFTER a month of school the lawns of the campus are still unmarred by unsightly paths across them. This is due to a precedent-shattering willingness on the part of this year's student body not to walk on the grass unnecessarily—a willingness to coöperate which deserves recognition and praise. praise.

The temptation to take short cuts from one sidewalk to another is great, and the insuf-ficiency of regular walkways which exists on this campus makes it doubly hard to avoid wearing paths; but students will feel amply

wearing paths; but students will feel amply repaid for any inconveniences they may suf-fer when they observe the beautiful grounds and neat turf which will result. Since the impression our Alma Mater makes on newcomers will depend largely on the neatness of our lawns, it behooves us to continue making the small sacrifices of time and convenience that may be necessary when we use the sidewalks. Let's keep up the good work. N.C. STAR

#### **Delay In Completing Field House**

THERE is good reason for the delay finishing the almost completed Field

House. Located in the southern end of Riddick Field, the Field House stands symbolical to large WPA money appropriations which were aided by only small donations from the Col-lege. The WPA has already given twenty thousand dollars for the structure and the College has not spent all of its grant, which only amounts to between nine and ten thou-sand dollars. Moreover, the WPA is trying this month to supplement the amount it has already given in order that the Field House might be completed.

might be completed. Quite naturally, we are all sorry that the building was not completed for the football games this year; but in order to build, you must have money, and that is exactly what the WPA office in Durham is trying to get for us this month. So let's not be too criti-cal and impatient for a gift that we would uld otherwise not have were it not for the large sum of money the government has already given us.

#### **Disappointed Students**

MANY students have openly voiced their disappointment in not receiving the cus-tomary half-holiday for the annual State Fair held this week.

Fair held this week. This year the State of North Carolina has control of the fair which has been under the management of private organizations for the past few years. And while under private control, State College students were allowed one-half a day off from their studies to go view the exhibits and to join in the fun and frolic. But now that the State has taken over the control of the fair, students are no longer given this orvileze, just at the time longer given this privilege, just at the time when the State needs our whole-hearted supwhen the State needs our whole-hearted sup-port to make the fair a success. State College is one of the greatest con-tributors to the fair with its student ex-

4

tributors to the fair with its student ex-hibits and the assistance of its faculty as judges and advisors, yet its students are al-lowed no hours away from their work; whereas, State employes in Raleigh are granted a full day.

There are still many vacancies on the staffs of all publications, and the editors and business managers are anxious to have new men come into their organization and help them in work that will be of untold value to both parties. This work does not require a great deal of your time, so if you have any time to spare, spend it in the worthwhile way of helping campus publications.

A sense of humor keen enough to show han his own absurdities will keep him from the commission of all sins, or nearly all ave those that are worth committing. all,



## by Dick MacKenzie

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RADIOS

We have just the RADIO for your room and frater-nity house, and you will be pleased to find the price lower than you expected. complete line of WESTINGHOUSE PRODUCTS is on display, for your inspection.

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upply Store

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"On the Campus"-YMCA Building

LET'S BEAT V.P.L!

Ctudents



editor of THE TECHNICIAN, staff in writing this t the printer's ink on . .

Well, if a lin HE TECHNIC operator ever sees this a it will be something in far, it has been taken o After reading the past ekly, I felt a yen to see vs. in the way of a over each week st two issues of see if my finger\* tor the column. & dent staff member lege's best-known hit the typewriter it's funny how little idiosyncracie with distances by a

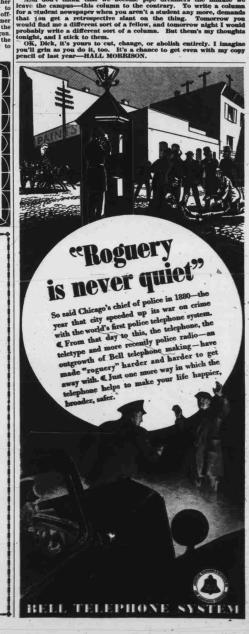
ys. Ir years on THE TECHNICIAN gave m I no sooner got the idea of trying to members on this column than I took off , unbuttoned my vest, and looked in the brown hat that I used to wear in the ittle idiosy

It's tuning the staff members on this column that we with the present staff members on this column that ... we will be an any sleeves, unbuttoned my vest, and looked in the closer for that eld battered brown hat that I used to wear in the office last year for inspiration. The staff of the rasty-man and maybe the densa are solved in the rasty-mathematical staff. The staff of th

a for making too muc always seemed to me th o that senior year which should college days. If I were to try to I would say-freshmen-bewli worried, and senior-seerce. My irst year man is a stranger teas, the junior

ause in the typing. I look b er how in the heck a news he beca 's absence from his 's running the paper this yes trying to fill those gaping et ioment on Thursday night). we realized before. The colle andisturbed by wh staff

ys. Ireamers the minut ary. To write a co udent any more, dem thing. Tomorrow I tomorrow night I w But them's my thou





# Doc Sermon Takes Inexperi-enced Team To Davidson

VISIT 'CATS TOMORROW

TECH HILL AND DALFRS

NEW and USED

#### October 15, 1987

#### The Technician

Page Thre

WHIPS FROSH 7-0

Twelve Players in Action for Frosh as Darkness Gathers; Pavlosky Scores

Shimer Calls Matmen

. P. I. Invades Riddick Stadium Tomorrow FURMAN DRAWS LOOMING OVER THE STADIUM VARSITY B TEAM

**NEWTON DEVISES** DOUBLE ATTACK FOR WOLFPACK

State Coach Plans To **Sports Glimpses** Use Two Equally

WITH WOLFPACK Berlinski Scores In Waning Moment of Game To Give State a 7-7 Tie After Fur-man Had Taken Lead By

Virtue of a Blocked Kick



Pictured above are the three star backs of the trio of teams to see action tomo ing Mel Henry of the Gobblers on the left is Eddle Berlinski of one of the Sta the right is Art Rooney of the other set of Wolves. Coach Newton will use two the Cadets. rrow night. ate elevens first teams Flank and or

'MURAL MUSINGS by BOB COLEMAN, JR.

Last week my average for pick-ing them was .666 with all three fraternity games correct and two misses with one correct on the dormitory schedule. —Continued on ness 4

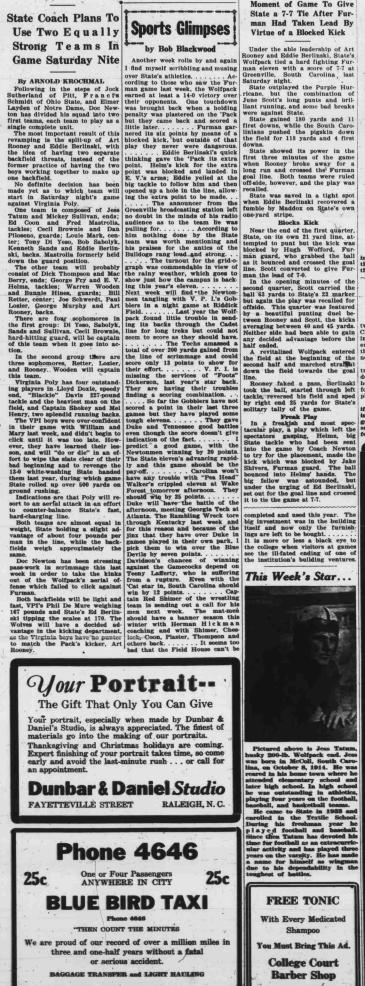
Call for all varity candidates for the wrestling team to report at 4:00 Tuesday at the grama-sium. The varsity timber will begin preliminary work in prep-schedules ever to be taken on by a State wrestling team. The freshmen hopefals are to report on Wednesday afternoon at the same time.



NEW TABLES FINE SPORT

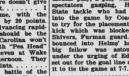
by BOB COLEMAN, JR. With the vrestling meet still trow weeks of, graphers Shimer and Chestlock have volunteered to give intramural vrestlers a few point intramural vartically every after noon beginning Monday. This has been a light week in in tramural contest. The Kappa Sigs defeated the ACR's in the only horseshoe match of the week. This tramural contest. The Kappa Sigs tramural contest. The Kappa





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Page Four

## **McSwain** To Head Will Rogers Club For Coming Year

Elected In Second Meeting of Newly-Organ-ized Speaking Society; K. W. Clark, Guest Speaker; Zekaria Wins Speaking Con-text

t the second meeting of the I Rogers After-Dinner Speak-b, H. R. McSwain was elected dent. Other on are elected dent. Other on are elected the second second second the second second second the second second second second the second second second second the speech on "Why I Should the Elected President" in a potition among the club mem-a. Second place was won by R. McSwain, who spoke on w To Be Serious While In Of-

e." speaking guests are invited the club's meetings white are be held every Monday at 6 p. m. is active speaking membership of a club is limited to approxi-taty ten. Those withing to alify for one or two remaining enings should see Professor get immediately.

#### 'MURAL MUSINGS

(Continued from page 3)

History students at Mount Holy e College have written a proph y about whither we are drift g, to be sealed up for a hundred

WAKE THEATRE Week October 17-23 Sunday-Monday-Tuesday Anthony Martin-Leah Ray SING AND BE HAPPY Wednesday WILL ROGERS in ..... DAVID HARUM "QUALITY STREET" Saturday MURDER GOES TO COLLEGE" Research Farman

Today-Saturday BUCK JONES "LAW FOR TOMBST Chapter 3 "Phantom Rider and Cartoon ack Haley-Rochelle Hudson in "SHE HAD TO EAT"

Monday-Tuesday CLAUDETTE COLBER n "I MET HIM IN PAR Mat. 15c CAPITOL Nite 20c

PALACE Mat. 20c Again Today-Saturday JANE WITHERS WILD AND WOOLLY Sunday-Monday-Tuesday MARY LIVINGSTONE Fibber McGee and Molly "THIS WAY, PLEASE" with Betty Grable Charles "Buddy" Roger Wednesday-Thursday



Also Pete Smith Special March of Time and News av-Monday-Tuesda Young-Warner H Wife, Doctor and Nu

Also Musical Con and News edy we we PAUL MUNI in TE OF EMILE ZOLA"

ANNOUNCEMENTS There will be a meeting o Junior Class in Pullen Hal 12 o'clock on Tuesday, Octo on Tuesday, Octo rding to the new ceting is comput Account this m Russell Burcham, Pres

> There will be a meeting of the usiness staff of THE TECHNICIAN londay night at 7:15 in the Pub-cations Building. New men are CHAS. DUNNAGAN, Rusiness Manage

Phi Kappa Phi members, pa d present, of State College Fits anypes a faste College or any other chapter, if you are not receiving a notice of the meetings here at State College, please send your name and ad-dress to Prof. A. H. Grimshaw, sccretary, H you know of some other member who is not re-ceiving his notice, please send along his address.

The Ag Club will meet Wednes-ay night, October 20, at seven clock in Room 110 in Polk Hall and will feature an interesting and ducational program. J. H. CAMPBELL, Chairman, Program Committee.

This atternoon is the last time proofs will be available for selection. The office will be open from 1:45 o'clock until be 0:80. Enlargements which were ordered are at the Agromeck office now. The photographer will be on the campus again Monday, Oct. 28, so come in early and avoid the crowds.

There will be a joint meeting of the business and editorial staffs of the Agromeck next Wednesday night at 7:06 in the Publications Building, Freehmen and sophomores who want to work on the staffs are welcome. Jim Catlin, Editor Rodney Graham, Bus. Mgr.



We know don't we

Milder Better Tasting

... because they're made of

MILD RIPE tobaccos

COLLEGE COURT

The Technician CERAMIC HEADS **Duke-Tech Fracas** TO ATTEND MEET

aves-Walker to be Ceramic presentative at Meet of National Council

Is Big Five Tops

All the Big Five elevens go into action again tomorrow with the Carolina-Wake Forest game having the only bearing on the Big Five standing. The game is to be played at Wake Forest. Duke pass south to Atlanta to meet a powerful Georgia Tech team. Duke has never defeated fech at Atlanta, nor has the Yai-low Jackets team been on the heavy end of the scoring after playing the Blue Devils at Darham. State will be host tomorrow night to the Cadets from VPf. Last year the Wolfneck came out on the base to the Planet-to State to meet a powerful Gene-to State to meet a powerful Gene-to State on meet a powerful Gene-to State to meet a powerful Geneto State with a babe teammates

National Council Professor A. F. Greaves-Walker, head of the department of Ceramic Engineering at N. C. State Col-lege, will attend the 18th annual meeting of the National Council of State Boards of Engineering Ex-aminors, to be held in Scranton, Pean, October 11:13. The State College professor will attend the meeting as national representative of American Ceramic Engineers. The organizer of the college ceramics department, Greaves-Walker holds membership or an office in 16 professional and honorary societies in the United States and in Canada, and is the only person in history to have held the presidency of the three Ceramic Engineering societies on this con-tion the corrent Society, and Keramos. Get Ready for **COLD WEATHER** SEE OUR SELECTION of TOP COATS



contri to it.

**State Library Staff** 

fight heavy odds against a highl rated South Carolina team.

W

The design and construction of turbine-generators such as this is largely the work of college graduates—some of whom entered G-E Test only a few years ago. Thousands of other Test men are engaged in the design, manu-

iam, H. C. Brown, C. H. Cantrell, Mrs. C. B. Clevenger, Misa Chris-tine Coffey, Miss Elizabeth Valen-tine, and Miss Ann Turner. Plans for North Carolina li-braries will be discussed at the meeting, and, talks will be given on new books and new phases of library work.

**Masonic Temple Barber Shop** Cor. Fayet

ture, and sale of these and hundre other electric products that are us industry today.

TWO PERMANENT WAVES eds preparing for a dance are not e only subjects for permanent waving there is the tungsten wire used in eneral Electric lamps.

DOUBLE PERMANENTS 8 

This wire, 19/10,000 inch in diameter, is first tightly wound, 335 turns to the inch, with the coils 1/1000 inch apart. After the wire receives this first "per-manent wave," it is coiled once more, 70 turns to the inch, with 7/1000 inch between the turns. This reduces the original 20 inches of wire to a coil 5/8 inch long and having an outside diam-eter of 310/10,000 inch.

These permanent waves pay real divi-dends because tungsten wire becomes more brilliant as it is more closely com-pacted. This new process is only one of many developments made by G-E engineers in the field of illumination—a field which offers many opportunities to technically trained men.

you bet we do

GENERAL CE ELECTRIC

# Chesterfields go right along

with smokers ... giving them the kind of a smoke they want ... in the way they like it best.

> Chesterfields are refreshingly milder-they've got a taste that smokers like. Chesterfields are different from all the rest ... THEY SATISFY.

nesterfie they'll give you **MORE PLEASURE** 

October 15, 1987

LOOK YOUR

BEST!

You will be pleased with our EXPERT work

