

State College Station, Raleigh, N. C., Wednesday, Oct. 4, 1961

Vol. XLVI, No. 9

Contra la

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By India Association

Indian Poet's Centennial To Be Celebrated Here

The India association will birth of Rabindranath N. Tagore, the world-famous poet this coming Friday.

The celebration will be held at 7:39 p.m. in the College Union. There will be a combined program, with Dr. William L. High-fill of State College as guest speaker, followed by a film depicting Tagore's life.

Rabindranath Tagore's cen-tennial will be celebrated all over the world, for his poetic works are world, for his poetc works are world renowned. In 1913, he won the Nobel Prize in Literature for his book Git-anjali. Tagore is noted for his philosophy of synthesis; which is a combination of the best features of Eastern and Western philosophies.

Here, in a prose transla-on, is an example of Ta-ore's poetry: "When I tion, tion, is an example of la-fore's poetry: "When I bring to you coloured toys, my child, I understand why there is such a play of colours on clouds, on water, and why flowers are paint-ed in tinte_when I give ed in tints-when I give coloured toys to you, my child

ld. "When I sing to make you truly know why "When I sing to make you dance I truly know why there is music in leaves and why waves send their chorus of voices to the heart of the listening earth —when I sing to make you dance."

By Jim Buie Plans will be completed this

month for the new State College

Faculty Recreation Building to be erected just west of Mere-dith College on Hillsboro Street, it was announced yesterday.

The announcement came

E. Crampton &

from the architect, Guy E. Crampton, head of the firm

is working in close collabo-

ration with State College alumnus Richard J. Rey-

of Guy E. Crampton Associates of Raleigh,

Plush

Rabindranath Tagore

(Drawn by Biman Das)

By Cora Kemp

The North Carolina Agricul-tural Institute here at State College has begun its second year with an enrollment of 212 students.

ulty Recreation Center.

The building will be a com-

By Bill Jackson An entirely new curriculum to meet the needs of a chang-ing industrial society has been proposed by the faculty and staff of State College's School of Engineering. The new de-partment would be named Engi-neering Operations; its mission would be to train men for sup-ervisory positions in the produc-tion and operation phases of industry.

"The new program might be approved now or never," commented Dr. Robert G. Carson, Jr., the Director of Instruction for the School of Engineering. "We are

not sure how far it has to go for final approval, but we hope some action will be taken on the proposed plans sometime this year.

New Curriculum Proposed

Engineering Operations, un-like some of the existing curric-ula, would provide training on a more practical level; it is not intended to prepare students for careers in research or develop-ment activities. The program would emphasize processes and procedures, rather than pure theory, Dr. Carson said.

A student interested in ceramics, for example, would be well qualified to manage a brick and tile op-eration. This is in contrast to the design of new ceramic products — a job which would be suited to a ceramics major. Training in the electrical area would prepare a graduate for a job in a power plant; such a student would not be con-cerned with the design of new electrical circuits or new electrical circuits or any similar work usually delegated to an electrical engineer.

Although the details of the curriculum have of course not been completed, the idea is to provide the student in Engineer ing Operations with a series of ing Operations with a series of course alternatives in his junior and senior years. By using the 18 hours or so allocated for technical electives, the student could obtain training in the field most interesting to him.

By Engineering School "The proposed currica-lum does not presume to offer the depth of technical instruction now established in our existing engineering programs," said Dr. Wil-liam C. Bell, Head of the Industrial Extension Serv-ice of the School of Engi-neering. "It is to be ex-pected, however, that grad-uates of the program will have a broader back-ground — more suitable to many students' aptitudes and industry requirements — than our more special-ized instructional programs.

Four Pages This Issue

Dr. Bell, who serves as liaiso Dr. Bell, who serves as liaison between local industry and the School of Engineering, pointed out that the idea for the new curriculum was fully endorsed by the persons who had helped formulate it. He added that "It

(See NEW, page 4)

School Of PS And AM Shows Enrollment Jump

The School of Physical Sci-ences and Applied Mathematics has shown a 37% increase in enrollment over last year. Dr. Carey Mumford, the Assistant to the Dean of the School of Physical Sciences and Applied Mathematics, attributes the striking rise in enrollment to the "recognition of the importance of mathematics and science" of mathematics and science

Outdoor facilities on the

During its first year of operation there were 414 students under its auspices. This year's unofficial total stands at 567. This figure contains both graduate (83% increase) and under-graduate (25% increase) representations and is brok-en up as follows:

		4			st	υ	id	le	ents
Applied	Chemistry	8. ;		2	2				35
	Physics .								
	Mathemat								
Applied	Statistics			4					78
Unclassi	fied	1.1		Ç,					11

Campus Chest Drive Kickoff Dinner Held Tuesday

An organizational meeting to prepare for the launching of the Campus Chest Drive was held in the College Union last night.

Jim Spotts, chairman of Jim Spotts, chairman of the drive, appointed chair-men for the dormitories, the fraternities, and the off-campus students. He also urged any organization who wished to take on the re-sponsibility of contacting the 51 other participating organizations to contact him immediately.

According to Jim Spotts, the Campus Chest Drive will run from Oct. 30 through Nov. 3. There will be two training meet-ings for volunteers participat-ing in the drive—from 8-10 p.m. on Oct. 10 and Oct. 17. There will be no fixed goal in the Campus Chest Drive, but it is expected to exceed last year's goal by a considerable amount.



ganization and develop-ment, and Dr. Homer C. Folks is the director of af-

Ag Institute In 2nd Year

This year there are 135 first year students and 77 second-year students. There is one girl, Frances Land of Charlotte, Frances N. C., in the Institute. She is a freshman studying livestock management and technology.

The Agricultural Institute offers a unique oppor-tunity for men and women who prefer to major in technology rather than general courses. Students can be trained in several fields: can

livestock management

All students entering the Agricultural Institute must have a diploma from an accredited high school or a Certificate of High School Equivalence award-ed by the State Department of Public Instruction. The latter is designed for mature adults who

(See AG, page 4)

nolds, tobacco millionaire and president of the Zach-ary Smith Reynolds Foun-dation, in presenting the building to serve the needs pletely air-conditioned one story structure of approximately 20,-000 sq. ft. The design of the building separates the activi-ties of adults, teenagers, and small children, and yet encom-passes every type of club activi-ty imaginable. Three spacious lounges have been provided for parties. club meetings. and of the faculty and their families. Through the gen-erosity of the foundation, a grant of more than \$500,-000 has been made to the North Carolina State Colparties, club meetings, and gatherings, the main lounge serving as a gateway to the di-versified interests offered by lege Foundation, Inc. for the construction of a Facthe club. The multi-purpose room is the center of activity for large occasions such as

ductions. An amply sized dining room has been included, with an adjoining outside terrace for summer use. For outdoor activi-ties a pro shop has been added to supply the numerous needs. Other outstanding features in-clude modern furniture, to be supplied by the architect a These club meetings, and clude modern furniture, to be nerings, the main lounge supplied by the architect, a ing as a gateway to the di-infied interests offered by facilities, a convenient snack club. The multi-purpose in is the center of activity and hobby rooms, and an apart-large occasions such as ment and office space for the



The architect's conception of the proposed Faculty Recreation Center, which is to be constructed at a site west of Meredith llege. The building will provide facilities for all members of the families of State College faculty. Coll

26 acre site will include a large, modern swimming pool with an adjoining sun

terrace, a nine hole golf course, with fairways vary-ing in length from 60 to 120 ing in length from 60 to 120 yards, and a practice putt-ing green located near the clubhouse. Other outdoor activities will include ten-nis, basketball, archery, handball, horseshoes, and a children's play area. For family use a picnic center with nature trails and a council ring have also been placed on the site.

The North Carolina State College Faculty Club, Inc. has been designated to operate and maintain the Recreation Center for Foundation. The Faculty b is a non-profit organizathe Club tion incorporated under the laws of North Carolina for the laws of North Carolina for the purpose of promoting faculty and staff welfare. As a cor-poration, it can own and ad-minister property, make con-tracts and pursue objectives in addition to those that can be financially supported by the College as a State agency. Thus the Faculty Club is the natural and obvious entity to adminisand obvious entity to adminis-ter the Faculty Recreation Cen-ter.

Club Faculty Reality ears pletely air-conditioned one story structure of approximately 20,-000 sq. ft. The design of the building separates the activi-

livestock management, farm equipment sales and service, general agricul-ture, pest control, and poul-try technology. Many of them plan to return to farms to apply their knowl-edge and in this manner will improve North Caro-lina's farming techniques.

Cetober 4, 1961

A Challenge To Legislature

The Student Government has a function which it has not filled satisfactority in the three years in which we have been acquainted with this campus. This function is to bring forth new and positive legis-

lation which will make all students feel that their opinions and thoughts are being recognized. The student at large knows almost nothing of what the Student Government is trying to accomplish and furthermore does not really care. Some of this has been the fault of the newspapers of earlier years and some of the blame has to fall on student apathy. The main portion of the responsibility, however, has to fall on the way in which Student Governments of earlier years have operated.

In prior years the Legislature of the Student Government has been filled with students who did not take their responsibility seriously enough. Legislation which was passed each year seemed to be strangely similar to bills which had appeared in years before. There were very few original topics brought before the body. This was not the fault of the officers because they are not the ones responsible for new legislation. The blame must fall almost completely on the legislators who were elected by the student body.

If these bodies had offered strong resolutions which appealed to the students and would have helped the students, they would have been publicized. If the students had felt that this body was really for them and trying to aid them by passing enlightened and original legislation, they would have become more interested in campus government and the ever-present apathy would have taken a downswing.

We challenge the length of this year to break away from its heritage of mellocrity. Last year only one of the seven committee introduced over fifty per cent of the legislation brought before the body. We do not feel that this speaks very well for the other six committees or for the Legislature as a whole.

Many things are needed on this campus and they could be hastened by legislation by the Senate. As long as the individual Senators conduct themselves in the manner in which they have for the last few years, we cannot see much hope for the Student Government as an effective tool for student betterment. The vice president of the Student Covernment in a

The vice-president of the Student Government, in a speech before the Genete, stated that he would go so far as to say that he despised a man who would be elected to an office for personal glory and then not do a creditable job in his capacity. We agree with this outlook completely. The members of the Senate this year owe it to their school and to themselves to not carry out their duties in the manner that too many of their predecessors

We will be watching to see if these students who have been elected to one of the most important jobs on cam-pus will fill their positions in a responsible manner.

The Technician

Wednesday, October 4, 1961

Editor Mike Lea	
Executive and Feature Editor Bill Jackson	cussed again this Wednesday.
Managing Editor	If this resolution passes as
News Editor	presently stated, the punishment
Sports Editor	
Associate Sports Editor Richie Williamson	probation period for Spring
Staff Writers Bill Bryan, Carlos Williams, Jack Watson, Jim Buie, Cora Kemp, Grant Blair	Fall rush, 1962.
Columns	Approximately four years ago, the Phi Epsilon Pi fraternity
Photography	was accused of violating rushing
Assistant Photographer	rules. They received a twelve
Business Staff	month rushing probation. This
Business Manager David Cribbin	was a more severe probation than the one mentioned in the
Circulation Manager Wilbur Mozingo	above resolution because the
Advertising Stat Phillip Bitter, Bob Griffith, Joe Eagles	Phi Epsilon Pi house was not allowed to rush during the

nted for National Advertising by NATIONAL ADVER-TISING SERVICE, INC., College Publishers. Representative, 18 E. 50th Street, New York, N. Y.

and class motior. Fobruary 19, 1920, at the Post office at archina, under the act of March 3, 1870. Published every ay. and Thursday by the students of North Carolina State ring holiday and easy periods. Subscription rate is \$4.00 th Ca



NO MATTER HOW LOUGY HER SPEECHES - YOU'LL HAVE TO ADMIT SHE ALWAYS HOLDS THEIR ATTENTION."

Neanderthal Philosopher To Appear

opher, will grace the pages of The Technician this year. This cartoon is one of the

This cartoon is one of the newest and, we think, one of the funniest of the new line of high brow comic strips which have lately gained acceptance with the American public.

During the year, you will find

"Gort," a Neanderthal philos-| Gort and his fellow cave dwellers hobknobing with mythological gods, goddesses, and familiar figures of history. He shifts in time from the far past to the present and is a perennial cynic and scoffer.

> We hope that the readers will enjoy this new strip as much as we do.

The Untouchables

By Alan Chedester

I would like to tell you about omething that I saw the other evening over at Whiskey Hill after our own "and now, one hundred seventy strong!" marching band completely outclassed that of the opposition. Actually, I had observed it many times before, but to make the story more interesting, let us pretend that I saw it there for the first time.

The whole thing was started by some hill billy who wanted to make some easy money, so he put out a crazy "song", and I use quotes around that word, about a new (quote) dance (unquote) called the . . . well, you now what it is, so I won't even bother to tell you; but they did want to do it again like they did last summer.

Well this new step, or should I call it wiggle, was at first something to be seen while fac-ing politely the other way. I hear that it was even banned at our dear old CU. But, by the use of that term we had in CC called rational empiricism (meaning that which works is right), the new step replaced the hula hoop as the nation's number one fad. There were many people who did not care to indulge in the activity themselves, so they made it America's number one spectator sport.

Just what is this thing? It is very difficult to describe, and band, and really quite dispen-I could not attempt to do so in sible?

the short space which I have, let me just say that it is a series of complex gyrations, pivoted on one or more stationary feet, which consist mainly of irregular, undamped, resonant motions of the extended posterior.

To see this step in action, need only to go to any local fraternity house on a weekend evening. There is never any admission charge for the show.

But I have not yet discu the most important aspect of this dance, that is, its effect of the boy-girl relationship in our society. Medieval customs were often so strict that only hand to hand or hand to cheek conoften so strict that only hand to hand or hand to cheek con-tact was permitted in public. An the years passed, old ballroom dances were modified so that more and more body contact was permitted until, as of a few years ago, it was almost impos-sible to tell where the boy ended and the girl began, so closely were they huddled. and the girl began, so were they huddled.

But now, with most forms of dance, this has changed again, for I am convinced that this dance could be done equally well by a blindfolded lefthanded moron as a handsome young gentleman with a prety girl be-fore him.

Has the average young college man placed the average young coed on a pedestal so high that he is afraid to hold her hand for fear of shaming her, or has he come to the realiza-tion that she is just a hung



Soccer Mark

Benito Artinano, center forward on State's soccer team, set an Atlantic Coast Conference record Monday afternoon by scoring six goals in one game Artinano's amazing feat came as State rolled over South Caro lina 7-0 in the season opener. State had little trouble in romping over the Gamecocks as Artinano kept booting the ball past the South Carolina goalie on his way to establishing the record.

Although the Gamecocks were able to keep the game close throughout the first half as they trailed 2-0, the State offensive kept the the State offensive kept the pressure on and quickly mounted up the lead in the second half. Besides Ar-tinano's six goals, Harry Maherias added the other State score. Coach Nelvin Cooper pointed out the de-fensive work of Richard Hannington and Jim Hunts-man as being responsible man as being responsible for holding South Carolina 38.

By Richie William Associate Sports Editor

The fraternity football de-fending champions, Kappa Al-pha, demonstrated that they would again be the team to beat would again be the team to beat this year in winning two games this past week in intramural play. KA easily ripped through two opponents, downing Phi Ep 33-0 and SAM 25-0. Grady Fer-rell, last year's most valuable player in fraternity competition, resumed his pinpoint passing and deceptive running in pacing his team to the victories. his team to the victories.

Against Phi Ep, Ferrell passed for five touchdowns and three extra points to account for all the points. Jim Spence taught two of the passes while Cato, York, and Clement were on the receiving end of the other scores. Ferrell ran for three TD's and passed to Spence for a fourth in their 25-0 win over SAM. The KA defense was tough in both games, allowing on-ly 26 yards to be gained against them in both games.

Sigma Chi crushed AGR 19-0 as they continued to show that they will push KA for the title State soccer team takes the field this afternoon for their second game of the season in a non-conference contest against Pfieffer College. this year. In picking up their second straight win, the Sigs were lead by Wilbur Mozingo's

Part-Time Work

Young men to work 6:00 p.m. to 9:00 p.m. evenings while attending college

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three touchdown passes, two to Joe Robertson and one to Jim Hart. Sigma Nu also showed that they will be in the running as they pounded out an 18-7 vic-tory over PKT. Herman Snyder figured in all three scores, pass-ing to Arnold and Williams for two TDs and snagging another pass from Brock for the third



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ed in every period while their defensive unit held Phi

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Ep to a —18 yards gained. In another high scoring contest, SAE rocked TKE 26-12. SAE grabbed a big lead in the first quarter of 20-6 and then played out the win. Shotten was the big man for SAE as he

90¢

THE TECHNICIAN October 4, 1961

passed for all four touch-downs. TKE's Frelund caught both TD passes to for them

In the afternoon's tight game, SPE won their second of the season by squeezing by Delta Sig 2-0. Dale Baucom trapped Delta Sig's quarterback in the end zone in the first period for the two points, and then the

75¢

teams battled the rest of game in a standstill. LCA for two quick touchdowns in (See KA WINS, page 4)



Marry in College 15.4% Steel 84.6%

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Service Line No. 3 West Side end varsity -Director, Food Service Bob Holco Check your opinions against L'M's Campus Opinion Poll 7 •Who'd make the best wife? WOMAN EXECUTIVE A FASHION MODEL NURSE SECRETARY TEACHER **O** How many **O** Is it better to many in college-or wait till later? cigarettes do you smoke a day? LESS THAN 8 8-12 MARRY IN COLLEGE WAIT TILL LATER 13-17 18-22 OVER 22 Here's how 1383 students at 138 colleges voted! itybu non toat -----shonjo hay L Start fresh WHETHER YOU SMOKE A LITTLE OR A LOT, GIVE YOUR TASTE A BREAK, STRY FRESH WITH LAM. Stay fresh with L'M %SI %82 %61 %81 %02 Over 22 18-22 8-12 Less than 8

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FILTERS

GOETT & MYERS TOBA

THE TECHNICIAN New Curriculum Proposed Ag Institute Begins Second Year (Continued from page 1) we not received a high s (Continued from page 1) is my opinion that this program will provide a firm academic background for many of our young people who wish to en-ter industry ... I feel that this curriculum will add much to the facily live of our enterprised

The establishment of the new curriculum could in some in-stances inspire the development of courses in other departments which would be more suitable for the type of training desired; other courses, no doubt, could merely be adjusted to fit the the purpose of the new depart-ment.

ment.

- Campus Crier -

The Hobby Committee of the billege Union is sponsoring a furthound Trip Sunday, Octo-trees attream bed for Onyz. Heat at the College Union at 2330 p.m. Sunday afternoon. is just a short trip from the ampus, but cars will be need-d. All those interested should ign-up at the College Union Main Desk the week prior to Sunday, October 8, the day the trip will be held.

All coeds who are inter-ted in the formation of a cond sorority on campus e invited to meet at the ollege Union at 2 p.m. on unday October 8.

The College Union Theatre Committee is sponsoring a Tal-ent Show. The show will be pre-sented October 27. To enter one must audition Wednesday or Thursday, October 11 or 12. The top three winners in the show will receive free pizza din-ners and other prizes. Everyone is eligible to enter.

The College Union Out-ing Committee has planned a day trip to Kerr Lake Sunday, October 1st. Stu-dents who are interested should sign up at the main desk of the College Union by noon Saturday, Septem-

KA Wins

(Centinued from page 3) third period to break open their tight contest with Theta Chi for a 13-0 win. Harold With 13-0 win. Harold Wilson d to Styers both times to nt for the victory. PKP account for the victory. PKP scored a touchdown in each of the first three periods to defeat Sigma Pi 19-7. PKP overcame a first quarter deficit of 7-6 to nail down their first win of the season after losing last week's opener.

Air Force Officer Qualifying Test Slated Oct. 14

Captain William S. Clarke, Captain William S. Clarke, Jr., has announced that the Air Force officer's qualify-ing test will be given at 7:25 A.M. on Saturday, October 14, 1961 in room 242 Riddick. This test is given for all Air Science cadets who are interest-ed in entering the advanced AFROTC program in Septem-ber, 1962, and must be success-fully completed prior to taking the physical examination. e physical examination

The test will last until The test will last until approximately 5:00 P.M. for the cadets who are qual-ifying for Flying Cate-gories, and until approxi-mately 12:30 P.M. for ca-dets qualifying for Non-flying Categories. There will, however, be a one hour lunch break as well as two short coffee breaks during the day.

Students planning to partici-pate in this examination should be in room 242 Riddick, prior to 7:25 A.M. on October 14, since latecomers will not be ad-mitted and the test will not be given again until February, 1962.

In order to be eligible for this test, cadets must sign a roster before 4:00 P.M., Tuesday, October 10, 1961. This roster will be kept in Cadet Headquartera, room 130, Coliseum, until that

ber 30. Weather permitting, w in m in g, volleyball, bridge, and other recrea-tional interests will be of-fered. The Outing Commit-tee is also hoping to offer water skiing if a boat can be located. If any student has access to a boat and skis, it would be greatly appreciated if he would con-tact the Activities Office of the College Union.

Many students have expressed an interest in stamp collecting and in the organization of a stamp club on campus. All those interested in such a club are invited to attend an organ-ization wasting Wodnasday evening at 7:30 p.m. in the College Union. If you have any questions bring them to the meeting or contact the Craft Shop in the College Union.

Fall Has Fell Sharp - eyed observers have recognized the ebb of

nave recognized the eob of Indian Summer and the official arrival of fall at this campus, for Professor Lindsay Whichard of the English Department has broken out his corduroy suit

Agromeck Pictures

Juniors are reminded to re-ort to the lounge of the Col-ege Union to have their pictures made for the Agromeck. Friday will be the last day for junior picture

DIAMONDS Joseph Ire Lee, Jr. Certified Comologist marican Com Social TE 4-0719 **Johnson's Jewelers**



flexibility of our educational ef-forts here at State College as well as perform a real service to the youth and industry of our

The course material for Engineering Operations is, of course, similar to the other engineering depart-ments; the prescribed sub-jects for the freshman year, for instance, are and will be the same for all curricula. Aside from the technical

Aside from the technical electives mentioned earlier,

the courses are of a more general nature than those required by the other engi-



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neering departments. Basic industrial economics, ME, EE, and other engineering survey courses, and indus-trial management courses are included in the subject schedule. diploma or its equivalent. Transfer students are not al-lowed to transfer more than 50% of the credits necessary for

A minimum of 64 credits with a 2.0 average is re-quired before a student can receive a certificate of suc-cessful completion of the two-year course. Students

transfer from the In-te into the degree ram if they meet the ge entrance requiremay tr degree eet the

The Agricultural Institute Club has been organized for these students to promote their common interest. John Howard is president; Watson Bethes, vice-president; Walter Shealey, treasurer; and Thomas Lewrence, re rter.



SAIL ON, SAIL ON!

I suppose October 12 is just another day to you. You get up in the ordinary way and do all the ordinary things you ordin .ily do. You have your breakfast, you walk your ocelot, you go to classes, you write home for money, you wark your obend, you go to classes, you write home for money, you burn the dean in effigy, you watch Howdy-Doody, and you go to bed. And do you give one little thought to the fact that October 12 is Columbus Day? No, you do not. Nobody thinks about Columbus these days. Let us, there-fore neues for a memory and retail his over devices and easy

fore, pause for a moment and retell his ever-glorious, endlessly stirring saga.



Columbus never Wanted to stake eyes on a horse again

Christopher Columbus was born in Genoa on August 25, 1451. His father, Ralph T. Columbus, was in the three-minute auto wash game. His mother, Eleanor (Swifty) Columbus, was a sprinter. Christopher was an only child, except for his four brothers and eight sisters. With his father busy all day at the auto wash and his mother constantly away at track meets, young Columbus was left pretty much to his own devices. However, the lad did not sulk or brood. He was an avid reader and spent all his waking hours immersed in a book. Unfortunately, there was only one book in Genoa at the time-Care of have y, there was only one book in Genda at the time – Care of the Horse by Aristotle – and after several years of reading Care of the Horse, Columbus grew restless. So when rumor reached him that there was another book in Barcelona, off he ran as fast as his fat little legs would carry him.

The rumor, alas, proved faise. The only book in Barcelona was *Cuidar un Caballo* by Aristotle, which proved to be nothing more than a Spanish translation of *Care of the Horse*.

Bitterly disappointed, Columbus began to dream of going to India where, according to legend, there were thousands of books. But the only way to go to India was on horseback, and after so many years of reading *Care of the Horse*, Columbus after so many years of reading *Cure of the Horse*, Columbus never wanted to clap eyes on a horse again. Then a new thought struck him: perhaps it was possible to get to India by sea! Fired with his revolutionary new idea, Columbus raced to the court of Ferdinand and Isabella on his little fat legs (Colum-

though six feet tall, was plagued with little fat legs all his life) and pleaded his case with such fervor that the rulers were persuaded

On October 12, 1492, Columbus set foot on the New World. The following year he returned to Spain with a cargo of wonders never before seen in Europe-spices and metals and plants and flowers and—most wondrous of all—tobacco! Oh, what a sensation tobacco caused in Europe! The fiter had long since been invented (by Aristotle, curiously enough) but nobody knew what to do with it. Now Columbus, the Great Discoverer, made still another great discovery: he took a filter, put tobacco in front of it, and invented the world's first filter cigarette!

Through the centuries filters have been steadily improved and so has tobacco, until today we have achieved the ultimate in the filter cigarette — Marlboro, of course! Oh, what a piece of work is Marlboro! Great tebacco, great filter, great smoke! And so, good friends, when next you enjoy a fine Marlboro Cigarette, give a thought to the plucky Genoese, Christopher Columbus, whose vision and perseverance made the whole lovely thing possible. © 1961 Max Shu

And thank Columbus too for the king-size Philip Morris Commander. If unfiltered cigarettes are your choice, you'll find Commanuer the choice of the unfiltered. Welcome