

# The Technician

North Carolina State College's Student Newspaper

Vol. XLVII, No. 20

State College Station, Raleigh, N. C., Wednesday, Oct. 31, 1962

Six Pages This Issue

## Oistrakh Extolls Music Education

David Oistrakh, master violin soloist who appeared with The Leningrad Symphony Orchestra last night, spoke of topics ranging from musical education in the Soviet Union to American Jazz before a group of State students yesterday.

This discussion was planned by the staff of The School of Design Publication.

Mr. Oistrakh, who instructs at the Moscow Conservatory of Music, described through an interpreter musical education in the Soviet Union as the passing on of a musical tradition that has been present in Russia for many years.

When asked about his students, Oistrakh said that many had won prizes in international competitions and that he had learned something from every one. "The style of every violinist is different, and each has something to offer," he said.

When asked why he decided to make music his career, Mr. Oistrakh said that "when someone begins at the age of five, it is not his choice, but that of his parents." He went on to say that he would always "be grateful to his parents for starting him in music." According to Oistrakh, his parents had a good musical background.

On interpretation of music, Oistrakh said that the manuscript of a piece of music should be a base to build music upon. "You should read a piece of music, decide what the composer means, and then build upon that to interpret it in your own way."

Commenting on jazz, Oistrakh said that it had a difficult road ahead of it. He stated that in his estimation, everything had been done in this field that could be done.

Oistrakh is a native of Odes-

sa, and has won first prize in the Brussels Violin Concours. He is on an independent tour in the United States and the appearance with the Leningrad Symphony Orchestra here was one of five scheduled with this group in the United States.

## Students Voice Varying Views On OEP Program

"I think OEP is a good idea. I think the present ROTC program is a bunch of rot. It's a Mickey Mouse course."

This is the opinion of one of fourteen State College students interviewed with the question, "Which do you favor—the present Officers Education ROTC program which was mentioned in Monday's *Technician* or the present ROTC program?"

Ten of the fourteen felt that the new program would be a definite advantage over the present ROTC. The other four, however, believed that the existing program is a necessity.

"I am not for the new program. I think the two years compulsory program should be required in every state-supported school," was the opinion of another student.

"I feel that what State students learn in the first two years can easily be placed within the two accelerated years of OEP. I think the basic cadets are just used as instruments for the officers to practice on," said a sophomore who is planning to take all four years of the present military training.

## Freshman Debaters Play To Empty House At First Session

Freshman class officers debates ground to a screaming halt last Monday night, when only three candidates appeared for the first scheduled debate, and no spectators were present.

Walter Wicker, the freshman who planned the debates, said that he was disappointed at the apathy of the students in the freshman class. Wicker stated that his reason for wanting the debates was that the voters rarely get to hear the candidates speak except during the door-to-door campaigning.

The debates were scheduled to be held in 320 Harrelson Hall at 7:30 p.m. Six candidates were scheduled to speak.

## ROTC Units Announce Plans For Cadet Hop

The Cadet Hop, to be held this weekend, was originally scheduled to be a recruiting drive for the impending Cuban invasion. But, since tensions have eased, the Hop will be a normal dance.

The Hop, sponsored by the Military Ball Association, will be held in the CU ballroom on Saturday, November 3, from 8 to 12 p.m.

According to Harry Murray of the Military Ball Association, all Army and Air Force ROTC cadets are urged to attend. Dress for the Hop will be coat and tie or Class A military uniform, the uniform being preferred. Entertainment will be furnished by the Swing Shifters.

Tickets will be available in the Cadet Brigade Headquarters in the Coliseum on Tuesday, September 30 from 1:00 to 1:45 p.m.

## A Paper State



A color-blind person flying over State College in 1963 will see a scene closely resembling the above if present appropriations for new buildings are approved by the General Assembly next year.

Money has already been approved and construction has al-

ready begun on Fraternity Row (Bottom left), the new cafeteria (center), the new physics building (behind Harrelson). Money has also been approved for the new dormitory to the left of Bragaw and construction should begin shortly. The other two dormitories

pictured in the same area depend on approval of the General Assembly. New forestry, physical science, food science, and education buildings are also proposed. This paper mock-up is on display in the College Planning Office. (Photo by Jackson)

## Parents To Visit During Homecoming

Parents will have a chance to investigate the activities of their college sons and daughters Homecoming Weekend.

According to college administration officials, the parents of freshmen and all new transfer students are invited to Parents of New Students Day to be held for the first time November 17.

Students and parents will have a short meeting in the north end of the Coliseum at 9:45 Saturday morning. After

this, Chancellor Caldwell will give welcoming remarks. Charles Reynolds, president of the Alumni Association, and Senator Ralph Scott, chairman of the Board of Director of the Alumni Association, will speak. The parents and students will then visit the school departments, meet the students' advisers, and attend a barbecue luncheon sponsored by the Alumni Association to be held at the Coliseum.

During the afternoon, the

State-University of Virginia football game will be held at Riddick Stadium. Parents' tickets will be on sale at half price, or two dollars. Tickets may be purchased from 8:30 til 11:30 Saturday morning at the Coliseum box office.

Parents will be sent three identification badges to be worn that day. The extra badge will be for their son or daughter. The badge will act as a permit for parking, eating, and buying tickets.

## Alpha Zetas Tap Twenty Three



Initiation began at 6:00 a.m. Saturday for the twenty-three pledges of Alpha Zeta, N. C. State's professional fraternity for the Schools of Agriculture, Forestry, and Education.

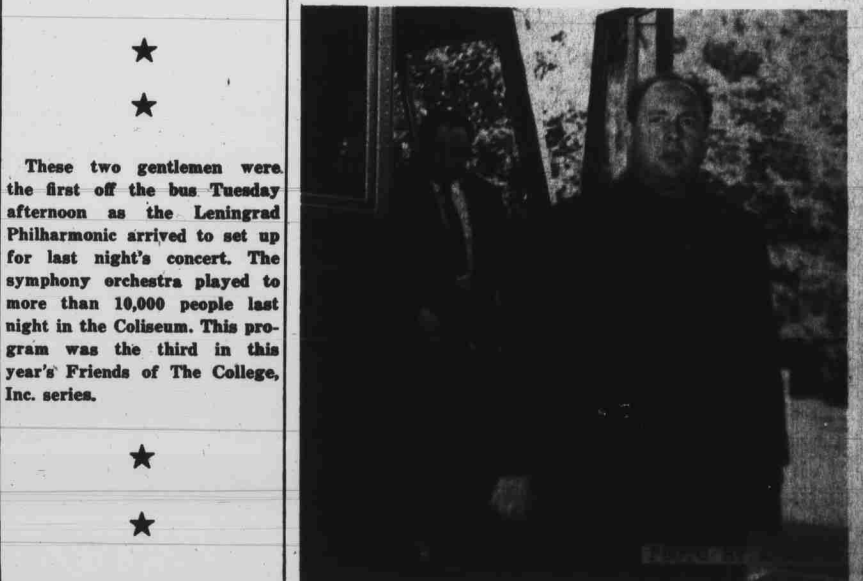
The initiation will be climaxed by the fraternity's thirty-three brothers with a party Friday night.

The purpose of Alpha Zeta is to encourage and develop actual and potential leadership. It is an organization in which the qualities of "high scholarship, fine fellowship, and sound character can be combined," according to Benny Hampton, chancellor. Second semester sophomores and other upperclassmen must rank in the upper two fifths of their class and are chosen on the basis of their leadership and scholarship.

Founded November 4, 1887, Alpha Zeta chapters are active in fifty-two colleges and universities across the United States. The North Carolina State chapter was founded in 1904.

Officers serving at NCS are as follows: Benny Hampton, Chancellor; Charles Dunning, Censor; L. T. Lucas, Scribe;

(See PLEDGES, page 6)



★  
★  
These two gentlemen were the first off the bus Tuesday afternoon as the Leningrad Philharmonic arrived to set up for last night's concert. The symphony orchestra played to more than 10,000 people last night in the Coliseum. This program was the third in this year's Friends of The College, Inc. series.  
★  
★

## Why?

What is there in human nature that makes hate such an important part of life?

What makes a Barnett, a John Bircher, a Russian-hater?

We walked into the lobby of the Sir Walter Raleigh Hotel yesterday and found ourselves "surrounded" by citizens of the Soviet Union. We talked with one of them for an hour, and there was no trace of hate-contemptuousness-or even impoliteness. They were no different in appearance from any group of Americans you might see.

Is this our enemy?

Are these the people we would like to wipe out with our twenty and thirty-megaton bombs?

And were the Germans in the Second World War any different? Or the Japanese? Or earlier in our history, the English? Spanish? Mexicans? Yankees?

What is hate and what is the strange capacity human beings carry for such a seemingly self-destructing feeling? Why were Germans made to hate Jews? Cubans to hate Yankees? Southerners to hate Negroes?

Why can there not be a society founded on respect for all individuals?

"Well, some of my best friends are Negroes; but I still wouldn't want to eat with them-and truthfully, they don't want to eat with me either. It's just a bunch of Yankee rabblers who are pushing this integration. A bunch of damn radicals."

How many times has this statement been made by White Southern Protestants, whom, as everyone knows, are God's chosen people. Once upon a time Jews were, but not any more. All a Jew wants to do is make money, anyway, and White Southern Protestants have inherited the mantle. Everybody knows this—at least all White Protestants do, and they are the only people who are important anyway.

One hundred years ago the Yankees were the enemy—now a Yankee Catholic is President of the United States, and most of the South voted for him.

A hundred years from now, will the Russians be the enemy? Or will it be the Martians? Now that will really be someone to hate. Not only will his skin be a different color, he will also have a different economic system, language, customs, and religion. As any White Southern Protestant knows, any of these characteristics are sufficient to cause hate. Think about what wonderful hate can be built up when we find a race with all of these different characteristics. Won't that be terrific? We, as a White Southern Protestant, can hardly wait.

## The Technician

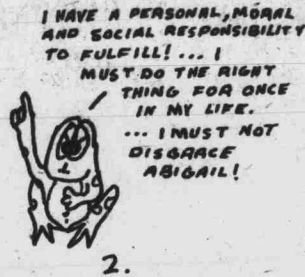
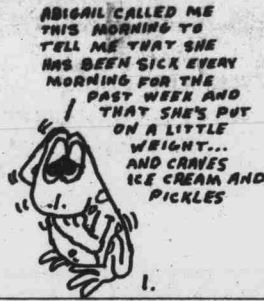
Monday, October 31, 1962

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## Throckmortimer



## Unpublished Novel Read In Writing Workshop

By Doug Lientz

The participants in the College Union writing workshop are having the unusual experience of going through a novel before it is published.

At the present time this group is going over the 500 page manuscript for "Gangway for John," a novel by J. Paul Hughley. Hughley is presently the chaplain at Carolina College in Durham.

The novel is the story of John Clontz, a 27 year old negro

who returns to his old hometown, Chattanooga, Tennessee. Here his violent temper causes him to argue with his family and begin a fight against several of the leaders of the negro community there.

Thus far the first two chapters of the novel have been read and butchered in the workshop. The rest of the novel will be dealt with at future sessions.

At the workshop sessions, the chapter from the book is read,

and then anyone there comments as the spirit moves them. Most of the criticism of this work has been based on Hughley's use of big words, when a simpler word would fit better. One participant commented, "Mr. Hughley obviously has a large vocabulary, but it seems out of place for a character in a novel to use some of these words in normal conversation.

The workshop meets Tuesdays at 8 p.m. in the College Union.

## New Instructors Join MS Faculty After Asia Duty

The Military Science Department has received two new instructors—Major W. O. Wilson and Major J. E. Lawson.

The last tour of duty for each was in Asia; Major Wilson, in South Viet-Nam, and Major Lawson, in Korea.

Born in Georgetown, Illinois, Major Wilson graduated from the University of Kentucky while Major Lawson was born in South Carolina and studied civil engineering at the University of South Carolina.

Major Wilson has previously been stationed in Germany, France, Korea, and Japan. Some of Major Lawson's assignments during his nineteen years of service have included the 38th Division, 149th Infantry in the South Pacific during World War II, and the 2nd Division, 38th Infantry during the Korean War.

## Lientz

## Darlink Natasche

Comrade Commissar Natasche Ispissedoff

Is not true that the capitalist imperialist have missiles hidden in the pillars supporting Harrelson Hall at State College?

Is good idea to put them there, but is big building in the way when missiles is used. Is also several professors in the way inside the building.

Is also not true that College Union is secret branch of CIA. The place is run by weird people, but is only capitalist propaganda outlet to put ideas in minds of tender young scientist and engineers of their society.

Is good propaganda instrument, however. Is got print shop with equipment to put out hundred sets of posters a week. All posters is ignored, but is got good setup to print them.

Is also got programs to influence impressionable young

minds. Is labeling most things as culture, but is getting good crowd when is got non-cultural show. Is drawing mob when is showing evil Speedy Gonzales cartoon with weekend movie.

Cartoon is showing fast rat who do nothing but run around stealing cheese and female rats. Is claiming rat is mouse so early capitalist training, which teaches mice is good, is making money-grubbing young engineer think stealing is good sport if done by quiet little coward instead of big brave cat. Is then using idea that we is cat and Kennedy is mouse to say capitalist colonialism better than Soviet civilizing.

Boris

## Students Attend YRC Convention In Winston-Salem

"The Kennedy Administration is built on a series of crises," said Bill Cardin, keynote speaker for the College Young Republicans Clubs convention last weekend in Winston-Salem.

Cardin, political specialist for the National Chamber of Commerce, listed many Kennedy crises as evidence: the Bay of Pigs, Berlin, steel, the stock market, and Cuba.

The speech wrapped up two days of business meetings conferences, and discussion groups, all pointed toward increasing the power of Republicans in North Carolina.

The other speakers were Dick Meece, editor of the *Campus Republican*, and Jim Harff, national Young Republican chairman.

## Argentine Diplomat To Speak In CU

Doctor Mario Amadeo will speak on "Militarism vs. Democracy; More Cubas?" in the CU ballroom on November 4.

Dr. Amadeo was the Argentine Minister of Foreign Affairs and for four years was his country's permanent delegate to the UN. He resigned his post because he thought that the illegal seizure of his country's government by a military group was against his beliefs.

Amadeo is sometimes referred to as "the Stormy Petrel" in Argentina because of his long fight for a stronger constitutional government there. He has fought the Communists and Peronists with equal zeal and was once arrested for "dangerous thought," but was released a few hours later with many apologies.

When Senor Peron was ousted, Dr. Amadeo was assigned to escort him to exile on a warship. When senor Peron fell over the side of the ship, Amadeo went in after him and hauled him to safety.

Dr. Amadeo is well known in the UN for his activities as chairman of the Commission of Human Rights and as Vice

Chairman of the Outer Space Committee. He also objected vigorously to the capture of Adolph Eichman and his removal for trial in Israel by the Israelites.

He has served at the Vatican, in Chile, and in Brazil and has been a delegate to many international and regional conferences. He has written many books and articles which were widely circulated in the Spanish-speaking world.



The Kingston Trio, composed of Bob Shane, Nick Reynolds, and John Stewart will appear at the Coliseum this Thursday night. Tickets may be obtained at the Coliseum box office.

## Frats To Meet For Discussion Of Problems

State College fraternity leaders and delegates will meet in a seminar this weekend to discuss better means of abolishing the general stumbling blocks confronting the fraternities as a whole.

The seminar begins Friday, at 7 p.m. with a meeting in Room 107, Harrelson Hall. Hugh Cannon, Director of the State Department of Administration, will be the guest speaker.

Five discussion groups will be set up to discuss fraternity affairs at the seminar.

Bill Watson and Pete McDonald will lead a group discussion on "Presidential Problems and Alumni Relations."

Matters of fraternity finances will be the concern of the second group led by Jack Watson and George Boyd.

The attitudes of both pledges and brothers toward scholarship will be discussed.

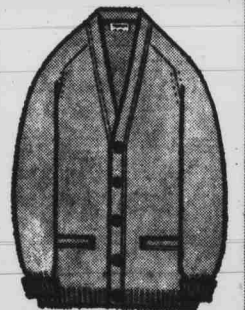
(See FRATERNITY, page 6)

## 10,000 Attend Friends' Concert

A crowd of more than 10,000 persons gave standing ovations to Gennadi Rozhdestvensky and the Leningrad Philharmonic Orchestra as well as violin soloist David Oistrakh Tuesday night in Reynolds Coliseum.

Mr. Oistrakh received the plaudits of the audience for his performance of Mozart's *Violin Concerto No. 5* while the orchestra received standing applause for Tchaikovsky's *Symphony No. 5*.

The program was another in this year's Friends Of the College, Inc. series.



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## STUDENTS SUPPLY STORES

## Fraternity Football New Participation Record Set

By Vello Kauskras

A new record was set in the number of people participating in fraternity intramural football this year. This record was set as the regular intrafraternity football season came to a close on Monday.

### Nu's Complete, Perfect Season

Sigma Nu, the pre-season favorite, completed an undefeated season in League #1 as they rambled by SAM on Monday by a score of 34-0. Tailback Brock led the Sigma Nu offense with his passes to Williams and Huntsman, while the rugged defense held SAM to a total of nine yards. Turning to the other half of the league, the Kappa Sigs really had their share of hard knocks as PKP turned back the Kappa Sigs 6-0. This unexpected development left a three way deadlock for second place in League #1 since Kappa Sig, PKP, and SAM ended the season with identical 2-4 records.

### PKA Clinch Title Monday

League #2 featured the offensive battle of the afternoon with PKA finally out scoring TKE 25-19. Although the TKE's lost the score, they outgained

the PKA's by rolling up 137 yards to 134 yards. Mickle tossed four touchdown passes during the afternoon to lead the PKA offense. Three of the Mickle tosses were to Morrison, and the fourth went to Gray. Joe Moore sparked the TKE team with his touchdown passes to Goodnight and Lutterlok. SPE entered League #2's other playoff spot by defeating a stubborn Sigma Pi team 13-0. Morton, the Sig Ep quarterback, passed twice to Faelten for the Sig Ep scores.

### KA Losses Game—Wins Season

Delta Sig upheld last week's "on a limb" prediction as it scored a major upset victory over KA 6-0. Delta Sig, which was 0-3 at mid-season, deserves the nod as the "come back" team of the year. They are presently tied for second place with PKT. The PKT's found

their offensive machine in full gear as they crushed LCA 30-0. Skidmore was the offensive key with TD passes to Morrow, Currin, and Propst.

### SAE League #4 Winner

SAE snuffed Theta Chi's playoff ambitions by defeating them 20-6 in a hard fought game. Shotton led SAE by running for two TDs and passing to Brown for the other one. Pike was responsible for the Theta Chi's lone TD. And finally, Sigma Chi, undefeated at mid-season, dropped their third game in a row. AGR rolled over them by a score of 12-10. With this surprising outcome, AGR enters the playoff picture as the league's number two team. Warwick passed to Allen and Carpenter for the AGR's touchdowns, and Lewis passed to Cooke for the Sigma Chi's lone Tally.

## Regular Season Standings In Fraternity Football

Section #1		Section #2	
Sigma Nu	6-0	PKA	5-1
Kappa Sigma	2-4	SPE	4-2
PKP	2-4	TKE	3-3
SAM	2-4	Sigma Pi	0-6
Section #3		Section #4	
Kappa Alpha	4-2	SAE	5-1
Delta Sig	3-3	AGR	4-2
PKT	3-3	Sigma Chi	3-3
LCA	2-4	Theta Chi	2-3
		Farm House	0-5

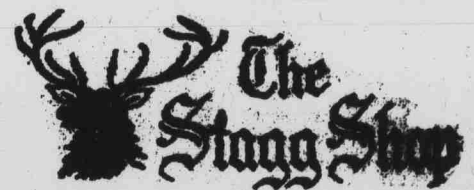
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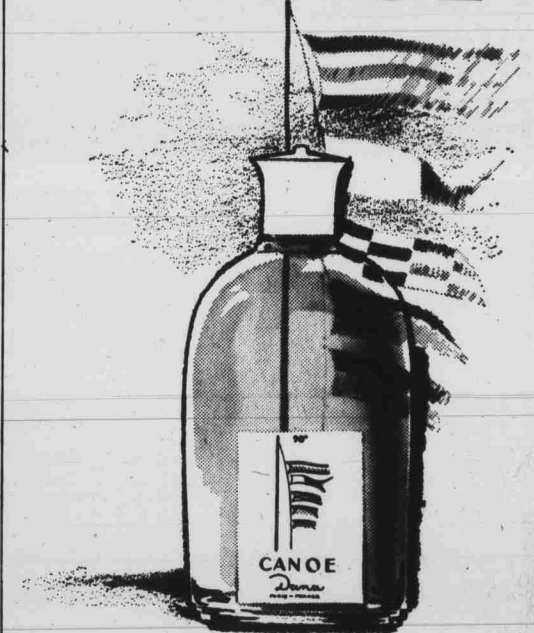
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*Dana*

# New Apes In An Old Zoo



**Editor's Note**

Year after year, worried parents ask us . . . "What really goes on in the dorms?" . . . and we always answer "nothing." For some reason, this gets the parents even more worried.

So, in an attempt to educate everyone, here is a idea of what really goes on in the dormitories.

Chip Andrews, our freshman photographer, has snapped some candid shots of freshmen beating on phone booths, wandering around in underwear, and some of their room adornments. Chip regrets he couldn't get any photos of the upperclassmen beating freshmen, running stills, or running around without underwear.

We heartily recommend that each and every student send these pictures to their worried parents.

**Photos  
By  
Andrews**

"C'mon fifty minutes is the limit for a long distance call."



"Why in the hell are you locked out of your room at 3 o'clock in the morning?" asks Tucker dorm counselor.



For you people who live off campus, this is a typical dorm room—it has atmosphere. If you are interested in what kind of atmosphere it contains, visit any freshman's room.

Centerbury, "the" name in fine belting, trots out their unusual sulky belt of oil-stained harness leather with connecting rings stolen from the harness horse rig. Appropriately — a hefty brass harness buckle. 1 1/4" width in your choice of black, chukko brown moss or natural. 3.95.

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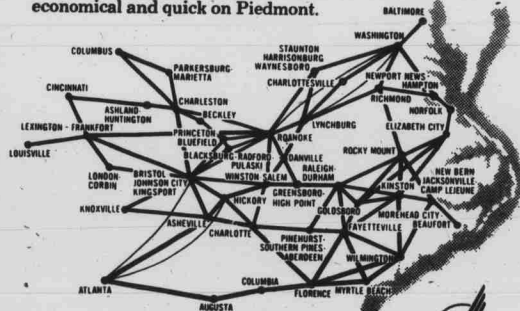


The freshmen dorms are known as the quietest dorms on campus because of the addition of this type unit to all rooms.

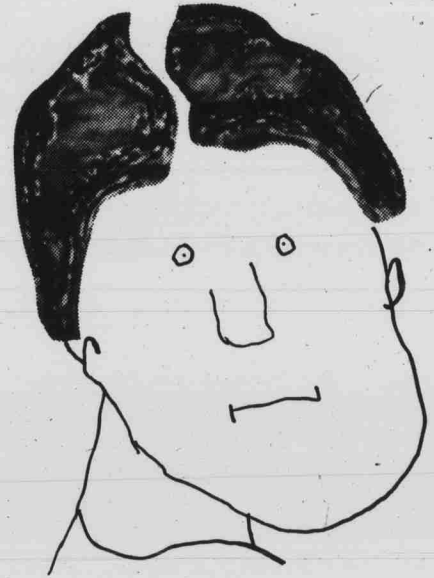


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District Manager of Collier's Encyclopedia will be in Raleigh Saturday, November 3, conducting personal interviews.

**SITE OF INTERVIEW:** King's Religious Center

Room 205

Saturday, November 3, 1962

10:00 A.M.—2:00 P.M.

If interested, apply in person. Coat & tie preferred.

# Dormitory Football Finalists Forecast

By Mike Barnhill

This afternoon's football action marked the completion of the regular football season with play-offs slated to begin next week. Eight teams representing the four sections will square off in a single elimination play-off which promises to be one of the best ever in State College intramural football.

Heretofore, one or two teams have dominated the football action; but, this year there are no less than four undefeated teams going into the play-offs (pending today's action). The four teams, each of which rides atop the standings in its respective section, are expected to pair off in the semi-finals and should produce thrilling games.

The four teams, all of which at present boast 5-0 records, are Alexander, Watauga, Tucker #1, and McOC (McKinnon Village-Off Campus). Each team is gifted with a fine quarterback, good receivers, and a strong defense.

**Alexander**  
Alexander must be rated as the favorite on the basis of last year's third-place finish and the return of several outstanding players. Charlie Kale, a south-paw quarterback, leads the high-scoring Alexander team with his passing. He has fine receivers in Jim Buffalo, Bobby Cartwright, and Phil Bowling. Buffalo also poses as a running threat to the opposition. The strong defensive line is lead by Larry Henderson and Leroy Yount.

**Watauga**  
Watauga is probably the best balanced of all the teams and is thus picked second. The team mixes passing, good speed, and a good defense to cause

trouble to any opposition. Sharp-shooter Donnie Corn at quarterback finds good targets in Wes Wall and Paul Lineberger. The line is large but has exceptional speed and is especially good on defense. The defensive leader is probably T. C. Spell; however, they are all very good.

**Tucker #1**  
Tucker #1 features a very strong defense as its best point. Offensively it has a little trouble scoring but it does well on short passes and running attacks. Pete Leonard spearheads the running and passing from his QB position. His favorite targets are Tom Doughton and Don Rodgers. Leading a very strong defensive team are Louis Leimone, Steve Stokes, and Bob Phillips.

**McOC**  
McOC is a new team but has stood out in its section and should be considered a "dark-horse" in the play-offs. Quarterback Lou Dickenson uses his pin-point passes to dazzle any defense. He has speedy receivers in Boyd Smith and Mike Barnhill. Line play is especially a strong point for McOC with Younger Snead, Bill Howle, and Al Jenkins blocking well on offense and putting on a good rush on defense.

The play-offs should provide plenty of excitement. All students are urged to attend the games and support their favorite team.

## This Week's Sports

FOOTBALL				
Nov. 3	Georgia	Away	2:00 p.m.	
FROSH FOOTBALL (not scheduled)				
SOCCER				
Nov. 3	Guilford	Away	2:30 p.m.	
CROSS-COUNTRY				
Nov. 5	State Meet	Here		

### Wolfpack Backfield



### Wolfpack Seeks ACC Victory Over Georgia

This week State's Wolfpack will try to become the first ACC team to defeat the Bulldogs of Georgia. So far this season, Georgia has beaten Clemson, 24-16, and tied South Carolina, 7-7, in the ACC and has a record of 2-2-2.

In addition, the Wolfpack will try to end a five-game losing streak. After an opening vic-

(See WOLFPACK, page 6)

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France's Kinsey Report

A Delightful Satire on  
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Late Show!

SATURDAY NIGHT

Doors Open 11:15 - Show Starts 11:30

NOV. 3rd

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## Fraternity

(Continued from page 2)

ship as well as the pledge period in general will be the main topics of a group led by Brian Howell and Richard Barefoot.

Fall and spring rushing periods will receive attention by leaders Wendy Prescott and Benny Phillips, in another discussion group.

Barry Torrence and Vello Kuskraa are to lead their group in a discussion of general fraternity activities.

## Pledges

(Continued from page 1)

Don Baker, Treasurer; and Hugh Clark, Chronicler.

The pledges are John Stephen Barnes, James J. Boedicker, Clyde R. Bogle, Warren G. Boyette, Melvin Bright, Roy M. Brogton, Stephen R. Cobb, Edmund M. Coville, Doug Crater, C. David Dillingham, Pebo Enzor, Burton R. Floyd, Jr., Billy Hedspeh, D. Lester Holley, Jerry L. Holoman, George P. Kittrell, Jr., Charles L. Mulchi, Fentress H. Munden, Robert D. McLaughlin, Billy S. Revels, John Richardson, Reese S. Scull, James M. Warren.

## Campus Crier

Tryouts for the College Union talent show will be held at 7 p.m. tonight and tomorrow night in the College Union.

Any student wishing to appear in the show may audition at these times. According to Terry Lowder, chairman of the CU Theater Committee, cash prizes of five, ten, and fifteen dollars will be given to the best acts in the show.

The Talent Show will be held on November 9 at 8 p.m. in the College Union Ballroom.

Dr. Leslie Syron, head of the department of sociology, Meredith College, will speak informally to the "La Tertulia" Spanish Club of Meredith College on "A Tourist Looks at Yucatan". The speech, which is open to the public, will be in 103 Joyner, 5 p.m. Thursday, Nov. 1.

## Wolfpack

(Continued from page 5)

tory against UNC, State has lost five games, four of which were by one TD. A Wolfpack victory over Georgia would be the first in five years.

## West Raleigh Gulf Service

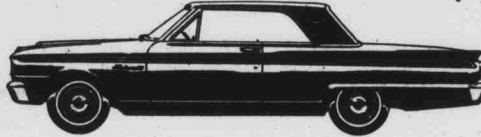
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## EAT, SLEEP, AND MATRICULATE

The trouble with early morning classes is that you're too sleepy. At late morning classes you're too hungry. At early afternoon classes you're too logy. At late afternoon classes you're too hungry again. The fact is—and we might as well face it—there is no good time of day to take a class.

What shall we do then? Abandon our colleges to the ivy? I say no! I say America did not become the hope of mankind and the world's largest producer of butterfats and tallow by running away from a fight!

If you're always too hungry or too sleepy for class, then let's hold classes when you're not too hungry or sleepy: namely, when you're eating or sleeping.

Classes while eating are a simple matter. Just have a lecturer lecture while the eaters eat. But watch out for noisy food. I mean who can hear a lecturer lecture when everybody is crunching celery or matzo or like that? Serve quiet stuff—like anchovy paste on a doughnut, or steaming bowls of lamb fat.

And kindly observe silence while lighting your post-prandial Marlboro Cigarette. Don't be striking kitchen matches on your



"But watch out for noisy food."

jeans. Instead carry an ember from the dormitory fireplace in your purse or pocket. Place the Marlboro against the ember. Light it quietly. Smoke it quietly. Oh, I know I ask a great deal! I know that one's natural instinct upon encountering Marlboro's fine flavor and filter is to throw back one's head and bellow great, rousing cries of joy. But you must not. You must contain your ecstasy, lest you disturb the lecturing lecturer. You can, if you like, permit yourself a few small shudders of pleasure as you smoke, but take care not to wear garments which will set up a clatter when you shudder—like taffeta, for example, or knee cymbals.

Let us turn now to the problem of learning while sleeping. First, can it be done?

Yes, it can. Psychologists have proved that the brain is definitely able to assimilate information during sleep. Take, for instance, a recent experiment conducted by a leading Eastern university (Stanford). A small tape recorder was placed under the pillow of the subject, a freshman named Glebe Sigafos. When Glebe was fast asleep, the recorder was turned on. Softly, all through the night, it repeated three statements in Glebe's slumbering ear:

1. Herbert Spencer lived to the age of 109 and is called "The Founder of English Eclectic Philosophy."

2. The banana plant is not a tree but a large perennial herb.

3. The Archduke Ferdinand was assassinated in 1914 at Sarajevo by a young nationalist named Mjilas Cvetnic, who has been called "The Trigger of World War I."

When Glebe awoke in the morning, the psychologists said to him, "Herbert Spencer lived to the age of 109. What is he called?"

Glebe promptly replied, "Perennial Herb."

Next they asked him, "What has Mjilas Cvetnic been called?"

Replied Glebe, "Perennial Serb."

Finally they said, "Is the banana plant a tree?"

But Glebe, exhausted from the long interrogation, had fallen back asleep, where he is to this day.

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Glebe sleeps, but you, we trust, are up and about. Why not improve each waking hour with our fine product—Marlboro Cigarettes? You get a lot to like—Alter, flavor, pack or box.

Assignment: build the "grease gun" into our cars



We went to the mountain to make 1963 Ford-built cars go 30,000 to 100,000 miles between major chassis lubrications

Quite a task faced Ford Motor Company engineers when they set out to eliminate the traditional trip to the grease rack every 1,000 miles.

Like Mohammed, they went to the mountain—Bartlett Mountain on the Continental Divide in Colorado. More molybdenite is mined there than in the rest of the world combined. And from molybdenite ore comes the amazing "moly" grease that helps extend the chassis lubrication intervals for Ford-built cars. This grease sticks tenaciously to metal, stands up under extreme pressures and resists moisture, pounding and squeezing. It is slicker than skates on ice!

New, improved seals were developed. Bushings, bearings and washers of many materials were investigated. Slippery synthetics, like nylon and teflon, were used a number of new ways.

The search for means to extend chassis lubrication also led to New Orleans—where experimental suspension ball joints tested in taxicabs in regular service went two years without relubrication.

It took time. And ingenuity. But the effort paid off when Ford-built cars were the first to build in chassis lubrication good for 30,000 miles or two years—whichever came first.

Another assignment completed—another "Ford First" and another example of how Ford Motor Company provides engineering leadership for the American Road.



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