

UNIVERSITY OF NEVADA



SAGEBRUSH

Nevada's Greatest Weekly

Sagebrush
Index . . .

VOLUME XXXVI, No. 24

RENO, NEVADA



5

Friday, March 24, 1961

COME AND GET 'EM!



**TOP VALUES AT SEWELLS
SEWELL'S MARKET**

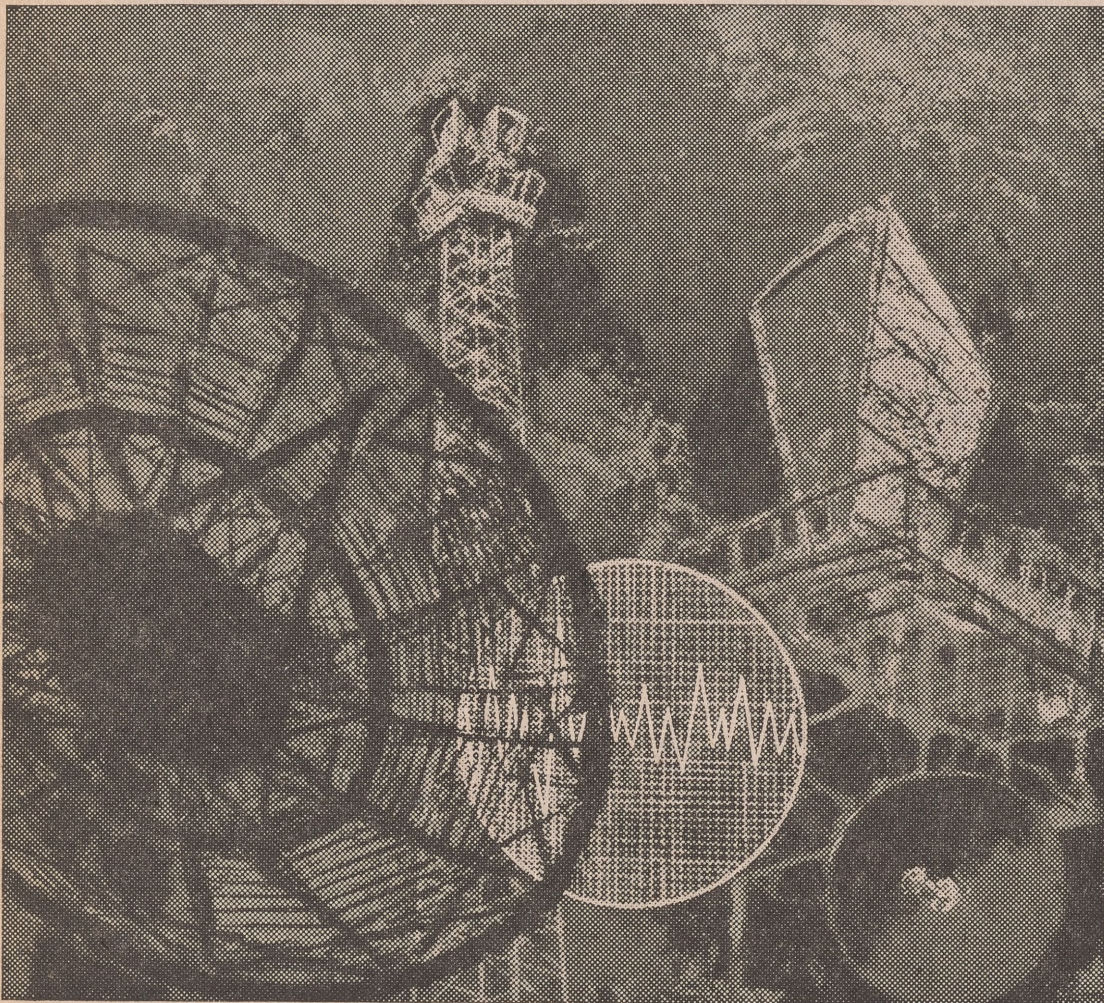
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As the communications needs of our nation become steadily greater and more complex, the Bell Telephone System is continuing its pioneer work in microwave by "taking to the air" more and more to get the word across.

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In spite of its great technological strides, the science of radio relay is a rapidly-changing one. And new break-throughs and advances are common occurrences. A case in point: our Bell System "TH" Microwave Radio Relay. This newest development in long-distance telephone transmission will eventually triple the present message-carrying capacity of existing long-haul radio relay installations. A full-scale system of 6 working and 2 protection channels can handle 11,000 telephone messages at the same time.

To make microwave work takes a host of special equipment and components: relay towers, antennae, waveguides, traveling wave-tubes, transistors, etc. But just as important,

it takes top-caliber *people* to help us broaden our horizons into such exciting new areas as communication by satellites!

And microwave is only part of Western Electric's opportunity story. We have—right now—hundreds of challenging and rewarding positions in virtually all areas of telephony, as well as in development and building of defense communications and missile guidance systems for the Government.

So, if your future is "up in the air," you owe it to your career to see "what's up" for you at Western Electric.

Opportunities exist for electrical, mechanical, industrial, civil and chemical engineers, as well as physical science, liberal arts, and business majors. For more information, get your copy of "Western Electric and Your Career" from your Placement Officer. Or write College Relations, Room 6106, Western Electric Company, 195 Broadway, New York 7, N. Y. And be sure to arrange for a Western Electric interview when the Bell System recruiting team visits your campus.



Principal manufacturing locations at Chicago, Ill.; Kearny, N. J.; Baltimore, Md.; Indianapolis, Ind.; Allentown and Laureldale, Pa.; Winston-Salem, N. C.; Buffalo, N. Y.; North Andover, Mass.; Omaha, Neb.; Kansas City, Mo.; Columbus, Ohio; Oklahoma City, Okla. Engineering Research Center, Princeton, N. J. Teletype Corporation, Skokie, Ill., and Little Rock, Ark. Also Western Electric distribution centers in 33 cities and installation headquarters in 16 cities. General headquarters: 195 Broadway, New York 7, N. Y.

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Follies Bergere, and meetings with
foreign students.

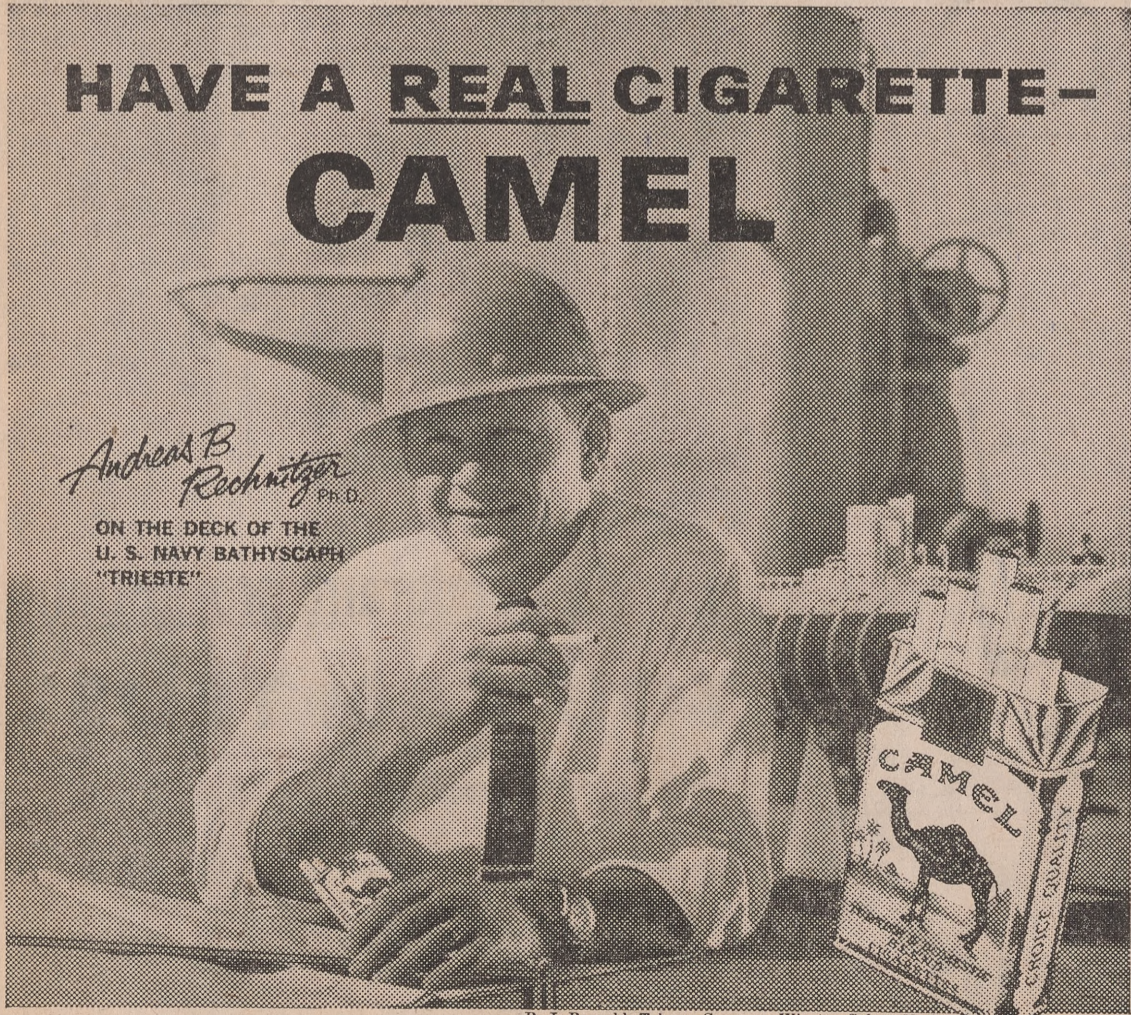
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PH.D.

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Reno, Nevada



The farther smoke travels
Air-Softened,
the milder, the cooler,
the smoother it tastes

THIS ONE'S THE SATISFIER

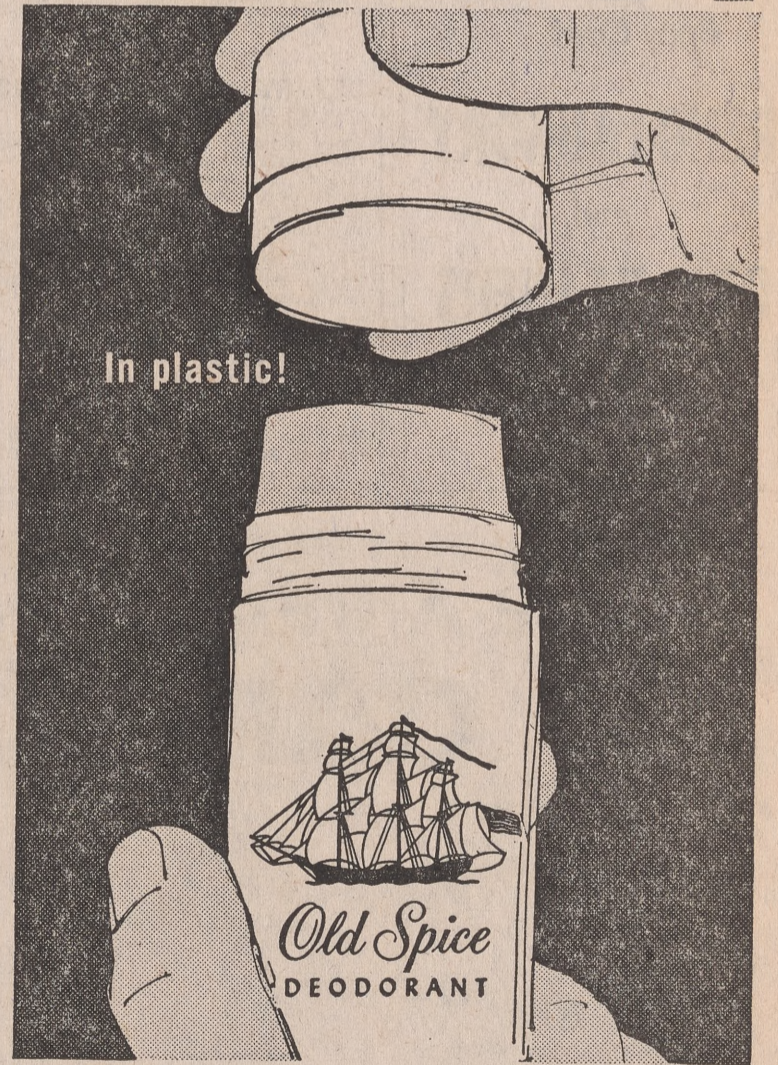
This king sets a record for taste. Every satisfying puff is *Air-Softened* to enrich the flavor and make it mild. Special porous paper lets you draw fresh air into the full king length of top-tobacco, straight Grade-A all the way.

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CHESTERFIELD KING

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PANCAKE PATTY
By Bill Woggon
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I WONDER IF *SWEDISH PANCAKES WOULD HELP MY SKIING?
FOR THIS CARTOON IDEA \$5.00 GOES TO MRS. C.A. MURRAY, 45 RICHMOND ST. PAINESVILLE, OHIO.
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RELIGION

DISCUSSION of course work from the Institute of Religious Science meets at 7:45 p.m. Wednesday. Junior church at 9:30 a.m. Sunday. If you would like to join us, please call FA 9-0767 and FA 9-2024.

PHOTOGRAPHY

I'M TOO LAZY to write an ad this week.

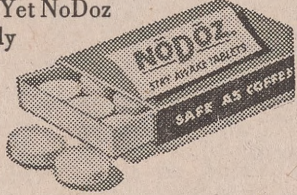


Be perspicacious!

Not this: a student who drowns over books no matter how much sleep he gets.

This: perspicacious... sharp! NoDoz keeps you awake and alert—safely!

If you sometimes find studying soporific (and who doesn't?), the word to remember is NoDoz.® NoDoz perks you up in minutes, with the same safe awakener found in coffee or tea. Yet NoDoz is faster, handier, more reliable. Absolutely non-habit-forming, NoDoz is sold everywhere without prescription. So, to keep perspicacious during study and exams—and while driving, too—always keep NoDoz in proximity.



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Dr. Frood presented the automobile industry with this magnificent pre-compact. Hurt and disillusioned because the auto industry preferred to develop their own compact, FROOD NOW OFFERS HIS CAR TO SOME LUCKY COLLEGE STUDENT! This is a brand-new, gas-driven, REAL CAR. It features four (4) wheels, genuine foot-power brakes, "fresh-air conditioning," and actual left-right steering mechanism! The economical 7.9 horsepower engine saves you hundreds of dollars in hay and oats! Goes 32 miles per hour, gets up to 65 miles per gallon. The Froodmobile can be licensed in every state except New Jersey. (New Jersey hates Frood.) WIN this beautiful car (with "FROODMOBILE" mounted in brass on the cowl!). Actual value over \$1,000.

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"I need the Froodmobile because . . ."

Entries will be judged on the basis of humor, originality and style (preferably Froodian). If, in the opinion of our judges, your answer is best, the makers of Lucky Strike will deliver to you, on campus, the Froodmobile. A carton of Luckies will be given to the first 100 runners-up. Along with your entry send your name, return address, college or university, and class. Entries must be postmarked no later than April 15, 1961. All entries become the property of The American Tobacco Company. Send your entry (or entries) to LUCKY STRIKE, P. O. BOX 17A, NEW YORK 10, NEW YORK.

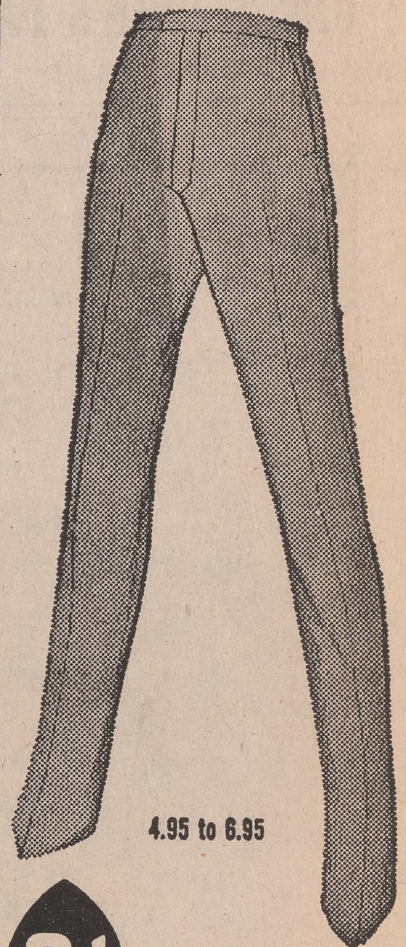


CHANGE TO LUCKIES and get some taste for a change!



"ARE THEY GONE?"

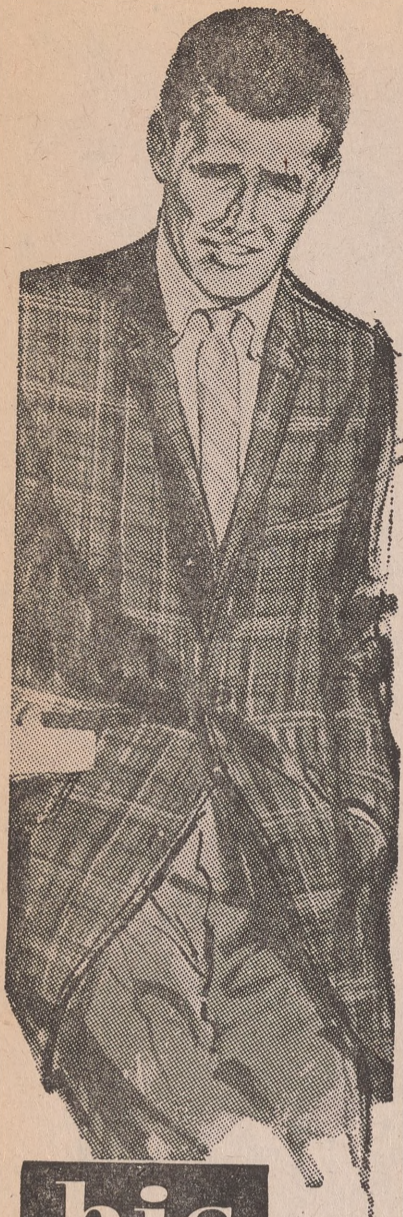
"Seems I can't even walk down the street in my A-1 Rapier slacks without being followed by women. I wish they'd show more self-control. Not that I blame em. A-1 Rapier slacks are hard to resist."



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VASELINE HAIR TONIC



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Editorial Page

University of Nevada Sagebrush

Why Not?

By BILL ADAMS



... and the truth
shall make
you free.
