

INTERESTED IN PUBLICATIONS?

The first of a series of orientation meetings for applicants to campus publications will be held Thursday, March 9 at 1 p.m. in 101 MC.

**PROVE
TO YOURSELF**

NO CIGARETTE HANGOVER

when you smoke PHILIP MORRIS!

**HERE'S
ALL YOU
DO!**

In just a few seconds you can prove
PHILIP MORRIS
IS DEFINITELY LESS IRRITATING
than the brand you're now smoking!

**1...light up a
PHILIP MORRIS**

THEN, just take a puff—DON'T INHALE—and
slowly let the smoke come through your
nose. Easy, isn't it? And NOW...

**2...light up your
present brand**

Do exactly the same thing—DON'T INHALE.
Notice that bite, that sting? Quite a difference
from PHILIP MORRIS!

NOW YOU KNOW WHY YOU SHOULD BE SMOKING PHILIP MORRIS!

Everybody talks about PLEASURE, but
only ONE cigarette has really done something about it.

That cigarette is PHILIP MORRIS!

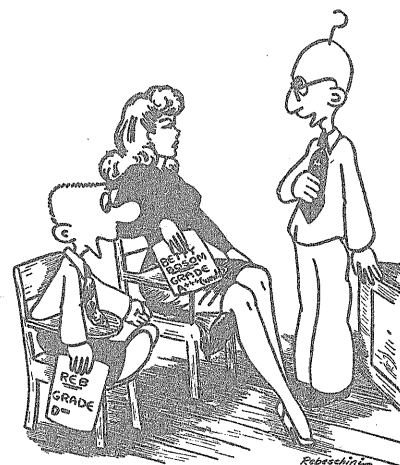
Remember: less irritation means more pleasure.
And PHILIP MORRIS is the ONE cigarette proved
definitely less irritating, definitely milder,
than any other leading brand.
NO OTHER CIGARETTE
CAN MAKE THAT STATEMENT.

YOU'LL BE GLAD TOMORROW—
YOU SMOKED PHILIP MORRIS TODAY!



**CALL
FOR PHILIP MORRIS**

IN COLLEGE WITH "REB"



As you know, we mark on the curve in this class

Seniors will contribute to freshman guidance

For the first time this semester incoming freshmen are receiving individual attention on non-academic problems. Fourteen seniors who are leaders in campus affairs have been appointed by the Admissions office to be "big brothers" to groups of six or seven freshmen during their first semester in college. Bob Cunningham, admissions counselor, and coordinator of freshmen affairs, explained: "What we are concerned with is individualizing orientation."

Cancer research to be conducted by ARF

Discovering what accelerates the abnormal cell growth we call cancer will be the aim of a new study at the Armour Research Foundation. The investigation will attempt to verify results obtained from a rabbit cancer tissue which apparently stimulates the growth of cancer.

Results reported after four years of ARF study will provide the basis for the project. The reports describe the unique properties of an ethyl ether extract obtained from Brown-Pearce rabbit cancer tissue.

Administration of the extract to cancer-bearing rabbits accelerates the growth of cancer and reactivates quiescent transplants. In healthy rabbits, the material does not produce cancer, but it does result in the formation of demonstrable anti-cancer bodies in their blood serum.

Cancer-free rabbits treated in this way are highly resistant to the subsequent transplantation of at least one type of rabbit cancer. The blood serum of such cancer-resistant rabbits slows up the growth of one type of rabbit cancer and several types of human cancer, the latter observation having been demonstrated in a small series of clinical tests.

Properties of this extract will be studied for possible prevention of cancer through immunization by the active material in the extract and treatment of cancer through the use of rabbit blood serum.

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The program is experimental; its object is to assist the student to adjust to the new environment, to give him individual attention, and to encourage him in extra-curricular activities. With this in mind, Mr. Cunningham has planned three meetings during the term; the first, "Orientation in Engineering," to explain the objects of an engineering education. The second and third meetings will deal with the individual and with an explanation of student government.

Each of the senior advisors meets informally with his group several times during the semester to discuss individual problems and to answer questions of a non-academic nature. The men who have been chosen to act as advisors include the president of ITSA, president of the senior class, editors of student publications, and leaders of other student activities.

Power men seek thrift in confabs

The twelfth annual Midwest power conference, featuring the theme "Economy in Power," will be held April 5 to 7 at the Sherman Hotel.

R. A. Budenholzer, professor of mechanical engineering and director of the conference, announced that it will consist of 26 sessions, including three luncheons and the annual all-engineers' dinner. A wide variety of papers will be presented by leading authorities of the power industry.

The conference is sponsored by Illinois Tech with the cooperation of nine other Midwestern universities and nine local and national engineering societies.

Further information may be obtained from Dr. Budenholzer or Edwin R. Whitehead, conference secretary.