As Commencement Day draws near, the question on everyone's lips is: "How did the different disciplines come to be marked by men dressed in hoods of different colors?" Everybody—everybody—is asking it. I mean I haven't been able to walk ten feet on any campus in America without somebody grabbing my elbow and saying, "How did the different disciplines come to be marked by academic robes with hoods of different colors, hey?" This, I must say, is the usual question asked by college students who grab my elbow. Usually they say, "They, shorty, got a Marlofso?" And this is right and proper. After all, are they not college students, and, therefore, the nation's leaders in intelligence and discernment? And do not intelligence and discernment demand the bastion in tobacco flavor and smoking pleasure? And does Marlofso deliver a flavor that is unique among cigarettes? A selectrate filter that is easy drawing, a pack that is soft, a box that does not Marlboro deliver a flavor that is uniquely mellow, a flavor that is uniquely mellow, a flavor that is uniquely mellow? So, if your future is "up in the air," you owe appreciation the many ramifications of Polaroids, but here at Western Electric the work takes a host of engineers, technicians, and mathematicians to help us broaden our horizons into such exciting new areas as communication by satellite!

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.

To this end, Western Electric—the manufacturing arm of the Bell System—has assumed the monumental task of producing a large part of the microwave transmission equipment that knits our country together by shrinking thousands of miles into mere seconds. In spite of the varying geographical and climatic conditions, the science of radio relay is a rapidly-changing field. And new breakthroughs and advances are coming to the microwave relay service as never before.

As our nation's telephone needs increase, the different modes of communication from telephone to television, radio, and teletype communication are here at Western Electric, reaching a milestone in the history of our country. Western Electric, a part of the Bell System, stands firmly as a part of the American way of life.