

Inter-res council reactivated

All residence students now have a common council.

The inter-residence council has been re-instated, consisting of Marilyn Pilkington, students' union vice-president as chairman and the presidents of the house committees of Athabasca Hall, Lister Hall, Pembina Hall, St. John's Institute,

St. Joseph's College, and St. Stephen's College.

The council will meet bi-monthly to discuss common problems, coordinate and provide a central focus for activities. Topics under concern will include Frosh Week, enforcement of liquor laws, dinner exchanges, co-educational residences, and Second Century Week.

Decisions binding upon the residences can not be made by the Inter-residence council. It is restricted to making recommendations to the appropriate policy boards.

Residence views will be expressed on students' council by Miss Pilkington as chairman of the inter-residence council.

If you can help us move faster we need you

(An open letter
to '67 grads)

Northern Electric is moving faster today than any self-respecting 70-year-old should. Away back in the late 1800's, before autos or airplanes, or radio, or television were invented, a few men started a business that later grew into Northern Electric. For years we relied upon American sources for most of our technical development. But back in 1958 a rather disturbing thing occurred: Linus threw away his blanket. Northern began to do her own research and development: began to plan aggressively for technological change and an active penetration into world markets.

The last eight years have been exciting ones. A new air has permeated the atmosphere at Northern and developments are taking place that present a challenge in every sphere of our activity. To meet this challenge we need university grads—top-notch university grads!

We need engineers—electricals and mechanicals especially, but we've room for civils, metallurgicals and chemicals. None of our departments has asked for a mining or forestry man yet, but don't bet on it!

We need B.Comm.'s—mostly for accounting and business administration, but our Marketing, Production and Personnel departments are always coming up with requirements for a good B.Comm.

We need B.Sc.'s—not only honors grads, but those majoring in chemistry, maths, physics and related disciplines.

And because we're pushing into so many experimental areas, in the pure and applied sciences, we need Master's and Ph.D.'s, people who can spearhead the attack on the more complex problems that face us.

If you want to become part of Northern's exciting future, see your Placement Officer. He'll give you more detailed information and arrange an interview for you with one of our recruiters who will be on campus soon.

 **Northern Electric**
COMPANY LIMITED

Public relations services not being used - Hague

The great white organizer, mastermind of all campus activity, demon of club projects, educator of naive advertising managers, and promoter of good relationships, is lonely.

John Hague, chairman of the public relations service board of the students' union, feels campus clubs aren't receiving full value for their promotion efforts. Attendance figures at recent club activities substantiate this fact.

"There is a basic communication problem between campus clubs and the students' union, and also within the students' union itself," he said.

"Campaign managers are pretty naive right now."

"The board was designed to handle these problems, and to act as an advertising agency for any campus club or organization, regardless of whether they are affiliated with the students' union or not. This includes all the faculty and department clubs as well.

"The clubs just aren't using a service they pay for anyway," he said.

75 OUT OF 146

"There are 146 clubs on this campus, and yet only 75 have contacted this office.

"We can't help them if we don't know who they are."

To help alleviate the communications problem, and to eliminate some of the competition between clubs in their promotions, Hague outlined several proposed solutions.

"Before the end of the month I hope to publish an ad guide for club executives. This will include a definition of PR work, the services offered by the PR board, policy statements of all the campus

and off-campus advertising media, a telephone list of all PR board members, and the addresses and telephone numbers of all executives.

"Clubs should submit the names of their executives and some information about the club as soon as possible. Every club should have an advertising manager, or one person who can be contacted by the PR board.

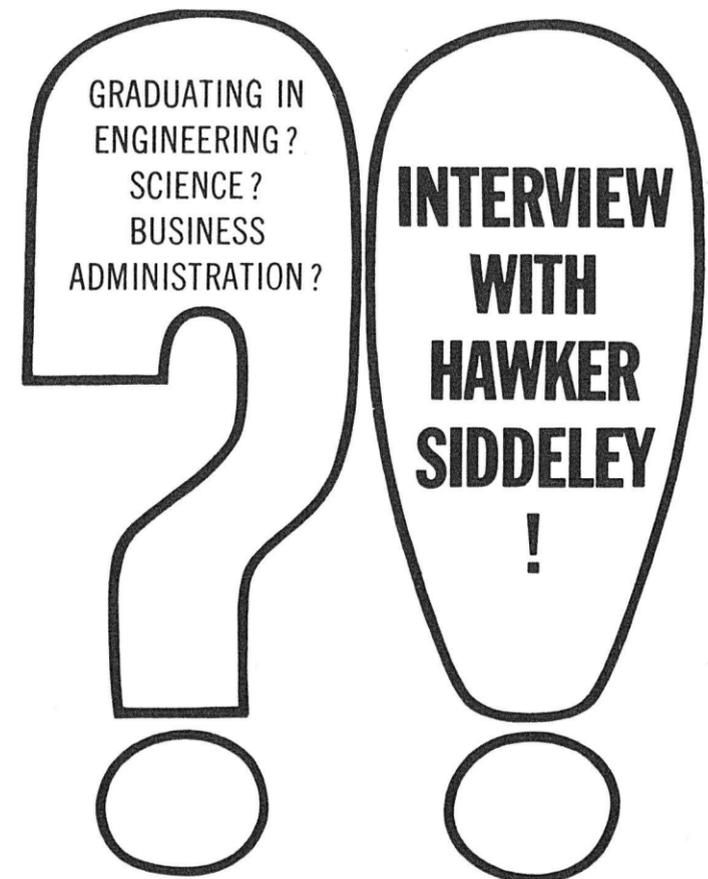
"These clubs will be provided with a copy of the ad guide, and all later PR releases. Also, the PR board will conduct several advertising seminars with specialists in the promotions field.

"The PR board has compiled a checklist campaign that should be consulted by any club anticipating a promotion. The club should discuss any promotion with the PR board before it is executed. Many very simple conflicts and failures can be avoided in this way."

The PR office is located in SUB. John Hague, Dave Norwood, or Carol Hays are there every day (except Wednesday), from 12 to 5 p.m. Phone 439-2721.

SKI CLUB

Five day Christmas ski trip, Dec. 18-23. Bring \$10 deposit to U of A Ski Club meeting 8 p.m., Nov. 15 in Pybus lounge.



We market products and services in four essential segments of the economy: steel and steel products, engineering, power and transportation equipment. In our divisions and subsidiaries, you will apply your skills and knowledge in a stimulating environment of challenging work, responsibility and rewards.

We would like to meet you on the campus in order to discuss your career plans, our graduate training and development programs, and the opportunities with Hawker Siddeley Canada Ltd. Please consult your Placement Office for position descriptions, reference materials, and interview times.

Hawker Siddeley Canada Ltd.

Hawker Siddeley will be interviewing graduating students at the Bachelor and Master's levels on