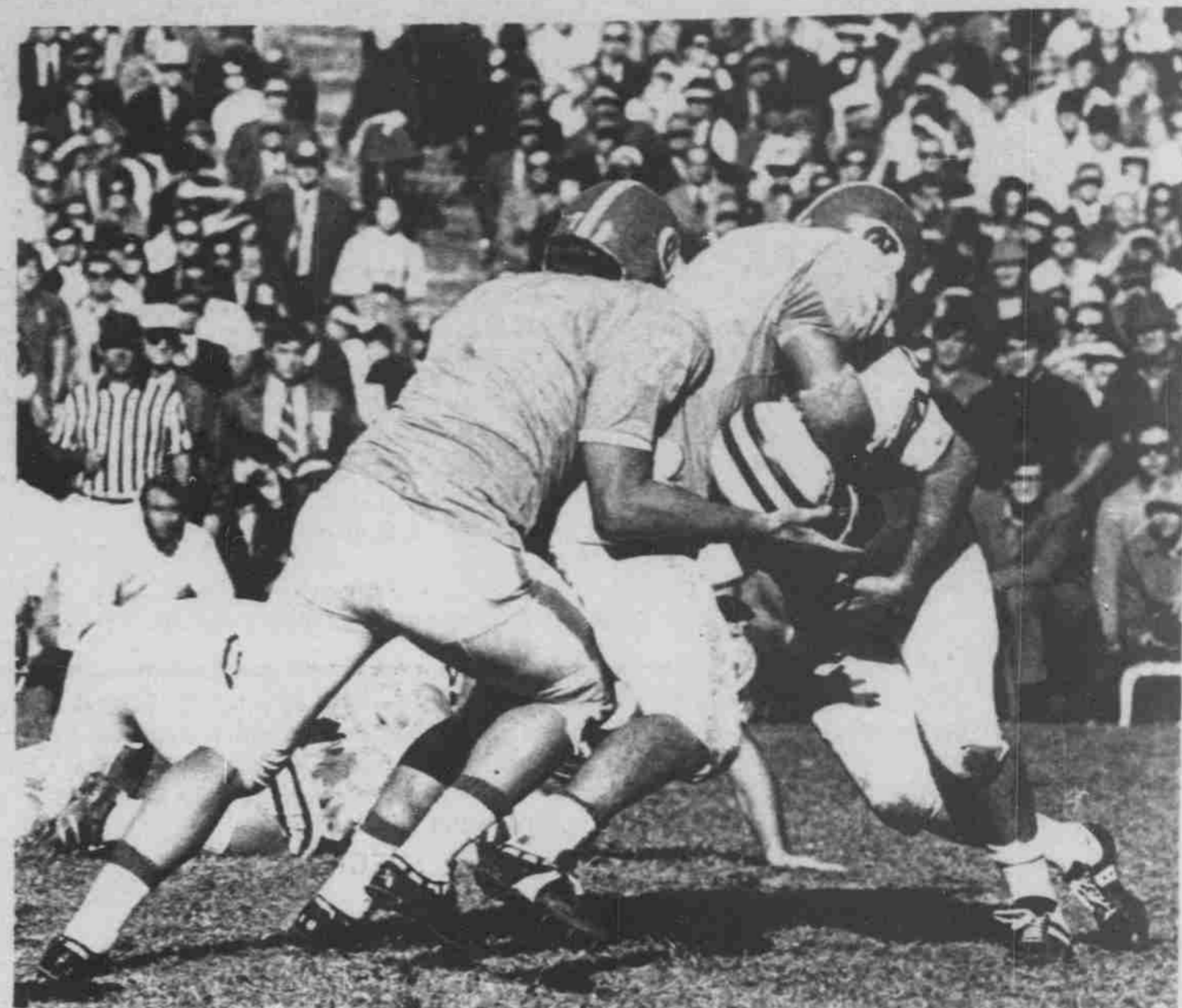


Eleven Down, One To Go



Fullback Geof Hamlin struggles for yardage against Duke.



Smother that muther!

Staff Photos by
John Gellman
and
Cliff Kolovson

STRAT'S
 NOW OPEN 24 HOURS A DAY
 7 DAYS A WEEK
 SPECIALIZING IN BREAKFAST
 ROUND THE CLOCK

This week at the Intimate...

THE BIG BEAUTIES!

Featured in the Front window and in their sections all around the shop, the most beautiful books America can produce! (With a special group in the Art Gallery of limited editions and great art portfolios)

Advent Calendars, Christmas Cards and 1971 Calendars!

A bright and cheery collection — and remember to pick out advent calendars before December 1.

Original Art by Contemporary Printmakers

Hundreds of signed etchings, lithographs woodcuts and serigraphs by artists from all over the world—including many works by modern masters from Matisse to Picasso.

The Bargain Bazaar is crammed with low-priced treasure and the Children's Book Top is overflowing with junior delight, too!

Come visiting!

INTIMATE BOOKSHOP

119 East Franklin Street, Chapel Hill
Open evenings 'til 10

And visit our bright new sister shop in Charlotte, in the heart of exciting South Park!

Why doesn't General Electric talk about thermal pollution when they talk about nuclear power plants?

General Electric pioneered the development of nuclear power plants in 1957.

Right from the beginning, we felt that the greatest advantage of nuclear power was environmental. Unlike fossil-fueled power plants, nuclear plants don't burn anything to make electricity. And where there's no fire, there's no smoke.

But there's a possible disadvantage as well. It, too, is environmental. Thermal effects.

We recognize it. One GE advertisement you may have seen recently pointed out that "all nuclear power plants discharge heat, as do fossil-fueled plants. America's utilities, with many years of experience, are working on thermal problems at nuclear sites on a plant-by-plant basis."

General Electric does talk about thermal effects. Because they are important, but also because we feel the facts about them are perhaps too little known.

Few people realize, for example, that federal law requires utilities to

operate their plants within strict temperature limits. Thirty states have even stricter laws. Utilities are spending millions of dollars on dilution flow systems, cooling ponds and cooling towers to comply.

But, in addition, utilities are sponsoring basic research on the problem of heat exchange and its effect on aquatic life. More than 97 utilities have been financially involved in over 300 such studies. And each one adds a little to man's scientific understanding of the problem.

Some interesting things have already come of it. For one, it's been found that, in some cases, adding heat to water can actually be beneficial. Warm irrigation water has extended growing seasons. Warm water has created new wintering ponds along waterfowl migration routes.

Power-plant discharge water is reviving Long Island's oyster trade. Florida is using it to grow shrimp and lobster. In Texas, it's increasing the weight of commercial catfish by as much as 500%.

Listing these benefits is not to beg the issue. Thermal effects remain a tough problem to solve at some sites. Each plant must be considered

individually, in its own environment, and this is being done.

General Electric, the electric utilities and environmentalists will continue to work. Work hard. Because we think the advantages of nuclear power far outweigh the disadvantages.

Why are we running this ad?

We're running this ad, and others like it, to tell you the things General Electric is doing to solve the problems of man and his environment today.

The problems concern us because they concern you. We're a business and you are potential customers and employees.

But there's another, more important reason. These problems will affect the future of this country and this planet. We have a stake in that future. As businessmen. And, simply, as people.

We invite your comments. Please write to General Electric, 570 Lexington Ave., New York, N.Y. 10022.

GENERAL  ELECTRIC