

## Ninety Burton Freshmen Eat At Graduate House To Remove Baker Congestion

Provisions for ninety students to take commons meals in the Snack Bar of the Graduate House have been completed, Dean Bowditch has announced. The move alleviates the overcrowded conditions of the Baker House dining facilities. The students who made this shift yesterday are those freshmen living at Burton House who had originally contracted for their meals at Baker. Since all contract meals at the Institute are identical, these men are receiving the same food as everyone else and at the same price, \$18.75 for fifteen meals Monday through Friday.

The overcrowding of the Baker House cafeteria resulted from a little confusion during the opening weeks of the term. Approximately 190 Burton House residents had signed for commons meals at Baker. After Baker residents, who are required to take commons meals there, had held a protest meeting twelve days ago, the administration decided to put into effect its proposals on campus living made last spring. At that time, it was suggested that only one-hundred Burton House residents dine in Baker with the remainder to be accommodated in the Graduate House. With this plan now working all Burton House upperclassmen may contract at Baker House, while all the freshmen who have not signed for commons at Walker Memorial now eat at the Snack Bar. No further complications are expected.

## Dr. Compton Will Be The Guest of Honor At Stein Club Dinner

Dr. Karl T. Compton, Chairman of the Corporation of the Institute, will be the guest of honor at a dinner dance sponsored by the Boston Stein Club at the Hotel Statler on Wednesday evening, October 17. Feature of the dinner will be the presentation to Dr. Compton of a fund raised by the Stein Club to be known as the Karl Taylor Compton Prize Fund. The income of this fund will be used for prizes to be awarded to students of unusual qualifications.

Dr. Compton, who will speak at the dinner, is expected to disclose  
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## Dean Burchard Is Aide For Australian National Library

Dean John Burchard, head of the School of Humanities, is in Australia, as guest of the Australian government. A new National Library is being built in Canberra and Mr. Leonard White, director of the library, requested Dean Burchard as consultant through the help of the U. S. Embassy. Mr. White met Dean Burchard during a tour of American libraries last year.

Dean Burchard left San Francisco by plane on August 14. He stopped in Honolulu, Canton, and Fiji. From Sidney he went by train to Canberra, capital of Australia. He has received invitations from five universities and will speak at all

## Harvard, Tech Join In Course; 9-C To Teach Future Teachers

CO-EDS, CLASS OF 1955



Photo by Fitzgerald

From left to right, first row: Jane Hodgson, Ella Patton, Dell Lanier, Roberta Walker, Alicia Larde. Back row: Ellen Dirba, Franceline Cullen, Barbara Rodgers. Not shown: Dorothy Ginsburg, Ann Halpin, Joyce Davis, Cora Sleighton, Margaret Hughes and Althea Watts.

## '55 Coeds Offer Travel News, Intellectual Companionship

By ANN HALPIN '55

With the advent of autumn, colleges and universities all over the country are welcoming incoming freshmen, and are introducing them to higher education. M.I.T., like these other halls of erudition, has opened its doors to 750 aspiring engineers, chemists and the like. Included in the class of '55 are fourteen co-eds.

Surprisingly enough, these girls are not what are classed as "typical Tech co-eds." While above average in intelligence, they are all very good looking, have well rounded personalities, and have diversified interests and hobbies, exclusive of books. You like argyles? See Ellen Dirba — she knits like Madame DeFarge ("Tale of Two Cities," men). You need a haircut? Look up Dottie Ginsburg—she's scissors happy, and she'll do it free for nothing. Anybody got a stray Confederate flag? Bobbie Walker and Dell Lanier would be interested.

Nearly every section of the country is represented by the girls,

from California to Massachusetts, from Florida and Georgia to New Jersey. Even Brooklyn. Anybody looking for traffic notices for Los Angeles, New York, Newark, Atlanta, Tampa and any other points in any other direction should pay a visit to the women's dorm. Travel notices will be posted in Building 10.

Courses of study are varied, ranging from nuclear physics to architecture, from electrical engineering to math. At the present moment, physics holds the interest of most of the girls, with chemistry a close second. There are a few stray architects wandering around, but as the old song goes, next year there'll be some changes made. The average height is hard to compute, (after all, calculus is still an unknown quantity) but there is a good number of tall gals, five feet six inches and over, and a fairly good number of smaller lassies, five feet four inches and under, and even a few middle-sized girls. So, you guys can take your pick. There are blondes and brunettes, but no redheads (Wait 'til chem lab technique is more familiar!)

This year's freshman co-eds have omitted the trite reason for coming to Tech—so far no one has mentioned looking for a husband. Each

(Continued on Page 4)

## Prof Rule Acts On President Killian's Idea; New Course Leads To Tech B.S., Harvard M.A.

### College Leaders In Combined Plan Will Convene Here

Representatives of the fifteen colleges participating in "combined plan" for professional education will attend a conference here at the Institute tomorrow, Thursday, and Friday. The theme of the conference will be "Professional Education and the Whole Man" and discussion will center about the mutual problems of the Institute and the liberal arts schools taking part in the plan.

The last combined plan conference was held in 1947, the year the plan was set up. At that time the basic principles of the plan were worked out and courses arranged so that the student's first three years in liberal arts college would adequately prepare him for a final two years at Technology, leading to degree from each school. Since that time the plan has been quite successful. Over five per cent of last year's graduates began their college education in one of the fifteen participating schools.

#### Conference Program

The program will include a welcome by Dr. Compton at a dinner tomorrow night and a panel on student government on Thursday presided over by Robert M. Briber, President of the Class of 1952. At a dinner Thursday night Headmaster J. M. Kemper of Phillips Andover Academy and Dean C. H. Faust, formerly of the University of Chicago, will speak on "The Period of Formal Education." Dean Faust is now connected with the Ford Foundation and is noted as the originator of the idea of admitting students to college at sixteen.

On Friday there will be a panel on "The Prerequisites for Success in Professional Education," followed by a luncheon in the Campus Room at which Dean E. Francis Bowditch will speak on the "Hopes and Frustrations of a New Dean."

A new cooperative course leading to careers in Science Teaching has been inaugurated this semester at the Institute. The course, IX-C, is a five-year course, with classes at the Institute and at the Harvard University Graduate School of Education. At the end of the five years, students receive a degree of Bachelor of Science in General Science from Technology and a Master of Arts in Teaching from Harvard.

At present there are two juniors enrolled in the new course. The idea for the new course came from President Killian who thought that although the Institute relies upon secondary schools giving their students a good basis in science, it has done nothing to help the high schools gain good instructors. The new course is designed to train science and mathematic teachers for junior colleges and high schools.

#### Teaching Experience

Students will have one course on teaching fundamentals at Harvard in their junior year, will spend one-third of their time at Harvard in their senior year, and two-thirds of their fifth year at Harvard. At the end of their junior year, applicants for course IX-C will be examined by a board of Harvard and Technology professors. Those not passed by this board will be allowed to get their degree in general science anyway. Acceptance will not be entirely based on grades.

The unusual and in the opinion of Professor Rule, head of the course, the outstanding part of the program is that in the last term

(Continued on Page 2)

## HOUSE ELECTIONS

Elections for House Committees are being held today in the individual Houses. A representative of each floor of each unit of Burton House, two from each floor of Baker House, and one from each hall of East Campus will be chosen. The elections are being conducted under the auspices of Dormitory Committee. The balloting begins at 10:00 a.m. and ends at 8:00 p.m. today.

## Mad Melee Ends Frosh Rally

Field Day rallies got off with a bang last Friday when the freshmen held their first in room 6-120. Gil Gardner '53, and George Fuld '53, were in charge of the affair, and started the ball rolling about 5:00 p.m. Not more than fifteen minutes had gone by, however, before it became obvious that representatives of the class of '54 were in attendance.

Almost as soon as Mr. Gardner opened his mouth, tear gas began filling the room. The freshmen quickly withdrew, and sought

revenge. A few members of the Class of '54 were captured and deprived of their pants, this being the normal retaliation when a rally is disrupted.

Since room 6-120 was no longer usable, the rally reconvened outside Building 6. Before they were able to get started, however, water, the first love of embattled Techmen, was brought into play. Building 6 suffered more than any of the intended victims in the fracas, however. When peace once more descended on the group of freshmen they heard various pep talks and an address by Head Track

Coach Oscar Hedlund on past Field Days.

#### Shaft Shafted

One point overlooked by most freshmen was the fact that the Sophomores were supposed to make a presentation during the rally. A few of the freshmen heard about it ahead of time, however, and formed a group to jump the presenting delegation as they entered the room. The Sophomore Intelligence Bureau, however, learned of the plan, and has put off the presentation until a later date. The Purple Shaft has yet to make its

(Continued on Page 4)

# The Tech

VOL. LXXXI TUESDAY, OCTOBER 2, 1951 NO. 32

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## CALENDAR OF EVENTS

### OCTOBER 3 TO OCTOBER 9, 1951

#### WEDNESDAY, OCTOBER 3

Catholic Club. Meeting and election. Lecture: "Sanctifying Grace." Reverend Edward T. Douglas, S.J., Professor of Theology at Boston College. Room 2-190, 5:00 p.m.  
 Pershing Rifles. Business Meeting. Room 12-182, 5:00 p.m. All members must attend.

#### THURSDAY, OCTOBER 4

Biology Department. Colloquium: "Use of Soft X-rays in Histo- and Cytochemical Analysis." Dr. Arne Engstrom. Room 10-275, 4:00 p.m.  
 Physics Department. Colloquium: "New Fields of Sound." Professor Richard H. Bolt. Room 6-120, 4:15 p.m.  
 Glee Club. Rehearsal. Room 2-190, 5-6 p.m.

#### FRIDAY, OCTOBER 5

Aeronautical Engineering Department. Seminar: "Different Functions of Air Power." Dr. Jerome C. Hunsaker. Room 33-319, 4:00 p.m.  
 Coffee from 3:30 to 4:00 p.m. in the du Pont Room.  
 Mechanical Engineering Department. Seminar: "A Newly Developed Process for Metal Cutting." Professor Prescott A. Smith. Room 3-359, 4 p.m. Coffee from 3:30 to 4:00 p.m. in Room 3-174.  
 Hillel Society. Services. Litchfield Lounge, Walker Memorial, 7:30 p.m.

#### SATURDAY, OCTOBER 6

Hillel Society. Couples' Dance. Hillel House, 5 Bryant Street, Cambridge, 8:30 p.m. Everyone is invited.  
 Informal Dance Committee. October I.D.C. Dance. Morss Hall, 8:30 p.m. to 12 midnight.

#### SUNDAY, OCTOBER 7

Nautical Association. Freshman Heptagonal Regatta. Sailing Pavilion, 9:00 a.m.  
 Hillel Society. Forum: "The Jew and Religion—Can They Be Separated?" Mr. Will Herberg, author. Hillel House, 5 Bryant Street, Cambridge, 8:30 p.m.

#### MONDAY, OCTOBER 8

Symphony Orchestra. Rehearsal. Walker Memorial, 7:30 p.m.

#### TUESDAY, OCTOBER 9

Catholic Club. Apologetics Class: "Principles of Man in Society." Reverend Paul Murphy, S.J. Room 2-139, 4:00 p.m.  
 Metallurgy Department. Colloquium: "New Developments in Cemented Carbides." Professor John T. Norton. Room 6-120, 4:00 p.m.  
 Glee Club. Rehearsal. Room 2-190, 5-6 p.m.  
 Choral Society. Rehearsal. Room 2-190, 7:30 p.m.

#### COMBINED PLAN CONFERENCE

Representatives from the fifteen colleges participating in the Combined Plan of Study will attend a conference on "Professional Education and the Whole Man" at M.I.T. from October 3-5.

#### EXHIBITIONS

An exhibition of Design for the Sea is being shown in the Lobby of Building 7 through October 3.  
 An exhibition of paintings and drawings from the Standard Oil Company Collection is on display in the New Gallery, Charles Hayden Memorial Library, Monday to Friday through October 8, from 10:00 a.m. to 5:00 p.m.  
 Photographic Salon prints by William F. Small of Newburgh, New York, will be on display in the Photographic Service Gallery, Basement of Building 11, from October 1 to October 15.

#### CALENDAR OF EVENTS

The Calendar of Events appears in THE TECH on Tuesdays with announcements for the following week. Notices, typewritten and signed, must be in the Office of the Editor, Room 7-204, not later than noon on Thursday prior to the date of publication. Material for the Calendar of October 10 - October 16 is due October 4.

## IN THE SPOTLIGHT . . .

## DEAN BROOKS

### DEAN EDW. BROOKS



Photo by Herzfeld

The recently appointed head of the School of Industrial Management, Dean Edward P. Brooks, has moved into a second floor office in the Hayden Library building and will soon begin the establishment of the new school, which is to be financed by a \$5,250,000 gift from the Sloan Foundation. In announcing the Institute's choice for the position, President James R. Killian commented, "In Mr. Brooks we have found a happy combination of those qualities which we believe to be so important for organizing and administering the school. He not only has a thorough knowledge of modern industrial management and manufacturing procedures, but what is equally important, a basic understanding of the relationships of human beings within an organization, as well as the relationships and mutual obligations of business and society."

#### Institute Graduate

Mr. Brooks, Class of '17, was a member of the first class to be graduated by the Department of Business and Engineering Administration. Now, after thirty-four years, he has returned to help in its expansion and development. Having served as a team member of the corporation from 1940-45, he is thoroughly familiar with the educational philosophy and traditional objectives of Technology.

Mr. Brooks will not rush into the organization of the new management school. He plans to study much and act little this term so as to obtain the most comprehensive view of exactly what should be done. He will draw his assisting staff from the wealth of talent and

#### Course IX-C

(Continued from Page 1)

each student will have 25 hours a week of teaching experience in Boston area schools.  
 Professor Rule feels that with both a Harvard and an Institute training behind him, the graduate should make a good teacher.

#### Stein Club

(Continued from Page 1)

plans for the use of the fund at the time of its presentation.  
 Among the guests at the dinner will be President Killian, Horace S. Ford, retired treasurer; Thomas P. Pitre, dean of freshmen; and other administrative officers as well as members of the faculty and staff.

#### Stein Club

The Stein Club is composed of a local group of M.I.T. alumni whose purpose is to foster the spirit of M.I.T. in business and social life as well as to stimulate cooperation among the alumni, the faculty and the students of M.I.T.

Oscar H. Horovitz of Newton is president of the Stein Club, with Carney Goldberg and Abraham E. Shlager serving as vice presidents. John D. Shore of West Roxbury is secretary and Morris H. Gens of Brookline, treasurer. Stanley W. Warshaw of Newton is chairman of the dinner committee. Serving with him on the committee are Miss Natalie Adelman, Stanley Gaynor, Robert Becker, Melvin Freedman and Sidney Kaye.

the last war, he organized the Committee on Equipment and Materials of the National Research and Development Board, of which he himself was chairman.

#### Brooks at the Institute

Mr. Brooks' interest and ability in the field of business and management was evident even while he was a student at the Institute. As a freshman, his first theme was entitled "The Management of Workmen." Later he organized the Committee For Undergraduate Dues, a group which obtained financial support for undergraduate activities. Previously each organization was forced to spend most of its time attempting to finance its own projects. With permission from the administration, Brooks' Dues Committee collected a fee from each student, payable with tuition. When tuition was raised later, this fee, along with some others, was incorporated into the increased costs.

Mr. Brooks considers the Institute a much more "human" institution now, as compared to his undergraduate days when all but a few students came here only for an engineering education. The change he attributes to the greater emphasis now placed on the humanities and on extracurricular activities—sports, societies, organizations. "There were recreational facilities available then, but only a few realized their value. The administration, though not inhabiting did not emphasize the importance of extracurriculars. Under the guidance of Dr. Compton and Dr. Killian, however, the Institute began to realize the need for developing engineers with a broad outlook." Mr. Brooks, having known men of both the old and new schools, has noticed the difference—the broader outlook shown by the M.I.T. graduate of today.

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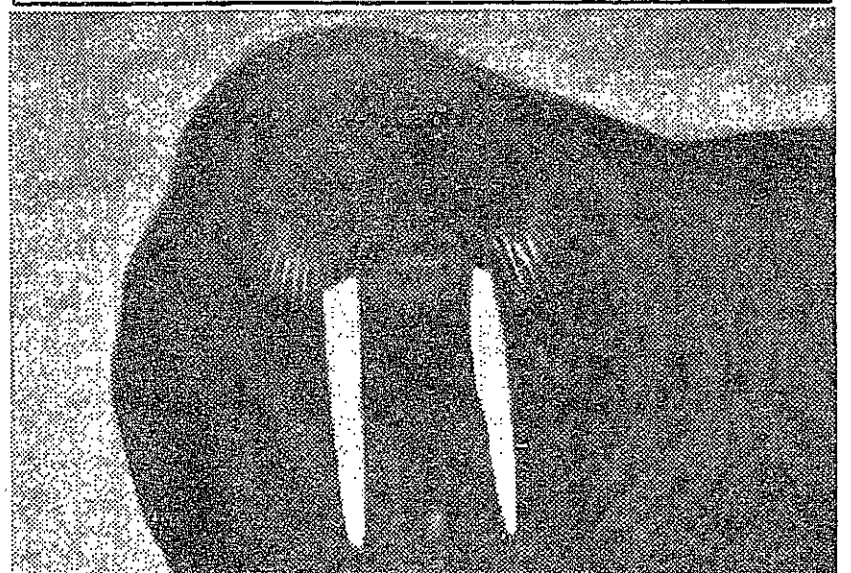
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UN 4-2324 — Appointments

## Sophomore Football Squad Organizes For Field Day

As field day is rapidly approaching, the big problem confronting coach Howard Anderson of the Sophomore football team is lack of depth. The squad is entering its second week of practice in preparation for the contest to be held on October 27, as a feature event in the 51st annual Field Day celebration.

The 54's team is sparked by the co-captains of last year's freshman squad, fullback Rich Wilson and halfback Bob White, and by hold-overs Jerry Golden, "Jarring Jack" Jackson, Dan Likely, and John Zarcara, playing tackle, end, center, and quarterback respectively. At present the squad is using the straight T-formation in practice, but may later change to the split-T or add a wingback.

### Practice

Practice is being held every weekday from 4-6 in the afternoon with

two games scheduled as warmup encounters. On Saturday, October 13, the Sophomores play Lawrence Academy at Briggs Field and a week later tangle with Tabor Academy at their home grounds. The climax to the season will come when the Sophs tussle with the large, high-spirited freshman squad.

An ominous, yet justified, warning was given by Athletic Director Ivan J. Geiger when he suggested that Field Day football would be called off unless the class of '54 can send more men out to practice regularly especially since it has been reported that the freshman squad numbers close to 45 men. There is no question that the Sophomores must rally to the challenge and increase its representation on the football field. All able-bodied Sophomores interested in upholding the honor of their class should contact Howie Anderson at Circle 7-7717 as soon as possible.

## Intra-Mural Football Schedule and Scores

### SATURDAY, OCTOBER 6

League 1  
Alpha Epsilon Pi vs. Baker House—1:30  
East Campus vs. Kappa Sigma—2:45  
League 2  
Theta Delta Chi vs. Walker  
Sigma Mu vs. Alpha Tau Omega  
League 3  
Sigma Alpha Epsilon vs. Phi Gamma Delta  
Pegis Club vs. Delta Upsilon  
League 4  
Delta Kappa Epsilon vs. Beta Theta Pi  
Theta Chi vs. Student House

### SUNDAY, OCTOBER 7

League 1  
Phi Sigma Kappa vs. Sigma Chi  
Delta Tau Delta vs. Phi Delta Theta  
Chi Pi vs. Phi Kappa Sigma  
Theta Xi vs. Phi Kappa  
League 2  
Westgate vs. Pi Lambda Phi  
Sigma Alpha Mu vs. Delta Psi  
League 3  
Lambda Chi Alpha vs. Phi Mu Delta  
Lenox Club vs. Phi Beta Epsilon  
The scores of last week's games were:  
League 1  
Alpha Epsilon Pi 0, Sigma Chi 0 (A.E.P.I. won on first downs)  
Baker 32, Phi Sigma Kappa 0  
East Campus 6, Delta Tau Delta 0  
Kappa Sigma 19, Phi Delta Theta 12  
League 2  
Theta Delta Chi 14, Chi Phi 0  
Walker 8, Phi Kappa Sigma 0  
Sigma Nu 26, Theta Xi 0  
Alpha Tau Omega 7, Phi Sigma 0  
League 3  
Sigma Alpha Epsilon 20, Westgate 0  
Phi Gamma Delta 13, Pi Lambda Phi 0  
Pegis Club 2, Sigma Alpha Mu 0  
Delta Upsilon 1, Delta Chi 0 (forfeit)  
League 4  
Delta Kappa Epsilon vs. Phi Mu Delta (no score)  
Beta Theta Pi 6, Lambda Chi Alpha 0  
Theta Chi 17, Lenox Club 6  
Student House 12, Phi Beta Upsilon 6

## Engineer Sailors Get Under Way; Take 2nd In Coast Guard Regatta

The New England Intercollegiate Sailing Association regattas have gotten under way this season with Tech meeting Boston College, Coast Guard, and Harvard, at Coast Guard. Last year the Engineer sailors came out on top in this event. Last Sunday, however, Harvard took first, Tech 2nd, Coast Guard 3rd, and B.C. 4th. This year a virtually new crew of engineers will carry Tech's hopes due to the departure of Bob Nickerson and Howie Fawcett. Bob Woods, Tech's only veteran skipper is the new captain. Other skippers this season will be Ed Melaika, John McDonald, and Justin Kerwin.

### Schedule

The schedule this year will be as follows:

Sept. 30—10th Coast Guard Academy Invitation Quadrangle at Coast Guard (Boston College, Coast Guard, M.I.T.)

October 7—Pentagonal at Tufts (Colby, Harvard, Tech, Northeastern, Tufts.)

Quadrangle at Rhode Island (Babson, Brown, Tech, Rhode Island.)

October 12—Oberg Trophy (B.C., B.U., Harvard, Tech, Northeastern, Tufts) here.

October 13-14—Danmark Trophy (Brown, Coast Guard, Cornell, Dartmouth, Harvard, Tech, McGill, Tufts. (Two more teams may be invited) at Coast Guard.

October 21—Pentagonal Regatta, Wood Trophy (Brown, Coast Guard, Dartmouth, Harvard, Tech) at Coast Guard.

October 28—Brown Fall Invitation (Amherst, Brown, Coast Guard,

## Water Polo Start Set For Oct. 2

For the first time in quite a few years, a new sport will be introduced here at Tech. Some swimmers, feeling that plain competitive swimming did not offer enough thrills and excitement, have been instrumental in trying to form a water polo team.

Water polo is played by two opposing teams each having a goal at the ends of the pool. The object of the game is to pass or swim with a ball and place it within the opposition's goal.

All those interested in forming a team are urged to attend a water polo rally to be held on Tuesday, October 2, in Room 5-204.

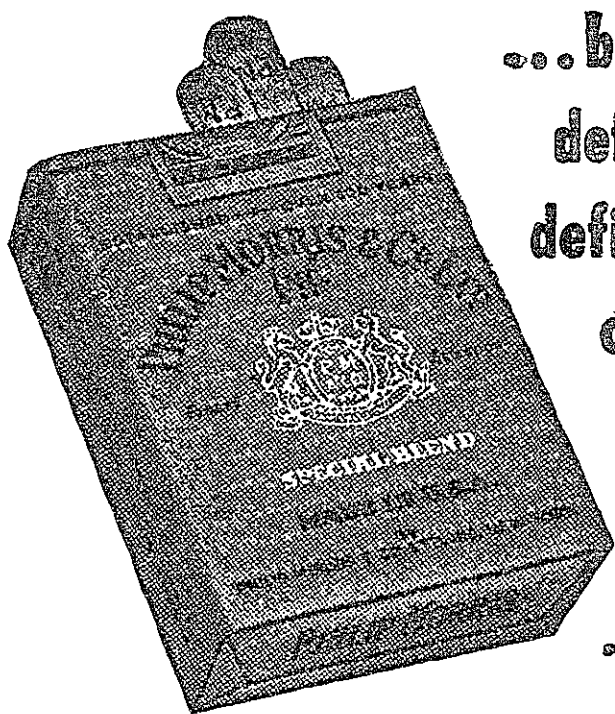
Dartmouth, Harvard, Tech, Rhode Island, Yale) at Brown.

November 3-4—Fowle Trophy (Contestants to be announced) at Tech.

November 10-11 Fall Invitation, Schell Trophy (Contestants to be announced) at Tech.

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\*\*\*\*\*

## MAKE SURE YOU ARE IN 1952 TECHNIQUE

**NOTICES**

**Hillel Society**

For those students interested in courses on Jewish History, Jewish Customs, Ceremonies, etc., there is an organization meeting at Hillel House, Monday, October 8, from 4-5 p.m. Hebrew and Yiddish class schedules will be made up at Hillel House the same day from 5:00 to 6:00 p.m.

**TEN Smoker**

The Tech Engineering News Smoker will be held in the Moore Room, 6-321, on Wednesday, Oct. 3, at 5 p.m.

**WMC Meeting**

The Walker Memorial Committee will hold a meeting for all publicity managers and presidents of activities at 5:00 p.m. Wednesday afternoon in Litchfield Lounge. Important new publicity regulations will be explained.

**YRC Meeting**

There will be an organization meeting of the M.I.T. Young Republican Club this Thursday, October 4, at 5:00 p.m. in Tyler Lounge in Walker Memorial. Delegates and alternates to the Massachusetts Council will be chosen.

**LSC Movie**

"How Green Was My Valley?", the first in the fall series of movies sponsored by the Lecture Series Committee, will be presented on Friday, October 5, in Room 6-120 at 5:00, 7:30, and 9:00 p.m. Admission will be \$.30.

**ACQUAINTANCE DANCE**

Two violins have been added to Hal Reeves' band, which is scheduled to play at next Friday's Dormitory Acquaintance Dance in Morss Hall. 325 girls from Bradford, Lasell, Wellesley and other schools have been invited. The Dance begins at 8:30 p.m., Friday, October 5, and admission, including tax, \$1.25.

**Manderson Heads Beaver Key Group**

At their first meeting of the school year in Tyler Lounge, the Beaver Key Society elected its new officers for the coming year. They are: President, Marion Manderson, Vice President, Robert Ebeling, Secretary, Jack Friedenthal, Treasurer, Jesse Erickson, and Member-at-Large, Bruce Murray. The Beaver Key is the junior class honorary society whose purpose is to promote and stimulate intercollegiate athletics at the Institute.

The next meeting of the Beaver Key will be held on Wednesday, October 3, at 7:45 p.m., in Litchfield Lounge in Walker Memorial. Organizing for the coming year and the selection of chairmen to be in charge of the respective sports will be the purpose of the meeting.

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LUNCHEON — DINNER  
12-2:30 5:30-7:30  
MONDAY THRU SATURDAY

EXCELLENT FOOD  
FINE HARBOR VIEW  
FAVORITE SELECTIONS  
OF CHOPIN AND LISZT  
BY RUSSELL BLAKE HOWE  
CONCERT PIANIST

TIP OF T WHARF (Foot State St.)  
LA 8-8719

**Frosh Rally**

(Continued from Page 1)  
official appearance.  
When it comes to more concrete plans for Field Day, the Sophomores seem to be behind schedule. So far, only five have showed up for crew, and not many more for football. The freshmen, on the other hand, are well along in practice. Is this Field Day going to be another rout by the freshmen?

**Co-eds**

(Continued from Page 1)  
girl is interested in her work, and is just as interested in extra-curricula activities.  
One thing more remains to be said—for lonely Tech men, nine freshmen are living at 120 Bay State Road, Boston, phone ORcle 7-8646.

TECH STUDENTS HAVE BEEN USING OUR SERVICE FOR 23 YEARS!

**Elbery Motor Co., Inc.**  
(FRANK ELBERY)

AUTHORIZED  
**FORD**  
SALES SERVICE

COMPLETE SERVICE INCLUDING BODY AND PAINT SHOP — ELECTRONIC WHEEL ALIGNING —

IMMEDIATE LUBRICATION ROAD SERVICE.

360 RIVER ST., CAMBRIDGE—JUST OFF MEMORIAL DR.  
PHONE: KI 7-3820

**ANNOUNCING A NEW POLICY**

**cocktails and dancing**

every Saturday night from 8 till midnight

SANDWICH MENU  
NO COVER  
NO MINIMUM  
**\$1.50**  
PER COUPLE  
(including tax)

**HOTEL SHELTON ROOF**

—REPEAT OFFER—

**Free Ice Cream Soda To All Freshmen**

3 P.M. to 6 P.M.  
Thursday, October 4, 1951

**TECH PHARMACY**  
86 MASSACHUSETTS AVENUE

IT'S EASIER THAN EVER!

**Students! Make money writing Lucky Strike jingles!**

MORE FUN, TOO!

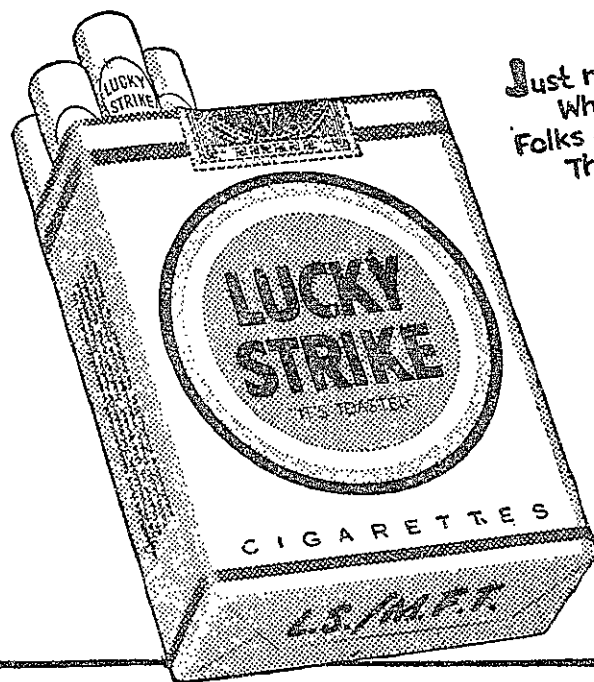
No tricks! No gimmicks! Takes no time—no special talent! You can make \$25.

Just write a simple four-line jingle based on the fact that

**LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!**

(or other qualities of Luckies such as those listed below.)

Write a Lucky Strike jingle, like those you see on this page, based on the fact that Luckies taste better than any other cigarette, or other qualities of Luckies such as those listed below. If your jingle is selected for possible use in Lucky Strike advertising, we will pay you \$25 for the right to use it and your name in our advertising. Lucky Strike jingles will soon be running in your paper. Start today—send in as many jingles as you like. Be the first to write a jingle in your school!



Just made a great discovery which I announce with haste. Folks go for Lucky Strike because they like that better taste!



Before each class—and after too!  
I do just what I like—  
Relax—enjoy the better taste of good ol' Lucky Strike!



**READ THESE SIMPLE INSTRUCTIONS**

1. Write your Lucky Strike four-line jingle on a plain piece of paper or postcard and send it to Happy-Go-Lucky, P. O. Box 67, New York 46, N. Y. Be sure that your name, address, college and class are included—and that they are legible.
2. Base your jingle on the fact that *Luckies taste better than any other cigarette*—or on any of the alternate themes below.
3. Every student of any college, university or post-graduate school may submit jingles.

**IMPORTANT:**

To make money writing jingles, it is not essential to base your jingle on "Luckies taste better than any other cigarette." You may base a jingle on other outstanding qualities of Luckies such as the following:

L.S./M.F.T.  
Lucky Strike Means Fine Tobacco  
Be Happy—Go Lucky!  
So round, so firm, so fully packed  
So free and easy on the draw  
Buy Luckies by the carton  
Luckies give you deep-down smoking enjoyment  
Luckies are the world's best-made cigarette.

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**L.S./M.F.T.-Lucky Strike Means Fine Tobacco**