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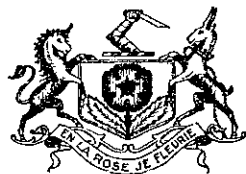
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(Continued from Page 2.)

equally to the case of college
papers. Were it not for our ad-
vertisers the paper would have a
hard time to eke out an existence.
The advertisers, as one may know,
are not men of charitable inclina-
tions; they advertise as an invest-
ment. At first, however they must
experiment, and if the results of
their experiments in a paper prove
fruitless, they retire from that paper
and brand it with their disapproval.

This management however feels
that these men are wrong in some
of their opinions. It believes the
fault lies in the inability of the or-
dinary merchant to recognize a
Tech student. A merchant may
be patronized by hundreds of Tech
men and hundreds of Harvard men,
or men from any other college, and
not distinguish the Tech men from
the others; it is to be assumed that
the merchants are unable to recog-
nize all of their patrons. On the
other hand, they expect and con-

sider it a favor to have a patron
make himself known, that is, to
have the Tech man pose as a Tech
man and openly state the fact to
the merchant. This, if tried, will
soon prove to be an advantage to
the student and an act of courtesy
towards the paper in which every
man should be vitally interested.
This is our manager's way of ac-
counting for the statements of these
few merchants, and just to show
them that they are wrong in their
opinions, he urges the students to
make themselves known as Tech
men wherever they make any pur-
chases. The large list of adver-
tisers in THE TECH, comprises the
most reputable houses of this city,
which are certainly patronized
very largely by Tech men, and
they will consider it a favor if
Tech men make themselves known
as such. By so doing students
will be doing a substantial favor to
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