THE TECH BANQUET
(Continued from Page Two)

THROUGHOUT this purpose. And by loyalty,
I mean the active, live, energetic,
pushing kind, the kind that gets out
and boosts hard. Spread The Tech's
Virtues broadcast, boost it all the
time, and put in a good word whenever
you can. And, last of all, heed
not the siren call of the other activ-
ities. Let not glowing prospects
divide you from your chances of
promotion, from the father of all ac-
tivities, The Tech. Stick to your job,
plugging along, hoping, and be holy.

The first speaker introduced was
Mr. Louis K. Rourke, '95, who was
present in place of Mayor Curley, as
the latter had been called away at the
last minute. Mr. Rourke was one of
the head eighteens of the Panama
Canal, and is now Commissioner of
Public Works of this city. He spoke
of the need of technically trained
men in municipal work, and touched
briefly upon some of the problems
met. He said that in such work, tact
was the primary asset, even more
than technical knowledge.

Mr. I. W. Litchfield, '85, who was
a member of the first Tech Board,
gave some interesting reminiscences
of the first banquet of the paper,
which "cost eighteen dollars a plate,"
and amusingly described the appear-
ance of the first issue. He warmly
commended the change from a daily
to a tri-weekly, because the efficiency
of the publication was thereby in-
creased. In concluding, he said,
"Let everything you do redound to
the glory of Technology."
The principal speaker of the
evening was Mr. J. P. Williams, the
editor-in-chief of the Boston Tran-
script. Mr. Williams has had wide
experience as a newspaper man, act-
ing as political secretary to Mr.
Taft during the latter's 1908 presi-
dential campaign, and so is qualified
to speak as a past master of his
profession to amateurs in journalism.
He took as his subject "Der Tag—
In Newspapertum." He began by
giving an outline of the working de-
partments of a metropolitan news-
paper, recounting many anecdotes
from his experience. In speaking of
the three divisions of the newspaper
he said, "The function of the news-
column is to make people read, of the
editorial column to make them think,
and of the advertisements, to make
them feel." To make people read,
the matter must be attractively pre-
sented. To make them think, there
must be thought behind the editori-
als. To carry on successful adver-
tising, the truth must be told, and
no frauds concealed. In the newspa-
per world today accuracy, diligence
and fairness are pitted against over-
selling, sensationalism and piracy.
The success of the best newspa-
paper is judged not by numbers of
circulation alone, but by the quality
of its influence. In accomplishing
this purpose, "common sense and
a liberal use of the pen" is more
likely to win, he said, than technical
knowledge.

Three officers of the Commis-
sion of Public Works were also
present at the banquet. Mr. Rourke
spoke of the Public Works of this
city. He spoke of the Public Works
of the City of New York, and of
the address he was going to make.
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With three offices, conveniently located
in different sections of Boston, the
Old Colony Trust Company offers exceptional
banking facilities for Technology men.
Modern safe deposit vaults at all offices.