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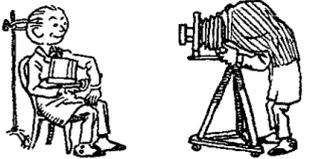
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Again the season opens for that most exciting and even dangerous of sports, the photographic pursuit of the elusive Senior by the stealthy sleuths collating the Portfolio. From a vantage-point so close to the scene of strife as that provided by The Tech office, the various symphonic and cacophonous upheavals attending the Technique efforts are most evident. Next to the wild anthem of the Editor demanding "those Informals," the most re-



markable outcome of Portfolio exertions was the song of grief raised by the Musical Clubs themselves when confronted by the "official photographer" policy, also known as that of the Closed Shop. By the time the scattered remnants of this roving band are collected for a second sitting, amid the general lamentation even the Glee Club should lose some of its complacency.

The Loungers last voyage to that emporium of edible delights just opposite Faneuil Hall reminds him that the Lunch-Robbers are again becoming active. Rule 74 will, The Lounger fears, soon cause him again to urge upon our erring Faculty the necessity for a beginning and an end to all things—including even recitations.

INSTITUTE COMMITTEE

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from any activity with which he is associated. The first, third, fifth, seventh, ninth and tenth recommendations were accepted and the remaining ones were referred back to the committee for further consideration.

The Bulletin Board Committee reported that several bulletin boards have been placed in the various buildings and that posters and announcements must be placed on these boards and nowhere else. The resignation of H. P. Eddy '17 as chairman of the Finance Committee was read and accepted and E. G. Senter '17 was elected as his successor. It was voted to do away with the committee on athletics and to substitute five men to be elected by the Executive Committee. The Calendar Committee has arranged a board near the Caf on which meetings of the various activities are announced. Boxes will be placed in which the activities can leave formal applications for rooms for meetings. C. H. M. Roberts turned over fifteen hundred dollars to the Institute Committee as the proceeds of M34, last year's Tech Show. It was voted to hold the next meeting Wednesday, December 13.

The following activities were unrepresented at this meeting: Class of 1918, Class of 1919, Cosmopolitan Club, Electrical Engineering Society, Mechanical Engineering Society, and the Athletic Association.

M. I. T. ORCHESTRA

At the rehearsal of the Orchestra last Wednesday, announcement was made concerning several of the concerts to be given by the orchestra before the end of the term. The first concert will be given at the Wakefield Universalist Church on Friday evening, January 5. Other concerts were definitely announced for the first part of the month, to be at the Salem Normal School and the Framingham Normal School. Several other concerts are under consideration. On account of the short time before these concerts it has been necessary to call a rehearsal for next Saturday at 1.45 P. M. Only a limited number of men will be taken on these trips, and the men will be picked largely by their attendance at rehearsals from now on.

BUCENTAUR SOLD AGAIN

The Bucentaur, which was purchased by Mr. William O'Leary of Cambridge from the Alumni Committee for the purpose of converting it into a houseboat, has again changed hands. It was sold last Saturday to Mr. Ralph Smith. The Bucentaur broke away from its moorings two or three times, and finally settled down into four feet of water near the West Boston Bridge. Many attempts were made to raise it, but they all proved futile. Mr. Smith, however, proposes to raise the barge by means of pontoons.

CATHOLIC CLUB

"Advertising" Subject of Talk by Major P. J. O'Keefe

Last Wednesday evening the Catholic Club held its third monthly meeting in the Caf. The members were addressed by Major P. J. O'Keefe who was a member of Ex-Governor Douglas' Staff and Ex-President of the Belgian Publicity Association. He is President of the Layman's Retreat Guild of the Arch-Diocese of Boston. He addressed the gathering on the subject of "Advertising."

Major O'Keefe told of his start in the advertising business and explained the fascinations which it held for him. He said in part: "Advertising is something that is somewhat intangible to the layman, but in reality is nothing more than salesmanship on paper. Its purpose is to sell goods. There are enormous expenditures made in advertising, over \$600,000,000 being spent on printed advertising alone each year. Advertising builds up the good-will and popularizes the name of an article. It has taught the people to cook without fire with the fireless cooker, to sweep without brooms with the vacuum sweeper and has made possible the purchase of ready made garments without the bother of going to the tailor.

"There is a right and wrong way to advertise. The get-rich-quick advertising usually results in a failure because it boosts an article which has no merit. Honest advertising is the thing which the allied advertising associations strive for. Their slogan is 'Truth.'

"Advertising is a business which is still in its infancy, although great strides have been made in the last few decades. The amazing increase in advertising has led to a change in the form of the mediums. The majority of popular magazines have changed from the old form to the present one in which the advertising is run along with the reading matter.

"The advertising man usually gets his knowledge in the college of experience. The correspondence school self-styled 'advertising man' is of little use in the advertising world. The point is not to put out copy which is good, but to get at the thing which will appeal to the buyers. One word may make an advertisement. The conscientious and successful advertising agent cannot write an advertisement on the spur of the moment.

"It is not fair to either the agent or the advertiser. The business must be investigated and the advertisement constructed afterwards."

Major O'Keefe then told of the advantages of a technical education in advertising and of the future of advertising.

Leaving this subject, the Major spoke of the awakening of New England and the increase in business activity here due to the war. He gave his opinion of the need of co-operation and urged the men to co-operate, and told them that they should take an active interest in civic affairs, not only because of altruistic motives but also because of the returns which would result. He emphasized the fact that the student's first problem after leaving college is one in salesmanship, and in closing admonished the men to be unafraid,—to be pioneers and to grasp all opportunities offered them.

C. E. Coleman, President of the Harvard Catholic Club, said a few words after the address of Major O'Keefe and told the men that he hoped to see some results of the co-operation urged by Major O'Keefe aimed by a closer relation between the Harvard, Tufts and Technology Catholic Clubs.

A short business meeting followed the speeches. F. S. Conaty was elected to the Executive Committee from the Class of 1917. The President read the new constitution in its roughly drafted form and announced that it would be finished and voted on at the next meeting, which will come on Wednesday Jan. 3, 1917. Mr. Frederick Mansfield, Secretary of the Commonwealth of Massachusetts and a strong candidate for Governor in the last election, will address the meeting.

FRANK J. MILMAN TO LECTURE TO MINERS

On Tuesday evening, Dec. 12, Mr. Frank J. Milman will lecture before the Mining Engineering Society, presenting the life of the workers a mile under earth by the aid of a large selection of stereopticon views showing the miner at work, and depicting the conditions under which he labors. The views illustrate the complete process of mining anthracite coal, and show how various problems of underground transportation, lighting, disposal of water in the mines, supplying of air, fire control, and of prevention of caving are treated.

The lecture as Mr. Milman presents it has received much favorable comment, and is in its nature somewhat different from the usual talks delivered at the meetings of the society.

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