Mr. Advertiser:

Do you know that THE TECH, which is the official news organ of the Massachusetts Institute Technology, has nearly ten thousand daily subscribers? And, do you know that this number includes practically every man who ever went to Technology, a class of men more intelligent and more prosperous than any similar body in the country?

Mr. Advertiser, do you realize what this means to you as an opportunity to add to your clientele the men unequaled in their buying power of this country?

As for putting in your advertisement of your company and that it should appeal to the people. As to the appointment of the committee on form and style, you can imagine the discussions the technicists involved had prefaced the original text as well as any pointed by his committee. He suggested the committee of two of M. George of Hadley and J. W. Castle of Lenox, and Frank W. Brall of Springfield, Mass., to handle the manuscript of the Tech and the Worcester Polytechnic Institute.

Mr. Cumings of Fall River asked for and got a referral at the main question. Then arose the chief on the main question. There were 285 yes and 255 no. The two and a half hour question was heard with astonishing interest by the large audience, and with enthusiastic approval. Mr. Cumings, who has been a member of the Institute for many years, and who has been a great favorite with the students, was received with a loud and hearty applause. The question was then put to the vote, and the result was a clean majority for the affirmative. The affirmative side was represented by Messrs. Andre- son, E. F. Linscott, M. George of Hadley, J. W. Castle of Lenox, and Frank W. Brall of Springfield, Mass., to handle the manuscript of the Tech and the Worcester Polytechnic Institute.

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