DO YOU INHALE?

FOR years there has been a general striking avoidance of the word "inhale" in cigarette advertising. Why? Goodness only knows! For everybody inhales—knowledgeably or unknowingly! Every smoker breathes in some part of the smoke he or she draws out of a cigarette.

That's why it's all-important to be certain that your cigarette smoke is pure and clean—so be sure that you don't inhale certain impurities.

Lucky Strike has strived to raise this vital question—for it has indeed the problem! It gives you the protection you want... because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process. Luckies created that process. Only Luckies have it!

"Fifty million smokers can't be wrong!" So whether you inhale knowingly or unknowingly—safeguard your delicate membranes!

"It's toasted!"

Your Throat Protection against irritation—against cough.

G. F. ANDERSON

THE TECH
Page Four

OFFICIAL BULLETINS
OF GENERAL INTEREST

Alfred Lecture
Dr. F. M. Becket
Friday, May 6, 3:30 p.m., Room 10-10P
Dr. F. M. Becket, President of the Union Carbide and Carbon Research Laboratories, will speak on "The Development of the Ferro-Alloy Industry:"

This is the last lecture of the year and is open to upperclassmen and the Faculty.

TRACK TEAM GOES TO HARVARD TODAY

Dixon Tops Old Record For Freshman Pole-Vault

Coach Oscar Holdredge's track squad will travel up to the Harvard Stadium today and tomorrow where they will try to clean up in the season's big Intercollegiate track meet. In all the events except the mile and two-mile run, the trials will be held today, with the finals coming tomorrow.

Going to their goal showing against the strong Harvard team today, Robert Dixon, who broke the freshman account of themselves in this meet. Everett Coon seems to have the strong Bowdoin team last Saturday, will be entered in this event. Dixon Topples Old Record For Freshman Pole-Vault.

Dixon, the best of the freshmen, will travel up to the Harvard Stadium tomorrow, Dixon can reach 11 feet and 3 inches, beating the old record by five-eighths of an inch. Coach Bob Bowie thinks that if the conditions are good tomorrow, Dixon can reach 11 feet and 6 inches. Coach Bowie also thinks that there is a good chance of the Institute high jump record being broken during this meet. Everett Coon seems to have the edge on the rest of the high-jumpers.

Bell Favored in Dashes

Dick Bell is conceded a good chance of winning both dashes. He was up against a large field which will include entrants from Harvard, Boston College, Boston University, Tufts, and Northeastern.

"Why bring that up?"—the cigarette trade asks!

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T.C.A. PRESSMAN ADVISORS

Of the numerous cards sent out by the T.C.A. to secure Pressman Advisors for the coming year, only about fifty per cent have been answered. In order to complete the file, the T.C.A. requests that all those in whom cards have been sent please return them as soon as possible.

NOTICE

All Over Members, Supervisors, Team Captains and Student subscription salespeople who wish to avail themselves of the opportunity for free subscription rates made possible through the courtesy of the Leading Magazine Publishers again this year are requested to apply to the national organizer, Mr. Andrew Snell, Jr., Box 360, The Union, Post Office Station, Fitchburg, Mass.

MEN'S SHOES

Of Interest to College Men

Athletic Outing Shoes

Made of high-grade white elk and tanned sport leather. supplied with highest-grade smooth rubber soles. These short weigh but 13 ounces and are ideal for tennis and all-around athletic and outing wear.

Style 376 Black
Style 375 Tan

$6.75

COES & STODDER
10 and 14 SCHOOL STREET

STODDER SHOES

Flannel Suits

$35

WITH TWO TROUSERS

Made of rich, long-wearing Kenwood flannel in a wide range of browns, grays and blues—single or double-breasted—patch or regular pockets. Gray or white slacks or knickerbockers may be substituted for the extra trousers. With the superior tailoring which characterizes the Super-Jordan wardrobe.

TUNE IN ON LUCKY STRIKE—60 modern minutes with the world's finest dance orchestras, and famous purifying process. Luckies created that process. Only Luckies have it!

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