From the striking photograph on the cover, to "News From The Classes" on the last few pages, the current issue of Technology Review presents no familiar and interesting matter as is rarely found in Institute publications. The journal features an appraisal of television by J. Warren Horton, "a technical editor of the General Radio Co., and a former staff member of the Department of Physics.

Horton feels that while television is a reality technically, it still faces the pocket-book test. He devotes most of the article to demonstrating how different forms of information, i.e., the spoken word, photographs, may be reduced to common terms for the purpose of rigorous comparison. Although the Chinese have long held that "One picture is worth a thousand words," the author of the article proves that a "typical 5" by 7" picture is equivalent in information content to 100 spoken words. "Looking 'Round the Corner" meets optimists with bare fact and concludes that as it stands now, television cannot be brought to extensive use.

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"It's toasted" that package of mild Luckies

They are not present in Luckies... the mildest cigarette you ever smoked

We buy the finest, the very finest tobaccos in all the world—but that does not explain why folks ask us where Lucky Strike was the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so

and raw tobaccos have no place in cigarettes

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Plans to Include Speakers, Business Topics and Investment Work

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Plans for the year will include monthly speakers on business topics, and definite programs for the Stock Speculation Contest and the Mid-year Industrial Tour, held under the organization's auspices. Corporation XV is a legal corporation, incorporated under the laws of Massachusetts. Its purpose is to carry on any business of interest to its student members. Each member is a stockholder, with one share of stock in the Corporation.

Two of the more important events on the schedule are the Stock Speculation Contest and the Mid-year Industrial Tour.

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