The Tech

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Managing Editor
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Robert P. Richmond.
A. Donald Mall, Jr.
Stewart Rowe.

Brown Chosen
As Prom Band

Will Supply Music
For Formal Nov. 20

(Continued from Page 1)


to a more popular drive

Any organization which depends even partially upon publi- city for the support of a program must take into consideration the difficulties which go with the field of public relations. It must advertise vigorously and constantly.

The T.C.A., as it begins its annual drive, occupies a very delicate position. In the game of public relations it is a constant work. To maintain its dues, to interest its members, to keep the alumni informed of its activities requires much effort.

A newspaper is THE TECH

In this instance the T.C.A. is faced with the problem of finding a way to interest a large number of people in an organization which is not immediately appealing to them. The T.C.A. has an obligation to its members, to its alumni, and to the general public to maintain a high standard of organization and to keep its members interested in its activities.

The T.C.A. is an organization which has been in existence for many years. It has a long history and a large membership. It has a reputation for being well-organized and well-managed. It has a tradition of excellence in its work. The T.C.A. is an organization which is respected by its members, by its alumni, and by the general public.

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