YE GAD, WHAT AN AD!

One of the advertisements we printed a few weeks ago has come home to roost with an interesting comment typed on it. A large ad for Lucky Strike cigarettes, torn out of an old copy of The Tech and pasted to the inside of a book, was passed to a teacher the other day with a notation to the effect that we were sinking morally pretty low in printing it and asking whether there wasn't any censorship of our advertising copy. The comment was signed, "A.M.I.T. Matron."

The ad depicted a booby girl in two piece bathing suit sitting on the shoulders of a young man who gave the impression that he was standing on a launch in a pair of water skis. This neat balancing trick was made even neater because both of the principals were smoking cigarettes (by implication, Luckies). Beyond doubt, the picture stretched good taste close to its elastic limit; someone scribbled below the caption, "Luckies - Patron."

As far as advertising censorship is concerned, however, it is non-existent on this paper. Like all ads set off as local origin, this one reached us through the National Advertising Service, an agency which handles the majority of college newspaper accounts in the country. It would be very difficult indeed to turn down any national ad without alienating this important source of income. Actually, there is no a priori censorship exercised over the paper by any administration or faculty representative; whatever appears in these pages is the responsibility of the writers.

Apparently the Lucky Strike people believe that they can attract attention to their product by employing the old come-on of sex. The American Tobacco Company is not alone in this belief, however; perusal of almost any magazine will reveal a large percentage of advertisements with varying degrees of sex appeal. The ad we ran was no more distasteful than many of these. If advertisers are really carrying matters too far, about the only thing sensitive people can do is either put up with the situation or let the advertisers know of their disapproval by boycotting their products.

Fraternity Findings

John Thomas and Tom Kennedy

In the cold, gray dawn—or is it afternoon of Sunday? It still seemed as though it were a pretty good morning. The Tech Staff might have been expected to cut a little bit into the early attendance at the Jolly Weaver party. But a friend of ours who was over to say that the Campus Boom was filled to the gills. The Phi Sig had rented the regular band and showed along with the room itself, so successful a party, so successful a party, so successful a party, that the Phi Sig intend to hold future Jolly Weavers in a similar location. Saturday night we went to the Big Carnival, and we didn't disappoint. The 1949 had the usual array of penny pitching, card losing, and shooting gallery, etc., etc., in constant use. In passing we noticed a new and more ornate Harpy-Gorgon. The operator, a small, gray-haired lady, was impressively allowing large-eyed onlookers to operate his machine, was impressed by the general stand about as often as we did incidentally, Joe O'Reilly was this week's benefactor award for his efforts to revive that dilapidated "Young Albert and the Girl" from the piano beach; the facial expressions were good, but the words were lost in the general noise. This proved a success, too, as the little fellow gave the Phi Sig a temptation to hold future Jolly Weavers in a similar location. Saturday night we went to the Big Carnival, and we didn't disappoint. The 1949 had the usual array of penny pitching, card losing, and shooting gallery, etc., etc., in constant use. In passing we noticed a new and more ornate Harpy-Gorgon. The operator, a small, gray-haired lady, was impressively allowing large-eyed onlookers to operate his machine.

The Sigma Xi White Rose Formal was very well attended too—about more than two drinks on your table. Due to the plans according to the managemen and for lack of other "handy resting place.

As the Sigma Xi White Rose Formal was very well attended too—about more than two drinks on your table. Due to the plans according to the management and for lack of other the presentation of leaving your name or initials behind we were delighted to find that prices had been raised back along the line, including both food and drink. Along with various other restoration plans, in the vicinity, the Panegy now serves 35 cents drinks to eight o'clock in the bar.

Moderately Priced

For added amusement in the 20 cent club to follow the cocktails, the cocktails incidentally are served up by a very competent bartender. There are more elaborate meals to be had but beer price goes up at a pretty fast rate. In line with their appeal to the college crowd the Panegy has relaxed the second face for beer drinking and song singing.

Fensgate Caters To College Crowd

Wandering by Beacon Street in the usual snodder one evening we were enticed into the Hotel Fensgate for lack of other family refreshment. This proved to be a rather fortunate event since the hotel has changed hands recently and seems determined to cater to the college crowd.

Money being of prime importance, we were delighted to find that prices had been raised back along the line, including both food and drink. Along with various other restoration plans in the vicinity, the Panegy now serves 35 cents drinks to eight o'clock in the bar.

THE TECH SHOW

Presents Its 37th Annual Production

"O SAY CAN YOU SI"

A Musical Comedy

At the

CAMBRIDGE LATIN SCHOOL AUDITORIUM

MARCH 18 & 19, 1949

8:30 P.M.

TICKETS: $2.40 - 1.80 - 1.20

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