“Delightful... excellent Italian comedy”
Brendan Gill, New Yorker

“A Gem of a film”
Barry Crowther, N.Y. Times

“Continuously amusing”
Hollia Alpers, Sat. Review

“Bright, saucily tongue-in-cheek”
Jesse Zanzer, Cue

Alberto Sordi
“TO BED OR NOT TO BED”
CINEMA
KENMORE SQ., 262-3799
2:30 - 4:10 - 6 - 8 - 9:30 p.m.

Bennett Cerf:
By John Montanus

Bennett Cerf, president of Random House, columnist, humorist, and parodist on “What’s My Line?” spoke Thursday in Kennedy Auditorium. Mr. Cerf’s visit, his third to MIT, was sponsored by the Lecture Series Committee.

Mr. Cerf spoke on the topics with which he is most familiar—publishing, humor in America, and life as a TV celebrity. He remarked at length on the problem of censorship in the United States—the problem of the self-appointed, would-be arbiters of public morals. These people, he argued, do more harm than good by publicizing the obscene but otherwise pointless books now on the

Censorship, plagiarism, not enough acclaim for best seller list, they only call attention to what would otherwise be relegated to “extra reading” or college humanities courses. At the same time, these officious people are robbing their fellow writers of their right to choose for themselves—which is the basic difference between our system and Russia’s.

Plagiarism is problem. Publishing has other problems besides—papism and copyright violation are among the most prominent. Articles from magazines some fifty years old are sometimes turned in by contributors, and no publishing firm can spot all of this sort of thing. Students may also, he said, be familiar with another illegal tactic—making Xerox copies of textbooks and selling them at reduced rates to other students. Individuals have made thousands of dollars in this manner.

Mr. Cerf, the editor of ten volumes of humor, detailed his views on this and today’s problems, he feels, laughter is an essential ingredient, enabling us to live with ourselves by poking fun at ourselves. Mr. Cerf believes that America has not had another humorist like

He got the plates by chance

But he came to Caltech’s Jet Propulsion Laboratory on purpose. How? When he was two months away from his Ph.D., the JPL interviewer came to his school. Our Ph.D.-to-be made it a point to see him. And he liked what he heard. He heard how JPL scientists and engineers are designing the spacecraft and instruments destined to drop in on our moon and planets. He heard about the many facilities housed at JPL’s 150-acre Pasadena complex. And he found out about the talented people he’d work with in space exploration.

Now we don’t suggest that every Ph.D.-to-be we interviewed could come to JPL. But we do suggest that such an interview could be your opportunity of a lifetime.

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February 17 & 18, 1964
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