Budweiser

how did this happen?

Look closely.

Whoever polished off that glass of beer was a real beer drinker. Someone who uses the swallow approach. Not a sipper, Sipping, you see, is for urine. It's the best way to appreciate the delicate taste of a fine vintage. But not beer.

Especially not Budweiser. Budweiser is a hearty drink brewed with lots of character, and the best way to enjoy it is to drink it. (Not chug-a-lug, either... just good healthy beer-drinker's swallows.)

Try this. Take a clean glass... say a twelve or fourteen-ounce size. Rinse it out with cold water. Open a can or bottle of the King of Beers and pour it right down the middle so that you get a good head of foam.

Now... take a big drink. No sips.

Good? You bet. This is how beer should taste. Budweiser gives you a taste, smoothness and drinkability you'll find in no other beer at any price. Our exclusive Beechwood Ageing with natural carbonation has a lot to do with it. This is the slow, finicky way to brew beer. EXPENSIVE, too... but the results are worth it. So please, after we go to all this trouble, pour your Budweiser with a flourish. Drink it with a flourish. And maybe a pretzel.

it's worth it... it's Bud.

THE BULLETIN BOARD

Compiled by the Public Relations Committee of Intercom, The Bulletin Board is a weekly service of the FSG and The Tech.

Meetings and events may be included in this article and in the MIT Student Bulletin by filling out a form in the Intercom office or in Mr. Jim Murphy's office in the Student Center at least 12 days in advance of the week the event is to occur.

The deadline for events of the week of December 6-12 was last Wednesday, November 30.

Further information may be obtained from Bob Howard (x3783), editor of the MIT Student Bulletin.

Wednesday, December 8

12:00 noon-Radio/Television Committee Service. MIT Chapel.
6:30 pm-MIT Concert Band rehearsal. Kresge Auditorium.
6:15 pm-Freshman Basketball: MIT vs. Trinity, Rockwell Cage.
7:00 pm-Varsity Basketball. MIT vs. Adelphi, DuPont Athletic Center.
7:00 pm-Piano concert. Student Center, Rm. 403.
7:30 pm-APO meeting. Student Center, Rm. 491.
9:15 pm-SCC meeting. Student Center, Rm. 447.
9:30 pm-LSC film about MIT entitled "How To Be a Pilot." Student Center.
8:15 pm-Varsity Basketball: MIT vs. Trinity, Rockwell Cage.
9:30 pm-LSC movie. Student Center, Rm. 491.
10:00 pm-Leif Erickson Vesper Service, MIT Chapel.
Thursday, December 9

9:00 am-Physics Building dedication.
10:00 am-Physics Building dedication.
11:30 am-TAP meeting. Student Center, Rm. 483.
7:30 pm-MIT Choral Society rehearsal. Kresge Auditorium.
7:45 pm-MIT Symphony Orchestra rehearsal. Student Center, Sala de Rico.

MIT's Professor Wick assumes dual capacity

By Sue Downs

Dean Emily Wick, associate professor of food chemistry at MIT, finds no difficulty in handling her additional duties as Dean of Women.

Replacing Dr. Jacoby Mattfeld, who resigned last summer to assume the duties of Dean of Students at Sarah Lawrence College, Dean Wick will work as an associate Dean of Student Affairs. She has assumed primary responsibility for women students at MIT, while at the same time working in the entire area of student affairs. In addition, she is continuing to teach and to carry on research in the Department of Nutrition and Food Science.

She feels it is an honor to have been offered the new position, although she has not grown fully accustomed to thinking of herself as a dean. She feels that she is not here to legislate or to run things and has no administrative policy other than to "help the girls to help themselves." It is her hope that the girls get the most out of all aspects of MIT life and that they continue to be a real, growing part of the MIT community.

Having been a coed at MIT while she worked on her doctorate in the late 1930's, she feels that the "coeds are a great bunch," and that "MIT is enlightened in its policy towards girls." Returning to McCormick Hall, more or less the annex to the girls dorm which last year was Dean Fessett's house, and to Cheney Room 1, a fully furnished apartment in building ten for the exclusive use of the girls, she feels that the Institute has gone out of its way to support the girls and to provide a pleasant atmosphere for them.

Having been instrumental in the expansion program for women students, she was promoted to Associate Professor in the Department of Nutrition and Food Science in 1963. She received her B.S. in 1945 and her M.A. in 1946 from the University of Wisconsin, where she taught chemistry for a year. After receiving her doctorate in 1951 from MIT, she worked as a chemist in the Pfanstiehl Laboratories, Arthur D. Little, Inc. Before being a Scientific Lecturer of the Institute of Food Technology, she is a member of the American Chemical Society, the American Association for the Advancement of Science, Sigma Xi, and the American Association of Cereal Chemists. Interested in her research, students, all aspects of student life, and sailing, Dean Wick does not fit the classic picture of a dean.