

The Show, 1904.

The Tech Show has come to be one of the most important and attractive of Institute activities. The value of interests for a man outside the narrow routine of studies cannot be too strongly emphasized. The ability required for the Show, excluding the principals, is nothing greater than the average man possesses, and the popularity of this theatrical work has grown very much in the few years we have been running the annual play. It will soon be time to formulate the plans for another Show, and before these are completed, a brief discussion of extending the scope of the play will not be out of place. In changing and broadening the plans of the Show three things should be considered: first, does the cast desire such changes; second, is the show in a suitable condition, and third, is it financially practical?

The question of whether the cast believes in a change is soon settled. Of the eighty men in last year's Show a great majority will again come out, and, as they stand a very good chance of being the main part of this year's cast, their desire and opinion should have some weight. It is found that these men believe that there should be more performances. They, as a rule, consider the labor they give week after week is hardly requited by the number and character of the presentations heretofore the custom. The earnest effort these men make in order to have the Show a success is surely worthy of recognition by more than two performances. Considering that their frequently expressed wishes settle this question beyond a doubt we pass to the Show itself.

The condition of the Show is admittedly very satisfactory. There is a sincere effort by the cast to use their best ability. There is a spirit of vivacity and life in the Show which the average theatrical company does not possess, and this in all probability would be an unusual and gratifying variation in the eyes of the theatre-going public. Few comic opera companies have a higher grade of efficiency than these men in the Show. The months of work they do produce results that call forth approbation from all sides. The Show is, then, we may say, fit for expansion.

The proposition is to have more perform-

ances, to induce the theatre-going public to attend, and to clear several thousands instead of one. This seems altogether too large an undertaking to be brought about in one year in any case. It must be a rather gradual evolution, as all such things are, but the point is that the Show should be run with a view to these ends.

The approval of the cast and the standard of the Show warranting the proposed expansion, we have next to consider its practicality. In this connection the plays of the First Corps Cadets give some very pertinent ideas. The Cadets take in from \$40,000 to \$45,000 in the week they produce. From \$10,000 to \$14,000 of this is from advertising. About \$14,000 is for box-office prices of seats. The remainder is chiefly premiums on choice seats which are sold at auction mostly less than ten on a bid. Such amounts as these are out of question for us to consider, but the methods should be of practical value. There is the advertising, which has heretofore been wholly ignored. The program of the Cadets is really a book packed with advertising matter. They pay their whole expenses with the money received from this program; why cannot we have a similar method? Surely a thousand or so is not without the range of possibility, nor is it to be despised. It is a principle of modern business that judicious and constant advertising is the heart of trade. If the Show can be made general enough in its humor and allusions to suit the general public, the methods of advertising in the city in conspicuous locations and windows will be found to fill a house just as surely as the Tremont Theatre kept a full house all summer by exactly these methods. It will require nerve in the initial expenditure, but the returns will more than balance the output if properly applied. This question of advertising is something that cannot be achieved at one jump. It must come gradually, from reasons of prudence, but its ultimate advisability is obvious.

The Show this year, as in the past, will present in the choruses a fine opportunity for Freshmen who dance or sing, and in the leading parts for men of more ability. It is a creditable thing to be able to say that one was in the Show, and a pleasant occupation to remember.