

MENORAH SOCIETY ELECTS NEW OFFICERS FOR YEAR

At the first meeting of the year, held Wednesday afternoon, the members of the Menorah Society elected as their new officers S. M. Seegal '22, president; O. H. Horowitz '22, vice-president; David Kaufman '22, secretary; Philip Caplain '22, treasurer, and elected the following men to the executive committee: W. I. Levy '22, chairman; S. M. Strauss '22 and David Lasser '24.

SPEAKS ON PROHIBITION

"Where do we go from here?" was the subject of M. R. Shaw, secretary of the Collegiate Prohibition Association, who spoke in the west lounge of Walker yesterday noon under the auspices of the T. C. A.

He first stated figures received from Robert Kelso, of the State Board of Charity, relative to the cost of maintaining officers, jails and asylums to the State of Massachusetts before the prohibition law amendment was passed. Comparing these figures with those for the year 1920, when prohibition was in effect, he was able to point to a substantial saving.

Mr. Shaw opposes the sale of beer as a medicine and strongly urges Technology men to send in resolutions to Congress demanding that the sale of beer as a medicine be prohibited. In this way he said students can help solve the social problems of the day.

TYPEWRITER

In good repair but needs cleaning, suitable for student's use, \$10.00 takes it.

Room 1149, Tremont Bldg.

SPORTING GOODS

Just Across The River

H. ANGUS CONNERS

88 Mass. Avenue
Near Commonwealth Ave.

TIREX PORTABLE CORD

Tirex will increase portable tool efficiency by reducing cord troubles and renewals to a minimum.

It stays on the job from four to five times as long as any fabric covered cord on the market.

May we
send you a sample?

SIMPLEX WIRE & CABLE CO.

MANUFACTURERS

201 DEVONSHIRE ST. BOSTON 9
CHICAGO SAN FRANCISCO

MOREY PEARL

And His Original Orchestra
Now Featured At The
CHATEAU D'ANSANT
TUES., THURS. and SAT. EVENINGS
Open on Future Dates on
MON., WED. and FRI. EVENINGS
or Afternoon Tea Dansants

ATTRACTIVE ROOMS

IN GOOD LOCALITY. ELECTRICITY. TECH MEN IN HOUSE.

\$10.00 DOUBLE, \$7.00 SINGLE

MRS. I. W. RAY,

Suite 3, 116 Hemenway St., Boston.

IRON STEEL METALS

ARTHUR C. HARVEY CO.

506 Cambridge Street

Boston 34 (Allston District)

TELEPHONE BRIGHTON 3800

TOOL STEEL SHEET IRON BOILER TUBES
PLATE STEEL CONCRETE RODS METAL LATH
SOLDER COPPER ZINC

We are equipped to Cut to Length Anything Carried in Stock

TIME OF FIRST AID LECTURES IS CHANGED

All men of the First Year Class are to attend the lectures of the Medical Department which will be held in Room 10-250 as follows:

Sections A, 1-10 inclusive, 13 and 14 will meet on Tuesdays, November 1, 15 and 29, from 4 to 5 o'clock.

Sections 11, 12 and 15-24 inclusive will meet on Thursdays, November 3, 17 and December 1, from 4 to 5 o'clock.

(Signed) Walter Humphreys,
Registrar.

October 26, 1921.

MANY POSITIONS ARE OPEN IN TECH SHOW DEPARTMENTS

While the candidates already out for the various departments of Tech Show are doing fine work, the publicity department wishes to announce that there is still room for several new men. The publicity department can employ about ten men, the business department seven, and the stage department five, while the orchestra at present is issuing a call for a saxophonist, a xylophonist, a bass player, and a trombone player. Members of the orchestra are asked to watch announcements in THE TECH for further rehearsals.

New candidates are to report at the Tech Show office on the third floor of Walker any night at 5 o'clock, to one of the following for assignments: W. D. Scofield '23, business manager; H. I. Beadle '23, stage manager; W. L. Searies '23, publicity manager; and P. K. Coachman '22, orchestra leader. The general manager for this year's Show is L. K. Cowie '22 and the treasurer is R. E. Sherbrook '22.

BRITISH CLUB MEETS

The British Empire Club is holding a dinner in the Faculty dining room of Walker Memorial this evening at 6:30 o'clock. The club is planning to give a dance on Armistice Day.

THE HEXALPHA MEETS

Course VI-A Will Open Season With a Smoker

The Society of the Co-operative Electrical Engineers is to hold a smoker at some time in the near future to mark the beginning of the activities of a season which the officers believe will be the most brilliant in the history of the society. The Hexalpha, consisting of members of the Senior and Graduate Classes of Course VI-A, takes advantage of the fact that the members of the Course form a close knit unit to further the interests of the course and its members to a degree unparalleled in any other professional group at the Institute.

The Hexalpha plans to invite the Juniors of the Co-operative Electrical Course to its first smoker in order to acquaint them with the aims of the society. They will then probably be informed about application for membership in the society.

JUNIOR CLASS WILL HOLD FORMAL DANCE IN WALKER

The Junior Class is planning to hold a formal dance in Walker Memorial, December 1. The dance is to be limited to the members of the Class of 1923. The committee in charge consists of G. W. Bricker '23, J. H. Evans '23, H. B. Gray '23, C. H. Tirrell '23, and R. H. Smith '23.

Final arrangements have not been completed but it is planned to continue the dance until 1 o'clock. The hall will be decorated with the school colors. Tickets will be placed on sale two weeks before the dance and reservations will be made at that time for those who wish to sit together.

CALL OFF SENIOR DINNER

According to information given out by Broderick Haskell, Jr., '22, the Senior dinner which was planned to be held the evening of Field Day, before Tech Night at the Shubert, has been called off.

PROMINENT AD MAN EXPLAINS METHOD

Mr. Lewis Seaber Speaks at Pi Delta Epsilon Meeting

STYLUS ALSO ATTENDS

At a joint meeting of Pi Delta Epsilon, the honorary journalistic fraternity, and Stylus, the honorary society of THE TECH, Wednesday night in the Faculty room, Walker Memorial, Mr. Lewis Seaber, of N. W. Ayer and Sons, gave a talk on advertising, especially in connection with solicitation for college papers. He said that in his opinion, the Technology undergraduate publications were very good mediums for certain advertisers, and outlined briefly the points of advantage.

Must Interest The Prospect

Mr. Seaber pointed out that in visiting a prospect, one must remember that he is not interested in you or in your paper, primarily, and that an appeal to his admiration of your methods, style or circulation is very apt to fall down in a majority of cases. The big men of the agencies, he went on to say, try to present to their prospect something tangible which will help his business. In order to do this it is necessary to know something about the business itself; not a comprehensive knowledge of details, but certainly enough to be able to talk intelligently on its management. Having shown the prospect something by which he can benefit, it is no hard job to engage him in conversation and discuss his selling problems.

Explains Value of Selling Ideas

The selling of ideas through advertising is rather new, and is looked on with suspicion by most conservative advertisers Mr. Seaber said, but of all advertising it can be made the deepest, and most powerful. At Technology, where we have a selected group of men studying engineering, there should be a strong appeal for educational advertising, advertising which will create in the mind of the student body a feeling of reliance in certain engineering commodities. Mr. Seaber did not mention any of the numerous examples which are appearing in the undergraduate publications, but cited the educational advertising of the Bell Telephone Company. This was the first big account to sell ideas to the people. At present there are numbers of such advertisers, many of whom have nothing tangible to sell at all.

Advertisers Come First

The importance of seeing the advertiser's point of view was brought out when someone asked Mr. Seaber whether it would be best to sell a concern a single large ad each month, which would bring in more profit to the publication, or a number of small ones which would not pay as much, but which would have a higher value to the concern. Mr. Seaber answered that the advertiser's point of view must always come first. In order to preserve the confidence of the advertiser each campaign must be run with his interests in mind.

Mr. Seaber called attention to the high rates prevailing in Technology publications, which he believes represent real assets, and a strong selling point, and which make it more important than ever that all sales of space be legitimate and above board. He expressed strong disapproval of "charity" and "pull" solicitations.

At the close of his talk, Mr. Seaber said that he would be glad to speak at some other meeting, as he had only been able to touch the high spots in his short time.

WILL GIVE LECTURE ON CHINA

Eliot Blackwelder is going to talk about the opportunities of developing the mineral resources of China at the first smoker of the Mining Engineering Society which will be held next Wednesday evening in north hall, Walker. He will also give the detailed results of a geologic exploration of China. After the lecture there will be a short business meeting for the purpose of outlining the activities planned for the year and choosing the committees for the various functions.

The officers of the society for the year are E. L. Johansen '22, president; R. Bard '22, vice-president; J. O. Bower '22, treasurer, and S. B. Metcalf '24, secretary.

NOVEMBER T.E.N. GOES TO PRESS (Continued from Page 1.)

meetings, the Dean said, "It can't be done." However, it was done, and the two articles alluded to above are a part of the result.

The November issue could well be called the "Chemical Engineering News," containing also an article on the "Photographic Research Laboratory of the Eastman Kodak Company." This no doubt will be of interest to those who enjoy "shooting with the kodak" inasmuch as it outlines the care with which each process is tried previous to putting it before the public.

WILL MAKE VISIT TO ICE PLANT

On Tuesday, Wednesday and Thursday of next week, the Commonwealth Ice and Cold Storage Plant will be visited by the Mechanical Engineering Society. The men will leave in groups of not more than 25 each, in order that the plant may be thoroughly inspected. The men in each group will meet in the main lobby at 1:30 o'clock on the day for which they sign. The sign-up blank will be posted on the Combined Professional Societies' board in the main corridor within the next few days.

C. W. Bryden '22, the chairman of the trip committee, will be in charge of each trip and he urges all Mechanical Engineers and especially all Seniors to take advantage of this trip. The society has adopted a new policy this year, in that no man will be allowed to go on any trip without showing his membership card.

Will Show Movie on Iron and Steel

In conjunction with the American Rolling Mill Company, the society will show a moving picture on "Iron and Steel" in room 5-330, on Tuesday, November 1, from 4 to 5 o'clock. The lecture will be free and all students who are interested in any phase of iron and steel are invited to attend. T. W. Jenkins, of the sales division of the American Rolling Mill Company, will give a lecture in conjunction with the picture.

This picture has already been shown at Lehigh University, Purdue, Ohio State, and many other large educational institutions, and is said to be very interesting indeed by those who have seen it.

Make Plans for the Coming Year

R. W. Haskell '22, treasurer of the M. E. Society, says that they plan to run their trips, smokers and lectures, parallel to the courses given at the Institute. A typewritten sheet outlining the purposes of the society has been placed in the hands of all Course II and XV-2 men.

The official closing of the membership campaign will be at the end of this week. However the drive will be continued for a few weeks more in the drawing rooms. Up to the present time, the membership of the society is below that of last year and the Class of 1922 in particular has not come up to snuff. Somebody will be in the Combined Professional Societies' room, 3-312, representing the M. E. Society between 12 and 2 o'clock each day from whom all additional information regarding the society may be obtained.

PUBLICITY MEN APPOINTED

The Cosmopolitan Club has appointed its publicity committee for the coming year. J. M. Sil '23, T. J. Killian '25, and G. J. Conway '25 were put on this committee.

Cordage and Twine



Samson Cordage Works
Boston, Mass



WE are the largest manufacturers in the world of all-wool and cotton warp Serges, Gabardines, Sicilians, Lustres, Voiles, Panamas, Granites, Poplins, Crepes, Batistes, etc. We also manufacture the most complete line of wash goods known, including plain, printed, and bleached fabrics, such as Crepes, Lawns, Voiles, Batistes, Serges, Pongees, Taffetas, Tissues, Mulls, Percales, Cambrics, etc.

**PACIFIC
MILLS**

Lawrence, Mass. Dover, N. H.
Columbia, S. C.



PERSONAL GREETING CARDS
Sample Books Now Ready and
Will Be Sent On Request
STUDENTS SUPPLIES
FOUNTAIN PENS
and **LOOSE LEAF DEVICES**
57-61 Franklin St.

OLD CLOTHES WANTED BY

MAX KEEZER

HIGHEST CASH PRICES PAID FOR YOUR CAST-OFF CLOTHING

Also Old Gold, Watches, Chains, Diamonds
Bric-A-Brac, Furniture, Rugs, Etc.

Will call at your room day or evening at your pleasure—my adv.
can be found in The Crimson, Lampoon, Advocate, Illustrated
Magazine and The Monthly

1256 MASSACHUSETTS AVENUE :: CAMBRIDGE, MASS.

Telephones: 302, 52936—If one is busy call the other

SEE MAX KEEZER BEFORE ANYONE ELSE
Do Not Sell To Men On The Streets

WELCOME '22, '23 and '24 and Greetings to 1925

It's going to be a great year, here at the 'STUTE, and we are planning to do our part over in Walker by giving you better Service than ever—best food you ever ate and plenty of it at moderate prices.

TECHNOLOGY CAFETERIA