

TECH NEWS



See you at
Chapel

Hurray for the
Spirit at last
week's games!

VOL. XXVIII

WORCESTER, MASS., OCTOBER 14, 1936

NO. 2

Biglermen Defeated in Muddy Game With Trinity's Visiting Football Aggregation, 14-0

Pete Stone and Ray Forkey Play Fine Games at End And Fullback

GAME PUNTING DUEL

Tech Out-punts and Out-runs Trinity, But Lacks Scoring Punch at Crucial Moments

Tech's football team met defeat against Trinity Saturday in the second game of the season.

In the first quarter Tech started out well but in an exchange of kicks Trinity scored a touchdown and the point after was successful, making the score 7-0 for Trinity. In the latter half of the same quarter Worcester approached as far as Trinity's 15-yard line by means of a series of brilliant line smashes, but were stopped when a pass thrown by Ray Forkey, Tech's big Freshman back was intercepted.

The second quarter was not marked by any scoring, being mostly a punting duel. Forkey got away a long punt from Tech's 30-yard line which rolled to Trinity's two-yard for a 70-yard kick. Trinity promptly retaliated with another punt which was not so good, rolling offside on her 30-yard line. This placed Worcester again in a scoring position, but Tech failed to advance and lost the ball on downs. The half ended with the score 7-0.

In the third quarter there was again no scoring. Tech completed several passes for substantial gains but failed to get into a scoring position. In this quarter Liberty at right guard sprained an ankle and was out for the rest of the game. Dick Wilson replaced him for the rest of the game.

The fourth quarter started with the score still 7-0. Captain and Quarterback Jackie Germain ran the ball to Trinity's five-yard line but was stopped by three men. In four downs Tech was still unable to score and Trinity took possession of the ball. This began a series of marches and passes which finally netted Trinity another touchdown. The point after was again good making the score 14-0 for Trinity. Germain received an injury to his knee. Frankie Gustavson, the 135-pound back from the Class of '40, took Germain's place for the rest of the game, but Tech failed to get into scoring position again and the game ended with a victory for Trinity.

In the backfield Ray Forkey and Jackie Germain were the stars. However, Dick Eliot and Russ Korolyshun together with Frankie Gustavson turned in very good performances. At end "Red" Johnson, Al Raslavsky, "Pete" Stone and Rushton also played a good game. At center Peters, also from the Class of '40, played well. This makes two straight games that Peters has played.

To sum the game up: Tech out-punted and out-ran Trinity. Tech really looked like the better team; but Trinity won 14-0.

Frosh Dragged Through Pond By Sophomores

Upperclassmen Win Annual Rope Pull Contest by Decisive Margin

The much vaunted class of nineteen forty was dragged down to defeat in the annual Rope Pull across Institute Pond by a much underestimated Sophomore Class on Saturday before the Trinity-Tech football game. It was one of the most decisive defeats in the last five years, with the Sophs showing great power and unexpected strength in the contest. The Freshmen were severely handicapped by the lack of proper training and instruction and at no time were they able to gain any headway. The Sophs on the other hand pulled in rope at will.

As the second year men lined up on the rope, they could muster a mere thirty men, but a few seconds before the starting gun the until-now-dormant spirit arose to the occasion and the gaps in the line were soon filled by eager Sophs. Both teams at the starting exceeded the limit of forty men but under the capable supervision of ten members of the Junior Class, the extra men were quickly removed from the rope.

The Freshmen showed great spirit in their acceptance of defeat and gave cheers for their own class and also for the Sophs, as they traversed the muddy and cold water of the pond.

By gaining this victory, the Sophs earned the first three points for the Goat's Head, which is awarded to the class who wins the most points in their interclass rivalry.

Cross-Country Team Wins First Meet in Two Years

Hector Cameron Wins For Tech

After its initial setback by the Coast Guard Academy the Tech cross country team got back on its feet and whipped Trinity 23-36. Cameron, a Tech Freshman, was first with the good time of 16 minutes and 35 seconds for the three-mile course. Jimmy Patch was second, and Phil Hawkins was third.

On the long hill up to Bancroft Tower, Cameron overtook the leaders and held his lead at the tower, followed by Martin; Hawkins of Trinity, third; Patch, fourth; and Dunklee, fifth.

On the long climb over Newton Hill Patch pulled into second and Martin dropped to fourth. Ray Perry of Trinity, always well up in the pack, put on a sprint when he hit Park Avenue and pulled into fourth which he held through the remainder of the race.

The summary:
First: Hector Cameron, Tech; second, James Patch, Tech; third, Phil Hawkins, Trinity; fourth, Ray Perry, Tech.
(Continued on Page 2, Col. 3)

BOYNTON'S BEACON

Contributors' Column



Editor of the TECH NEWS.

For the past two years I have read the NEWS, enjoyed it, and considered it a worthy representative of the attitudes of mind and activities of the Student Body.

Last week's edition was far from its usual form, due to the editorial, "As We See It." I would like to be informed as to just how one member of the Editorial Board is able to consider himself as the spokesman for the entire school without the authorization of the Student Body. I will agree, the NEWS is the official mouthpiece for the activities and attitudes of mind of the six hundred in regard to engineering, but I resent having it considered as the mouthpiece of my attitude, as well as the attitude of a great many who endorse this action, in regard to politics. True, perhaps, a great number of students heartily agreed with the author's feelings in regard to National Politics, but only because they were as uninformed on the subject as he was. His conception of the "New Deal" as the "Raw Deal" is indeed different from my own, and also from that of a number of students whom I have been led to believe agree with me.

If the "murk" of politics has thus far left us unscathed, then by all means let's keep away from it, unless we keep our criticism impartial. An important criticism on this subject by an engineering student should be brought forth only after careful consideration of the facts, and not conjured from the imagination as this one must have been. Political differences in the past have created a strained feeling among many of the best of friends, but I sincerely hope this letter is taken to heart before such a state of affairs makes itself felt at Tech.

Hoping for impartiality in the future on subjects like these if they must be brought forth.

I remain,
ALBERT J. KULLAS, JR., '38.
(Continued on Page 2, Col. 3)

EDITORIALS

a little accident

as we see it
this week

food for thought

Bill Cunningham, Prominent Sports Editor, To Feature Student Assembly Tuesday

Tech Booters Drop Second Game in Row

Wesleyan Evens Last Year's Defeat By Defeating Tech 6 to 4

An improved Tech soccer team was defeated by the Wesleyan booters 6-4 when the Tech defense collapsed in the last quarter allowing the visitors to push through two more goals thereby breaking a 4-4 deadlock made in the fourth quarter.

After a scoreless first period, during which the ball was in the visitor's territory most of the time, Wesleyan made good on a free kick and shortly afterwards sent a field shot through. Captain Mudgett kept the Engineers in the ball game by scoring a goal. Wesleyan tallied again in this second quarter making the score at the half 3 to 1 for Wesleyan.

In the third period McEwan tallied for Tech but Wesleyan held its former lead by scoring from the field. Tech staged a strong rally in the last quarter resulting in a tie at four all. McEwan and Tom Windgerner, a Freshman were responsible for the scores. The jubilation of a deadlock was short lived, however, for with a let down in the Engineer's defense Goalie Bonin was kept very busy and twice the slippery, slimy sphere sped through breaking the deadlock and, in the end, winning the game for Wesleyan.

WESLEYAN-6 4-TECH
E. Clarke of or W. Clark
White il ir Holt
Livingston cf cf McEwan
Hood ir il Windgerner
Dowds or of Mudgett
Walsh lh rh Abel
Hammarstrom ch ch Hollick
Blackman rh lh McCabe
Ray lfb rfb Fraser
Dresser rhb lfb Ljunggren
Garber g g Bonin

Goals made by Wood 3, McEwan 2, White, Clarke, Hammarstrom, Mudgett, Windgerner; substitutions, Tech, Donovan for Mudgett, Alcock for Hollick; referee, Dan Cummings; time, four 22-minute periods.

Annual Meeting Held by S.P.E.E. in Burlington

Many of Tech Faculty Attend

The annual fall meeting of the New England Section of the Society for the Promotion of Engineering Education was held on Saturday, October 10, at the University of Vermont, Burlington, Vt. This meeting was attended by a good representation of the Worcester faculty, some of whom played a rather important part in the activities.

Professor Theodore H. Morgan was a member of the Committee on Conferences and Professor Gleason J. McCullough was the chairman of Mechanics Conferences. One of the Elec-
(Continued on Page 3, Col. 3)

War-Veteran Athlete Widely Known For Interesting Radio Comments

SO. METHODIST COACH

Speaker Was All-Around Dartmouth Athlete and All-American Star

Bill Cunningham, the Boston "Post's" popular sports columnist who ranks among the leading sports writers of the country is to be the speaker at the next assembly which will be held Tuesday, October 13, in the Alumni Gymnasium.

A rapid-fire, thoroughly interesting talk is the only thing that can be expected. Bill Cunningham knows the "ins and outs" of the sporting world as well as any man alive and in addition he has a distinctive style of delivery that never fails to click. Anyone who has listened to his radio broadcasts is well aware of that fact.

The story of Bill Cunningham is that of a Texas boy who made good. He was born there and received his early education and athletic training in that state. For his college he chose Dartmouth and that is where he took his first step along his path to fame. At Dartmouth he went in for sports in a big way and managed to graduate with a long string of athletic laurels attached to the bottom of his sheepskin. Not the least among them was a place on the All American football team.

Along came the World War and Bill Cunningham, All American center, hiked off to fight for his country. Naturally he had his full quota of harrowing experiences but somehow managed to come through without too much damage to his person. After the war he went West again and hooked on to the position of assistant football coach at Southern Methodist on the Pacific coast. However, he decided that football coaching was not down his alley so he switched over to newspaper work.

His big break came when he was working as sports writer for a Texas newspaper. Boston College played Baylor that year and the Boston "Post" engaged Cunningham to cover the game for them. His story caught on and reports on it were so favorable that he was soon boarding an east-bound train with a ticket to Boston in his hatband.

He has been with the Boston "Post" since that time and has increased his original small following of Boston sport fans to number millions of sport enthusiasts all over the country.

He has covered all the big athletic events of the past few years. The Rose Bowl feature is one of his periodic assignments. All the big fights have Scribe Cunningham parked at the ringside in a professional capacity. In fact, every athletic contest of any import whatsoever comes in for a share of his attention.

Newspaper writing however is not the only outlet for the talents of this
(Continued on Page 3, Col. 3)

Note Ballot on Page Two

TECH NEWS

1936 Member 1937
 Associated Collegiate Press
 Distributors of
 Collegiate Digest

Published every Tuesday of the College Year by
 The Tech News Association of the Worcester Polytechnic Institute

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NEWS PHONES
 Editorial 2-9632
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TERMS

Subscriptions per year, \$2.00; single copies, \$0.10. Make all checks payable to Business Manager. Entered as second class matter, September 21, 1910, at the post office in Worcester, Mass. under the Act of March 3, 1897. All subscriptions expire at the close of the college year.

THE HEFFERNAN PRESS
 Worcester, Mass.

— editorials —

a little accident

We regret that there was a little oversight in our last issue as regards a sketch of Hindu students that Dr. Duff contributed, under high pressure, to help us out in our first issue. Unfortunately it was allowed to slip in as a continuation of our account of his retirement, and some hasty readers might think that it was contributed as a response to our remarks and was not quite appropriate, whereas Dr. Duff did not know that we were to have any article referring to him. We still hope to have a contribution from him later on his impressions of classes and students at Tech, though he tells us that an article like that, to be read by Tech students and perhaps by their fathers, many of whom were also his students, will require fasting, meditation and prayer.

as we see it this week

The members of the TECH NEWS staff were a bit displeased last Wednesday upon finding an article in a local newspaper which said among other things, "This is the first time in the history of the TECH NEWS that it has taken any political stand. Student reaction varied. Most of the fraternity group disapproved of the paper's taking a political stand, the greater part were satisfied with the Republican attitude." (What does this mean?) "Among the non-fraternity group many students criticized the paper for taking its stand without polling the students."

It is easily seen that the author of that article had little knowledge of the

TECH NEWS PRESIDENTIAL STRAW BALLOT

Landon _____
 Roosevelt _____
 _____

(Check one and put in TECH NEWS Ballot Box in Boynton near mail racks before next Sunday.)

situation, or rather that he sought to classify the students here according to his own imaginings. Such reaction as described above was unknown to any member of the staff, or to anyone interrogated on the subject by any member.

A newspaper at any college can not, of course, have unanimous approval of its doctrines by every student at the school, but it can, and does, seek to be in accord with the beliefs of the majority. An editorial column without thinking occasionally for itself is worthless.

Did not the Amherst student publication recently lend approval to the present Democratic regime? And with ex-President Coolidge as a revered graduate!

Many students have asked the NEWS to print a straw-ballot. The NEWS is very glad to, and will be pleased to obtain a heavy vote. The results will be published next week.

food for thought

Harry L. Hopkins, Federal Relief Administrator, Indianapolis, Indiana, on May 4, 1934, said:

"A lot of people don't like the word 'planned'; they are afraid of it,—timid. Well, we are coming to it as sure as you are born."

Rexford G. Tugwell, Under Secretary of Agriculture, "The Principle of Planning and the Institution of 'Laissiz Faire,'" December, 1931, said:

"Planning will necessarily become a function of the Federal Government."

Franklin D. Roosevelt, at a speech at Charleston, South Carolina, October 23, 1935, said:

"... because we planned it that way, and don't let anybody tell you differently."

May the TECH NEWS ask:

1. Do you believe in planned economy?

2. Is the Government or private enterprise better qualified to carry on the nation's business?

Aubrey Williams, Director, National Youth Administration, in a talk before the Council of Social Agencies, in Buffalo, New York, on January 16, 1936, said:

"Millions of those now out of work will never find jobs again. Thousands of young men and women leaving our schools each year are destined never to

become self-supporting and independent in the sense that your and my generation was led to believe was our due."

Dr. Harold G. Moulton, President, Brookings Institute, Washington, D. C., a non-partisan research organization in the field of economics, in Chicago on October 7, 1936, said:

"As for Aubrey Williams' statement of January 16, 1936, it is the bunk. Others like him said the same thing in the depression of 1883 and look at the progress that has been made since then."

May the TECH NEWS ask:

1. Do you believe that it is no longer possible for a person of ambition to succeed in his chosen field in the United States?

2. Is it necessary for the Federal Government to become a paternalistic force in the life of every citizen in the nation?

Boynton's Beacon

(Continued from Page 1, Col. 3)

Postscript to the Author,

I wonder if you have ever heard of the record of the "Governor of one of our states," on school legislation, or or if you've ever realized just how much the N. Y. A. of the present administration means to some of your fellow classmates. Surely you value your education rather highly as we all do; do you believe that those boys who are unable to make their way through without the aid of the N. Y. A. should forget about education and go to work?

[Dear Mr. Kullas:

A small point—the author of the article in question has done much work under the N. Y. A., and he still wrote the article.]

Cross-Country Team Wins

First Meet in Two Years

(Continued from Page 1, Col. 2)

Trinity: fifth, Zarek Martin, Tech; sixth, Bill Mountford, Trinity; seventh, Robert Dunklee, Tech.

Departmental Notes

On Friday, October 9, Dr. Jennings, Professor Feldman, Mr. Petrie, and Mr. Olson attended the dedication of the new chemistry laboratories at Trinity. Dr. Ogilvie, the president of Trinity, and Professor Bogert of Columbia were speakers at the meeting held on this occasion.

Friday evening Dr. Butler attended the meeting of the Northeastern Section of the American Chemical Society at the American Academy of Arts and Sciences in Boston. Dr. Bruno Lange addressed the meeting on "Practical Applications of Photo-electric Cells." The dinner speaker was Father Ahern, S.J., of Weston College, who presented a paper on the subject, "A Chemist Looks at Earthquakes."

On Saturday Dr. Jennings was one of the delegation from W. P. I. at the Mark Hopkins Centenary at Williams College where he attended the Science Symposium.

The department's first weekly seminar was held in Salisbury Laboratories on Wednesday, October 7. Professor Howard described the recent American Chemical Society Convention which he attended at Pittsburgh.

Gordon P. Whitcomb, who received his M.S. in this department last June, has been appointed Graduate Assistant in the Department of Chemistry at Yale where he is working for his doctor's degree.

Dr. R. A. Beth addressed the Physics Colloquium, Tuesday, October 6, on "Visits to European Laboratories." On a trip abroad this last summer Dr. Beth visited the physical laboratories of Frankfurt, Berlin, Upsala, Copenhagen, London, Oxford, and Cambridge Universities, and the research laboratories of the L. M. Ericson Telephone Company in Sweden. He also attended the meetings of the British Association for the Advancement of Science held September 9-16, Blackpool, England.

Dr. R. T. Young, Jr., will talk on "Penetration of Light in Sea Water"

at the Physics Colloquium, Tuesday, October 13, 4:15 P. M. This will be a discussion of work done this summer on the Pacific Coast.

Professor Morton Masius was a member of the Harvard Tercentenary Conference held in Cambridge August 31 to September 19. The first week he attended meetings in Mathematics and Astronomy, the second week symposiums on Physics and the Inorganic Sciences, Biological Sciences and the Humanities. Professor Masius was also present at the Tercentenary celebration.

Professors Plimpton, Beth and Lawton attended the Semi-Centennial meetings of the Sigma Xi Society held in Ithaca, June 19-20, and from there went to the meetings of the American Physical Society in Rochester, New York.

E. E. DEPT.

The graduation thesis of L. L. Libbey on "Cathode Rays for the Ultra-high Frequency" was published in the September issue of "Electronics." The publication of a graduation thesis in a magazine of "Electronics" standing in the electrical world should be a feather in the hat of the department and college.

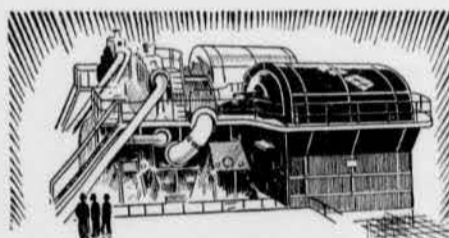
On Tuesday, October 6, the Senior Electricians made an inspection trip to the Montan Treating Company in Westboro. At this plant telegraph poles are treated chemically to preserve them when they are placed in the ground.

After this week the Senior Electricians will make weekly inspection trips to representative places of applications of electrical equipment.

M. E. DEPT.

The courses in steam in this department have been entirely changed under the new men teaching this subject. The Sophomore steam course has been cancelled and the Junior course has been lengthened. It is expected that this new plan will be more effective.

G-E Campus News



BIGGER AND BETTER TURBINES

THE new 110,000-kilowatt turbine-generator, built by General Electric and recently placed in service in the River Rouge plant of the Ford Motor Company, sets several new records in turbine construction.

It is the first large unit in the world to operate at 1200 pounds pressure and at 900 Fahrenheit. Although weighing approximately 2,000,000 pounds, it occupies less than a cubic foot for each kilowatt of output. Because of its extremely high efficiency, less than a pound of coal generates a kilowatt-hour.

The high-pressure turbine and generator are mounted directly above the low-pressure unit. Superheated steam enters the upper unit at 12 pounds and 900 degrees and, after producing 55,000 kilowatts, flows directly into the low-pressure unit where it produces another 55,000 kilowatts. This is the first 1200-pound turbine in which the steam enters the low-pressure stage without reheating.

COFFIN FELLOWSHIPS

THIS fall eight young men will be carrying on advanced research in seven American universities under fellowship grants from the Charles A. Coffin Foundation. The recipients:

- George E. Boyd, U. of Chicago '33. At Chicago.
- Lyman R. Fink, U. of California '33. At California. Second grant of fellowship.
- Alvin H. Howell, U. of Kansas '29. At M.I.T.
- Russell A. Nielsen, Stanford '33. At Stanford.

- Richard W. Porter, U. of Kansas '34. At Yale. Second grant.
- Julian S. Schwinger, Columbia '36. At Columbia.
- Chauncey Starr, R.P.I. '32. At Harvard. Second grant.
- Harold G. Vogt, U. of Buffalo '31. At Harvard.

Since 1922, when the General Electric Company established the Charles A. Coffin Foundation in honor of the Company's first president, 113 fellowships have been awarded for advanced work in electricity, physics, and physical chemistry.



ELECTRIC HEAT FOR SOILLESS GARDENS

CALIFORNIA nurserymen are growing tomatoes, strawberries, and sweet peas in chemically treated water heated by electricity. The method, developed by Dr. W. F. Gericke, of the University of California, has been extended to commercial installations. Tomato plants, grown in this way, produced unusually high-quality tomatoes. The yield was large, and they matured ahead of tomatoes grown in soil.

Nourishment is provided by special chemicals dissolved in the water. Because the water temperature must be accurately maintained, a controllable heat source is required, and General Electric engineers have supplied heating cable and thermostats both for the experimental installation and for commercial installations which have followed.

GENERAL ELECTRIC

tech news sport slants

Our ill-fated football team took its annual shellacking from Trinity and is now trying to pull itself together for Saturday's encounter with Conn. State. The usual lack of scoring punch prevented Tech from making the game closer; one good plunging back would have changed the result of both games this year. Dick Eliot who does all of the blocking for the other three backs possesses this plunging ability but is unable to use it because there is no one to block for him. The inability of the other backs to block was shown by the poor protection given Ray Forkey every time he passed or kicked. Credit must be given to Pete Stone, formerly a center, for his outstanding work at end, also to Peters at center. Conn. State boasts an enviable record

to date: a 27-0 win over Brown, a 3-0 defeat at the hands of Wesleyan and a 13-0 win from Mass. State. Tech will need plenty of contact work in the next few days if they hope to score Saturday. The soccer team showed a slight improvement over last week (one goal) and should soon round into mid-season form. The addition of Fraser to the fullback squad greatly helped the Tech booters to withstand the attacks of the Wesleyan forward line for the first three quarters. The entire team tired during the last quarter and was unable to keep its early game pace. The story should be different next week if the team is in better condition to play the entire 88 minutes at a fast pace.

Bill Cunningham Speaker At Tuesday's Assembly

(Continued from Page 1, Col. 5)

maestro of English. Aside from being one of the highest, if not the highest, paid newspaper writers in the country he is also the author and star of one of the most popular radio programs of its type on the air. His Friday night sports comments are widely known and appreciated. He has also written several short subjects for the Hollywood boys and has managed to work into this long list of achievements the writing of a couple of books.

All in all it will be a great assembly and well worth the time of everyone.

Annual Meeting Held by S.P.E.E. in Burlington

(Continued from Page 1, Col. 4)

trical Engineering papers was given by Professor Hobart H. Newell of

Tech's E. E. Department. Professor Newell's subject was "A New Projection Oscillograph for Group Instruction."

The chairman of Mathematics Conferences was Professor James A. Bulard of the University of Vermont who was formerly professor of Mathematics at W. P. I.

The general impression received from the important industrial men who were present, was that there is a need greater than ever for the college trained engineer in modern industry.

On Sunday morning the local committee arranged for an inspection trip of the flood control dams in the vicinity of Waterbury.

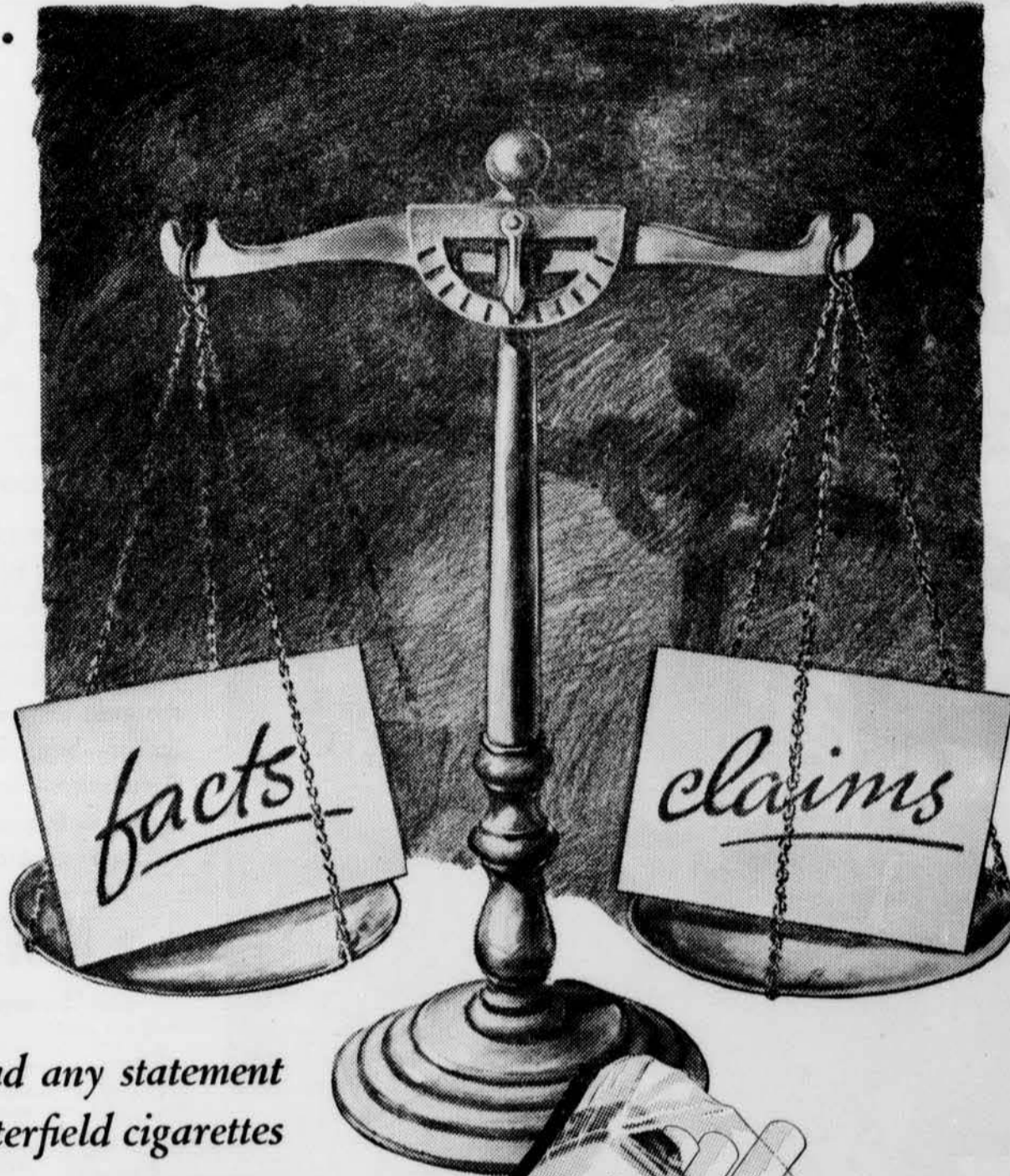
The W. P. I. faculty members who attended this meeting were as follows: M. E. Department, Professor G. H. MacCullough, Professor K. G. Merriam; C. E. Department, Professor J. W. Howe; E. E. Department, Professor T. H. Mor-

gan, Dr. C. A. Pierce, Professor H. H. Newell; and Mathematics Department, Dr. R. K. Morley. Professor Harris Rice, Professor H. J. Gay. Many of the ladies of the faculty also went to Burlington where they were entertained by the ladies of the faculty of the University. They made a tour of the city and went on an inspection of the Fleming Museum. The University ladies served tea for them in the afternoon.

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*—claims
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First Council Meeting Held

Student Governing Body Discusses Class Rivalry

The first bi-monthly meeting of the Tech Council was held on Monday, October 5, 1936. John R. Casey was approved as president of the Council. The date of October 10 was approved as the day for the Rope Pull.

The matter which was discussed at the greatest length was the disgraceful conduct of the Freshman and Sophomore Classes the first few days of

Freshman week. For years now the Council has tried to discourage off-campus rivalry. With the property damage, recklessness and general rowdy nature of the rivalry this year, the Council feels that it must take stronger measures to insist on no off-campus activities of a hazing nature. The type of rivalry which took place in the vicinity of Institute Road two weeks ago is highly detrimental to the Institute and everyone connected with it. The Tech Council has plans under way to prevent recurrence of such action. More information regarding both matters will be released through the TECH NEWS in the future.

Professor Taylor To Tour Country

Alumni Secretary Will Visit Graduate Chapters

Professor Herbert Taylor left Monday night for a month's tour of the Alumni chapters from here to San Francisco. He was accompanied by Wallace T. Montague, president of the Tech Alumni Council.

Both men will attend a banquet at Niagara Falls on the 13th. From here Mr. Montague will visit Detroit and

then meet Professor Taylor in Chicago for a large Alumni meeting on the 19th.

Professor Taylor will then entrain for San Francisco and Mr. Montague will return to Worcester, stopping at Cincinnati and Cleveland. From San Francisco Mr. Taylor's route will take him to Los Angeles on the 27th, Denver on the 30th, Kansas City on the 1st of November, and St. Louis on the

2nd. He expects to be back in Worcester on the 4th of November in time to complete last minute plans for Alumni Day on the 7th.

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★ ★ NEWS FLASH! ★ ★

"Sweepstakes" bring pleasure to war veterans

From a veterans' home in Legion, Texas, a number of entries all in the same handwriting come in each week. Of course we checked up to make sure that the entries conformed to the rules, and one of the men explained: "Most of the boys can't get around—but I do and so I fill out their cards for them."

We're glad to say that the boys have been pretty good pickers, too.

Have you entered yet? Have you won your delicious Lucky Strikes? Tune in "Your Hit Parade" — Wednesday and Saturday evenings. Listen, judge, and compare the tunes — then try Your Lucky Strike "Sweepstakes." And if you're not already smoking Luckies, buy a pack today and try them, too. Maybe you've been missing something. You'll appreciate the advantages of Luckies—a Light Smoke of rich, ripe-bodied tobacco.



Luckies — a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"