

## Five Hundred Corporation Leaders Weigh Haze Just Within House, Role Of Technology In Business Planning Bids Inscom Resolution

"In about five years I foresee . . . that 'industrial dynamics' . . . will be the latest innovation in management, taking the position now held by operations research and automation." This prediction was made by Professor Jay Forrester at the convocation held last Tuesday in Kresge Auditorium commemorating the fifth anniversary of the School of Industrial Management, of which Professor Forrester is a member.

More than five hundred corporation heads participated in the day-long ceremonies. Included was a dinner honoring Alfred P. Sloan '95, whose gifts made the school possible.

Prof. Forrester formerly headed the Digital Computer Division of Lincoln Laboratory during the period when the SAGE system of continental air defense was developed.

According to Professor Forrester, progress in management today hinges upon a "unified systems approach" to the "dynamic behavior" of industry.

Technological contribution to such coordination, he said, is taking place through research in these fields:

- 1) feedback control systems
- 2) Study of decision-making processes
- 3) Simulation of complex systems

In business, orders, decisions, and research, for example, produce "information feedback loops." Every management decision is a point of this loop.

A digital computer is an example of a decision-making process.

A simulation is a representation of a real system. Solution of management problems could be approached by setting up a model of a real company in a computer, simulate the data, and get an applicable answer.

Information which must be fed into the integration system includes the

(Continued on page 3)



Returning alumni James D.A. Brophy '16, Course IV, Chairman of the Board, Kenyon and Schardt, Inc., left, and Wesley H. Loomis, III '35, Course XV, President, Loomis Advertising Company, attend the Fifth Anniversary Convocation of the School of Industrial Management.

## Cosmic Ray Experimenters Record Biggest Air-Shower

The largest cosmic ray air-shower ever measured was recorded by the MIT Cosmic Ray Group, February 27, Dr. Bruno Rossi announced Monday. The shower, he said, has been measured with quantitative certainty to contain over one billion particles, which is ten thousand times the average bombardment size.

The results of this shower says Dr. Rossi, "point to the necessity of a drastic revision of previous ideas concerning the origin of cosmic rays and possibly the condition of intergalactic space."

"After all we see only what we think we see and it may be that cosmic ray experiments may provide a different picture of the galaxy."

The unique laboratory at which the cosmic ray showers are recorded is a 50 acre site near Harvard's Agassiz Observatory in Harvard, Massachusetts. The rays are caught in 11 tubs spread over an area about a third of a mile in diameter. These tubs contain plastic disks of scintillators which emit scintillations of light. The emissions are recorded electronically.

Physicists calculate that showers of the magnitude recently recorded at the station, strike somewhere on the earth at the rate of ten a second. The MIT laboratory can expect, on the average, the receive such a shower only once every eight years. "We were lucky," says Dr. Rossi, "to get a big shower in our first year of operation."

In order to increase their chances for receiving large showers the MIT experimenters plan to extend the present 50-acre coverage by a hundredfold.

The present experiments show, according to Dr. Rossi, "that our concept of the size and shape of our galaxy may be wrong."

"According to a generally accepted theory proposed by the late Enrico Fermi, cosmic particles gain energy while traveling through the magnetic fields of the galactic disk. But this disk itself is just not big enough to accelerate the particles observed in the MIT experiment."

In charge of the air shower experiment under Dr. Rossi are Dr. George W. Clark, Dr. William L. Kraushaar, and Dr. John D. Linsley.

## Killian Asks Change In Weapon Program

President Killian called for "integrated planning and management of our weapons technology" to reduce "unnecessary drains on our pool of scientists and engineers." Dr. Killian made the plea in a magazine article, "The Invisible Crisis in Science," which appeared in *The New York Times Magazine*, Sunday.

Dr. Killian has been mentioned as a possible successor to Secretary of Defense Charles E. Wilson.

The cover of the magazine contained a photo of Gen. Nathan F. Twining, Chairman of the Joint Chiefs of Staff, and Deputy Secretary of Defense, Donald A. Quarles.

In a determined effort to resolve the hazing question, Institute Committee devoted its last meeting almost entirely to consideration of thoughts and proposals on this subject. The organization's Executive Committee presented a general plan which calls for a "greatly expanded program of freshman orientation", and expresses the opinion that "hazing within the bounds of living groups serves a positive, integrative purpose."

### Orientation Improvements Seen

The Executive Committee's "statement of policy" first proposes that "Institute Committee shall establish a greatly expanded program of freshman orientation." This would include (a) Implementation of recommendations from the *ad hoc* subcommittee on Freshman Orientation headed by Harry Flagg '57 as well as any changes made by Institute Committee, (b) The recommendation that the Student Committee on Educational Policies hold frequent dinner meetings for freshmen with their instructors and faculty advisors, and (c) work with Athletic Association, Beaver Key, Q Club and Freshman Council to provide "organized freshman-sophomore competition."

The old Institute Committee ruled all hazing illegal last year. This ruling, which is still in effect, would be changed by the new proposal. "The officers and members of the governing and judicial bodies of the individual living groups", the report says, "are hereby directed to establish such hazing regulations as they consider necessary to control activities and prevent injuries." Institute Committee would relinquish authority over hazing within the bounds of living groups, with the reservation that the Institute Judicial Committee could

## Course 8 Wrestles Larger Enrollments, Space Lack Problem

With nearly four times as many Freshmen as Seniors enrolled in Course VIII, the Physics Department faces a rapidly growing problem in its responsibility for educating top-quality scientists. Finding ways to expand the course without sacrificing attention to individual needs and abilities is the department's first aim in meeting rising student interest in physics.

"Giving the student a real understanding of physics which will enable him to grow from this base remains our overall objective," said Dr. Nathaniel H. Frank, head of the course. "The curriculum is fashioned as though every student will become a physicist, and we are in no sense trying to tailor our offerings to any one field of applied physics," he said.

The Physics Department and the Administration are working jointly on a three-year plan of expansion which is hoped will meet the rising enrollments problem. "But," said Dr. Frank, "mere doubling of facilities is not a worthwhile solution because it may involve a compromise with individual attention."

Possible moves which will not sacrifice individual attention yet accommodate larger numbers of students include: expansion of the Senior lab into general research and modernization of the Junior lab; special courses like 8.02 Special for the more mathematically inclined; providing alternatives to M352 for juniors; and introducing a solid state physics course at the same level.

"The department must create more chance for any one student to follow his individual aptitude and pace," said Dr. Frank. "We won't hide any more the fact that students' schedules are far more flexible than is commonly believed," he said.

## Unnamed Institution To Aid Hungarians

An unnamed foundation will match dollar for dollar the money given by MIT living groups toward the support of Hungarian refugee students. The announcement of this gift was revealed to *The Tech* Wednesday by John Holmfeld '57, chairman of the Hungarian Student Relief Committee.

The administration has already pledged that it will give five two-year scholarships for Hungarian Students if MIT living groups will provide the room and board. This recent gift will be used for expenses other than room and board incurred by the students.

The next regular Institute Committee meeting will be open to all students and will be held in Kresge Auditorium, Wednesday, April 17, at 5 p.m. The hazing resolution will be discussed.

take action in all cases where "hazing activity extends beyond the physical confines (i.e. walls) of the buildings of the individual houses."

### Hazing Strictly Confined

Under the proposed rules, no per-

(Continued on page 3)

## Rossi To Tour Italy; Has Organized June Cosmic Ray Confab

Professor Bruno Rossi left Wednesday for a two-month stay in Italy where he will visit a series of Universities and attend several important physics conferences.

Travelling with his four-year-old daughter, Linda, Rossi will meet his wife in Italy, where she has been staying for several weeks.

### Prof. Olbert To Lecture

Rossi's 8.041 lecturing will be handled by Professor Olbert for the rest of this term.

Rossi will be in Europe until the end of June. His agenda starts in Sicily where he will attend a conference at the University of Palermo, after which he will work his way north through Italy, visiting Rome, Florence, and Bologna, and his hometown, Venice.

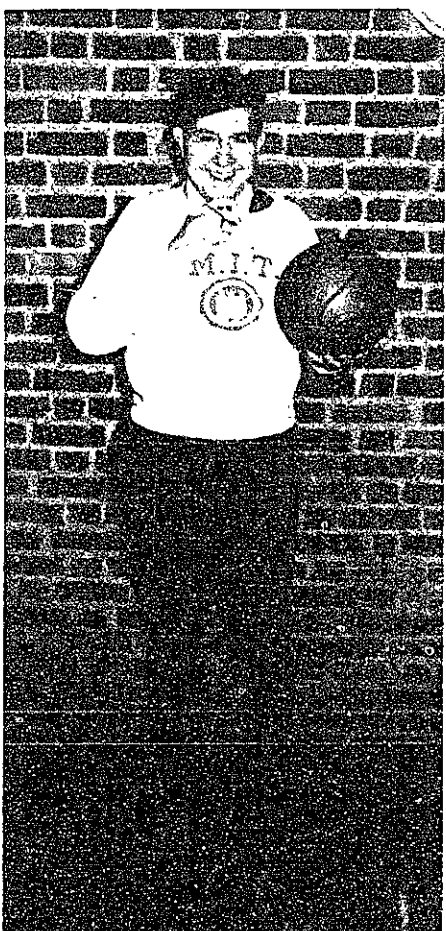
### Organized Conference

Rossi is the organizer of one conference scheduled for the end of June in Varenna, Italy. The topic of this international meeting is cosmic rays and the discussions, by scientists of many countries, will be limited to "cosmic rays as such, including their origin". MIT will be represented by at least three physicists, Prof. G. Clark, Prof. J. Linsley, and Prof. W. Kraushaar.

### Left Here Wednesday

Rossi spent Wednesday night in New York before his flight to Sicily. Even with his extensive agenda, members of his family say the trip is "just for work".

## Referee Ready



With the ball skillfully balanced on his fingertips and an authoritative whistle in hand, President Killian discloses some of the personality he will use in refereeing the All-Tech Basketball Game tomorrow night. This picture was taken after the President had delivered a well-received talk at the Baker Battery Wednesday. Dr. Killian was greeted by a spontaneous ovation from the nearly two hundred Baker residents who witnessed the picture-taking, for his congeniality and warm spirits while cooperating with *The Tech* photographer.

Details of the All-Tech Game are on page 5.

## Growing Pains Lead To Student Conflicts Stratton Tells Press

Conflicts between the student body, on the one hand, and the Administration and Cambridge community on the other, stem at least in part from a long-range trend toward making MIT a residential community, according to Chancellor Julius A. Stratton.

Dr. Stratton spoke at a press luncheon for Boston and college newspapermen, Wednesday. The luncheon was organized by the Public Relations Committee to explain to the press the scope and motives of student government here.

Dr. Stratton also noted that there are three areas of affairs which effect the students: one in which student government exercises complete control, one in which there is joint action, and one in which the faculty and administration has complete jurisdiction. A problem still exists, he said, in defining the bounds of these areas.

One step toward this clarification was made by Administration spokesmen at the weekly *The Tech* press conference, Monday. Speaking with reference to joint-action projects like the Ryer Report, they stated:

When the student body is represented on a joint committee, approval of the report of such a committee by the student representatives will constitute sufficient student body approval of the report.

Thus, a Ryer Report of the future would not have to be approved by the Institute Committee . . . however, they added that student government opinion "will always be considered."

The



Tech

VOL. LXXVII

Friday, April 12, 1957

No. 15

Entered as second class matter at the post office at Boston, Massachusetts, published every Tuesday and Friday during the college year, except during college vacations, by THE TECH, Walker Memorial, Cambridge 39, Mass. Telephone TRowbridge 6-5855-6 or UNIVERSITY 4-6900, Ext. 2731.

Ralph E. Manchester, Jr. '58.....Chairman  
P. William Daly '58.....Managing Editor  
Murray G. Kohlman '58.....Business Manager  
Leland E. Hollway, Jr. '58.....Editorial Chairman  
Stephen M. Samuels '59.....Sports Editor  
Patrick J. McGovern '59.....News Editor  
George E. Glen '59.....Photography Chairman

F. Henry McElroy '59.....Associate Editor  
G. John Haines, Jr. '58.....Associate Editor  
David W. Packer '59.....Associate News Editor  
Richard Kahan '59.....Advertising Manager  
Alberto Velachaga '59.....Circulation Manager  
Stephen J. Sacks '59.....Sales Manager

#### MANAGING BOARD

Robert Saunders '60.....Alfred Kniazeh '59, Night Editor  
Oliver E. Seikel '59, Copy.....John Stevenson '60, Night Editor

#### BUSINESS BOARD

Ken Reinschmidt '60.....Norman Bednarczyk '60  
Al Gnaizda '60.....Charles Rook '60  
Pete Silverberg '60.....Dennis Kelly '60  
Don Wilen '60.....Ken Mitzner '58

#### EDITORIAL BOARD

Fred Epstein '57, Assist. ....Warner Hirsch '57  
Carl Swanson '60.....Dan LaDage '57  
Warren Heimbach '59.....P. Helmut Weymar '58  
Gilbert Weil '56.....Allen C. Langford '57  
Chuck Eckert '60

#### NEWS BOARD

William A. Cramer '59, Assist. ....Robert Soli '58  
Stewart W. Wilson '59, Assist. ....Gus A. Pettit III '60  
Glen W. Zeiders '59, Assist. ....Anthony N. Johnson '60  
J. Anthony Aldrich '60.....Ranjit Puri '60  
Robert Ankrum '60.....Stephen Weinstein '60  
Robert Feinbaum '60.....Jon Wigert '60

#### SPORTS BOARD

Abe Feinberg '60.....Ed Bell '58  
Bob Leinhard '60.....F. Thomas Bond '58  
Lenny Spar '60.....L. Bob Root '57  
Louie Brock '60.....Al Beard '59

#### PHOTOGRAPHY BOARD

Ronald J. Pellar '59.....Editor  
Louis R. Nelson '59.....Editor  
Linda Greiner '60.....Special Assistant  
William Hees '59.....Ken Kellerman '59  
Barry Rutter '59.....Linda Greiner '60  
Peter Lee '60.....Jaime Glotman '60  
Martin Zimmerman '59.....Philip Fauchald '59  
Jerome H. Melgram '60.....Harold Leaguer '59  
R. Broder '59.....Justin Kreuzer '60

#### STAFF CANDIDATES

Joseph Palmer '60.....W. Fred Crewson '60  
David Cahlander '59.....Sara Sindel '60  
Harold Laeger '59.....John H. Kusmiss '59  
Yin Yeh '60.....Bill Widnall '59  
Chris Newman '60.....C. Barton Yohn '60  
Malcolm Zeitlen '60.....J. William Miskoe '60

#### SUBSCRIPTION RATES

	Institute	U.S. Mail	Foreign
1 Year	\$2.25	\$2.75	\$3.25
2 Years	\$4.00	\$5.00	\$6.00

## editorials

### The old army game

Recently the Executive Committee of the MIT Undergraduate Association released a statement of their policy on hazing. As of yet, Institute Committee has made no vote on the matter, but are still in the discussion stage. The resolution would permit hazing within the bounds of the various living groups, but if any one steps out of their own building he is "liable to severe judicial action."

This resolution appears to be another indecisive move on the part of Executive Committee that shows the nebulous nature of student government at MIT. The matter of hazing has been a failing of two Institute Committees and if this resolution is passed by the present one, a similar failing will have occurred. The Institute Committee of two years ago whipped the original motion through only a short while before they were to retire, leaving the problem with the relative little about the situation. The ban was not enforced at all and the concept of student government lost some of its respect to not a few people.

Now, it appears that the Executive Committee does not want to come out and say yes or no about hazing. They want to pass the responsibility to the various living groups. Institute Committee has been indecisive enough about hazing. Either they should come out against it and uphold their rulings or drop the whole matter. Half way student government is worse than no student government.

## letters

An Open Letter to Dr. James R. Killian, Jr.

President of the Massachusetts Institute of Technology

Just a few short months ago my wife and I were very happy and proud to see our eldest son enter MIT on a scholarship. Now, I am not so proud, in fact, I have a few misgivings that his friend and classmate possibly made a wiser choice with Harvard.

It was indeed a shock to visit your campus last October to find a great deal of bitterness among the freshmen. As I sat down and talked to one after another, there were no complaints about the food or even the crowded Bemis House. The complaints seemed to concentrate around a desire to rebel against the ruthless professors. This physics professor insisted on using his own text book to swell his royalties, that professor of creative thinking sold the students' inventions to toy manufacturers as his own ideas,

and still another professor was so busy with outside consulting work that he never looked at a single student's report but had assistants or secretaries do all the reading and marking. Thinking that some of these stories could be colored up a bit, I shrugged them aside. They just couldn't be true.

After we left however, I could not forget the bitterness of a seemingly persecuted group; the jocular front put on by the smart young man who won a \$5000 scholarship—only to learn that he had to study until 2 a.m. to even get B grades. I will never forget watching through an open door of a switching circuits laboratory. The nervous twitching of minds in torture because they just couldn't unravel the error in the maze of wires. Nobody came along with a smile or a suggestion that they relax for a moment and look at the problem from the other side of the room. "How can we relax at exams," the boys said, "when we have four times the number of problems that we can work in one hour?" And over it all, that constant fear of failure: "Maybe this is the last test that will eliminate me from MIT."

Then came *The Tech* issue announcing that the Walker commons meals were no longer to be handled by a non-profit organization but to be managed by Stouffers—one of the most expensive caterers. If Stouffers are to stay in business by making a profit, what else could we expect but a raise in food costs? It seemed to me at that time that you were lighting the fuse on your own "Petard" Dr. Killian.

I am sure you realize now—and possibly a little too late—that students under extreme pressure at MIT are essentially of the same breed as the Hungarian students who fought so valiantly. Why do you suppose that your own students rallied to the Hungarian cause so quickly? Do you really think that Dean Rule's disciplinary action or your own edicts will stop the demonstrations? Already your total cost to a student at MIT is one of the highest in the country and now I suppose this will boost the yearly cost over \$2800 a year.

It has been reported direct to me (independent of the newspapers) that the students were so angry with you that they organized a march on your house. Did you show yourself and try to quiet them? You are not dealing with a stupid unintelligent mob bent on childish pranks. You are dealing with the top 2 or 2½ percent of the most gifted high school graduates of the nation. Your own ruthless methods sifted them out—now you have insulted the intelligence of these young men over and over again until their desire for self preservation and desire for fair play has caused them to throw reason to the winds and revolt. Having been an officer in our local Association for Gifted Children for the past several years, I know that these young men were gifted with a high intelligence before they reached MIT. They will do equally well in another institution where ruthlessness is not a byword. "Sow the wind and reap the whirlwind." I don't think the worst reaction has hit you yet. The parents of these young men are outraged at your inaction and unwillingness to publish the facts and figures and thus the percentage of drop-outs this year will likely exceed all other years. Can't you understand that by your own example you are teaching the students to be ruthless and inconsiderate? No wonder that so many of your graduates fail to "get along" when they enter business.

If you will take a quick tour of your campus Dr. Killian, it will quickly be apparent that your overhead is extremely high. Never in my life did I see so much clerical help for so few professors. I am in favor of higher salaries for professors but what happened to the \$3,286,200 presented to you by the Ford Foundation?

This is not "sour grapes" because my son was so tired from studying until 4 a.m. the previous night that he just couldn't rouse himself to watch the midnight disturbance. He has a 4.5 average for his first semester. However, I sincerely hope that as an alumnus that he will not look back on his college career as the continual nightmare that it appears to be. Could this be the reason why the fund raising activity of your Alumni Association is so weak compared to other great universities? An old grad recently told me, "They're always having riots at Tech—even in my day." Why don't we hear the same about Harvard? Could it be that their disturbances are confined to family affairs? Never once did *The Tech* report that Dean Fasset, Dean Rule or yourself got out among the students to explain matters and quiet them down. Many of these boy's minds are stretched to the breaking point from worry. It is easy to understand why some may want to take a vicious swing at your administration before they are forced out for financial or other reasons.

The court penalties were very severe. Justice has been meted out. Please postpone any further action against these students. Can you say that you are without blame on this matter?

Name withheld by request.

Editor's comment—Really, sir, it is not that bad.

We realize the fresh viewpoint of the outsider can sometimes be of value, however, this seems incredulous at first glance. It is well known that the MIT community is somewhat different than other college environments but is the excessive work load or pressure part of the cause? Various comments are invited relevant to this subject.

JORDAN HALL—GAINSBORO ST.  
CORNER HUNTINGTON AVE.  
DOORS OPEN 7:45 P.M.  
EVERYBODY WELCOME



Sunday Evening APRIL 14 at 8 P.M.  
BARTLETT H. HAYES, JR.  
PAUL SAMPLE MITCHELL SIPORIN  
"The Public and Modern Art"  
Guest Moderator: PETER TEMPLE  
**FORD HALL FORUM**

jack's  
a  
**B.M.O.C**  
with his new  
**SONIC Capri**

Ever since Jack bought his new SONIC CAPRI phonograph at the local college store — he's become the biggest B M O C ever. You can join him and be the BIGGEST ever, too, for you can buy a CAPRI phonograph for as little as \$19.95.

This month's special is the CAPRI 550 — a twin speaker high fidelity portable with 4-speed Webeor automatic changer, hi-fi amplifier in attractive two-tone Forest Green. only \$59.95 at your local dealer.



SONIC INDUSTRIES, INC. 19 Wilbur Street, Lynbrook, N. Y.

## OPORTUNIDADES DE EMPLEO EN MEXICO

La Compañía Procter & Gamble busca jóvenes universitarios para puestos de administración en su Compañía en México.

La Compañía ofrece oportunidades en los ramos de publicidad, compras, finanzas, relaciones industriales, manufactura y ventas.

A los candidatos que reúnan los requisitos, se les dará adecuado entrenamiento preliminar ya sea en México, los Estados Unidos o en Canadá.

Además de estos puestos permanentes, la Compañía ofrece a jóvenes con las aptitudes necesarias, que no terminarán sus estudios en 1957, empleos en México durante el verano como primer paso a puestos permanentes después de haber recibido sus títulos.

Los aspirantes deberán hablar español como idioma natal y ser de preferencia ciudadanos mexicanos, aunque en algunos casos se tomarán en cuenta los ciudadanos de otros países.

Si usted tiene interés en cualquiera de los dos ofrecimientos arriba mencionados, sírvase escribir a D. H. Trott, Gerente General, Procter & Gamble de México, Vallarta 1, México 4, D. F.

Especifique el tipo de trabajo que más le interese, cuales son sus estudios principales, el título universitario que obtendrá, lugar de nacimiento, nacionalidad y la fecha en que terminará sus estudios. Enviar actualismo su dirección permanente y su dirección actual.

IT'S FOR REAL! by Chester Field



### STORM WARNING\*

Hurricanes are moody, temperamental;  
Hurricanes perform in fits and starts;  
Hurricanes have eyes serene and gentle;  
Hurricanes have predatory hearts;  
Hurricanes attack when least expected;  
Hurricanes delight in cutting whirls;  
Hurricanes can leave you broke, dejected...  
Funny we should name them after girls.

**MORAL:** Vive la femme! And vive le BIG, BIG pleasure of Chesterfield King! Majestic length—plus the smoothest natural tobacco filter. Chesterfield King is the smoothest tasting smoke today because it's packed more smoothly by ACCU-RAY.

Take your pleasure BIG! Chesterfield King gives you more of what you're smoking for!

\*\$50 goes to Daniel J. Sullivan, Holy Cross College, for his Chesterfield poem.  
\$50 for every philosophical verse accepted for publication. Chesterfield, P. O. Box 21, New York 46, N. Y.

© Liggett & Myers Tobacco Co.





# Future Exec. Must Have Technical Training To Cope With Computers

## CORPORATION CONFERENCE

(Continued from page 1)  
...manpower, money, and decision-making, union relations, and the interplay of consumer response and the nature of research.  
Professor Forrester stated that the new "industrial dynamics" would develop better intuition in the manager, provide a unified framework for the individual company, contribute to an understanding of the nature of the company, help predict response to advertising, and open ways to the discovery of new forms of or-

ganization.

"Industrial dynamics will become part of our curriculum," said Professor Forrester. For this purpose, IBM will install a 704 computer here for such work this week.

Professor Forrester stated, "As the manager becomes less concerned with routine, he will become more concerned with innovation and the human side of enterprise."

Dean E. P. Brooks of the School of Industrial Management spoke on the evolution of the school, its purpose and "the new kind of education"



Three Convocation delegates are, left to right, Ralph Payne, Major General Morman, Bedford Air Force Base, and David Harriman, Sloan Foundation.

it promotes.

Dean Brooks pointed out that "we have seen technology revolutionize the character of industry. We have seen changes becoming bigger and faster than changes have ever been before." Thus, the new executive needs to know more and more about science and technology and "those powers of rigorous analysis that we have come to associate with science."

Others prominent in the program were Professor Douglas N. McGreg-

or, who spoke on "the human side of enterprise," Dr. Vannevar Bush of the Corporation, and Mr. Cleo F. Craig, chairman of the American Telephone and Telegraph Company.

## TCA

TCA will accept applications for the use of Tech House over the summer beginning April 15. Applications may be had at the office. Early reservations are suggested.



Over hundred Convocation delegates take the sheltered path from Kresge Auditorium to a banquet luncheon in Rockwell Cage after a morning of speeches, Tuesday.



"What I probably like most about this job," says Tom, "is that you're never tied down to one desk and the same routine. There's always a new problem . . . a new approach needed . . . new people to meet and work with."

But first, what does a Systems Analyst do? "Briefly, we study a customer's present system—payroll, inventory control, billing or whatever—and convert it to a mechanized system using either conventional IBM business machines or IBM's high-speed electronic computers."

Tom works out of the IBM Baltimore Office with some of America's



Studying customer's present system

biggest companies as his customers. Graduated from Johns Hopkins in August, '55, with a B.S.I.E., he came immediately to IBM. During his training period, Tom studied IBM's Punched Card and Electronic Data Processing Machines. He learned their uses, their applications, and was instructed in the theories and methods of data processing.

## Diversified Assignments

A leading aircraft company was Tom's first major assignment. "My job there," he explains, "was to analyze the application of IBM's latest electronic computer—the 705—to regulate the flow of materials and machines used to fill Government contracts."

Then came a short, but highly satisfying assignment. At the Bellwood Quartermaster Corps, Tom set up a "SOAP" system (System for Optimum Automatic Programming) de-

## "What's it like to be A SYSTEMS ANALYST AT IBM?"

Two years ago, college senior Thomas Wheeler asked himself this question. Today, a Systems Analyst in IBM's Data Processing Division, Tom reviews his experience and gives some pointers that may be helpful to you in taking the first, most important step in your business career.

finied by Tom as "converting the flow of instructions and information into the most efficient operation for an IBM magnetic drum computer. Bellwood," Tom points out, "is the Inventory Control Center for all



A problem in inventory control

Quartermaster centers in the country. The new system will achieve balanced supply and demand of material throughout the entire U.S.—will save money for the Government—and relieve many men from the drudgery of details."

For the past six months, Tom has been working with the Statistical Services Division of Headquarters Air Research & Development Com-



Explaining IBM's 705 electronic computer

mand. "We are designing and implementing a system to link eleven reporting centers to Headquarters by wire transmission," Tom reports. "Data transmitted to Headquarters by this system will be coordinated and then processed by an IBM 650 electronic computer."

## Why Tom chose IBM

How does a senior like Tom, who was interviewed by at least twenty companies while in college, select his future employer? "In my case," Tom says, "the choice was easy. IBM offered the best opportunities. I knew IBM sales were about doubling every five years—and when I considered the tremendous growth potential of the electronic computer field—I had no trouble making up my mind.

"Besides, I was impressed by the caliber of IBM personnel. They had a broader outlook and an approach to



At the control panel of IBM's 650

business which I can best describe as professional.

"My future? It looks good—very good. I've already received two generous raises in less than two years, and at the rate IBM and the electronic computer field are expanding, my future is both assured—and rewarding!"

IBM hopes this message will help to give you some idea of what it's like to be a Systems Analyst in the Data Processing Division. There are equal opportunities for E.E.'s, I.E.'s, M.E.'s, physicists, mathematicians, Liberal Arts majors, and Business Administration graduates in IBM's many divisions—Research, Product Development, Manufacturing Engineering, Sales and Sales Assistance. Why not drop in and discuss IBM with your Placement Director? He can supply our brochure and tell you when IBM will next interview on your campus. Meanwhile, our Manager of College Relations, P. H. Bradley, will be happy to answer your questions. Just write him at IBM, Room 11904, 590 Madison Ave., New York 22, N. Y.



## Alumni 'Who's Who' Color College Years

by Jon Wigert

Alfred P. Sloan, Jr. '95 headed the impressive list of MIT alumni who formed a significant part of the corporation executives attending the "Convocation to Commemorate the Fifth Anniversary of the School of Industrial Management". For many, the Convocation was a grand game of "who's who"—a concentration of the country's top executives that won't be equaled here, or anywhere else, for some time.

The tall figure of Edward S. Farrow '20, the Vice President of the Eastman Kodak Company, was apparent along with Crawford H. Greenewalt '22, President, E. I. du Pont de Nemours. Patrick B. McGinnis of the Boston and Maine Railroad and Carter L. Burgess, President of Trans World Airlines, were there, as was Roger M. Blough, Chairman of the United States Steel Corporation.

When questioned, the Alumni wanted to talk mostly about the school. They were glad to be back and somewhat proud of the looks of things. Comments on Kresge Auditorium were the most numerous. When *The Tech* photographer William Heess '59 snapped a picture of Mr. R. P. Windisch '21 and Mr. Anthony Anable '20, they jokingly remarked that maybe the picture was going to appear in *Voo Doo*. "There still was a humor magazine of that name, wasn't there?" they asked.

David A. Shepard '26, Director of Standard Oil Company of New Jersey and a graduate of Course X, was another of the MIT Alumni attending the Convocation. He recalled his undergraduate days when a man by the name of Jim Killian was Editor of *The Tech*.

## WGBH-TV Records MIT Student's Life For Italian Audience

The Voice of America has come to the Institute in the form of WGBH-TV cameras. Motion pictures are being taken for a series on Foreign Students in the United States and the subject for the interview at MIT was Gianni Ascarelli, a graduate student and instructor in course VIII. The film was one of two in a pilot series being filmed at the present time. In the language of the movies, a pilot series is a form of audition, in this case to be the samples for a contract of about 300 such films. The other film in this series is of a German student at Harvard. These two films are to be shown in the respective countries of the interviews, under the auspices of the Voice of America. Mr. Ascarelli's home address is Rome, Italy.

This series of films is being made by the film department of WGBH, with Peter Hollander and Franco Romagnolis in charge.

## INSCOMM

(Continued from page 1)

son would be permitted to participate in hazing activity outside his own living group. Participation in such unauthorized activity would render participants "liable to severe Judicial action". Previous regulations banning "any and all transporting of persons beyond the prescribed limits of the living group" are reaffirmed by the report.

Harry Flagg '57 presented the report of the Subcommittee on Freshman Orientation, which he heads. Instead of the expected proposals for a recreational and activities program to replace hazing, he reported that the problem was much deeper and would take a great deal more time to resolve than many people realized, and that his committee would not make any hasty decisions. He stated that such decisions had failed in the past. Inscomm was divided on the merit of his point of view. Some members argued that at least a temporary solution is needed for the immediate future, the first term of the next school year.



## NEW, LOWER RATES

**SBI** Premiums on Savings Bank Life Insurance 5-Year Renewable Term policies have been reduced \$1.10 per \$1,000 per year! This means lower immediate premiums—less money to pay out for family protection. Yearly dividends make the net cost even lower. Ask us for EXACT rates at your age. You'll be amazed how little it costs to get the protection you NEED—at a cost you can afford. By buying life insurance direct, over-the-counter, you help cut selling costs . . . and you get the savings.

## CAMBRIDGEPORT SAVINGS BANK

LIFE INSURANCE DEPT.

UN 4-5271

Central Square

THIS CHANCE  
COMES ONLY  
ONCE A YEAR!

SPECIAL  
2 FOR 1 RATES

Learn the Cha-Cha now  
and save 50%

Don't miss this opportunity to put a little fun in your life—and save money, too! Learn to do the Cha-Cha or any other dance at Arthur Murray's and see how fast you become the most popular partner in your set.

Just put yourself in the hands of an Arthur Murray expert. There's only one basic step to learn for the key to all dances. And even beginners can master it in no time at all. Act now while special 2-for-1 rates are in effect. Come in alone and join a group or bring a friend. Open daily 10 AM to 10 PM.

## ARTHUR MURRAY

393 Boylston Street  
Near Arlington Station  
CO 6-6464

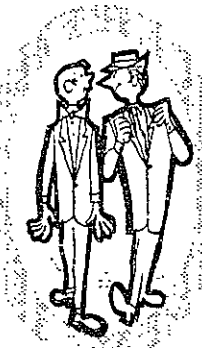
Copyrighted by  
Arthur Murray, Inc., 1957

Men in the know  
know true from false

Men who earn their way  
through college earn the most  
money afterward

☐ TRUE ☐ FALSE

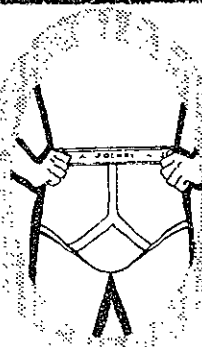
*False.* Statistics prove that men who earn nothing in college are more likely to enter the better-pay occupations.



Proportionately, there are  
more small-town men at  
college than city men

☐ TRUE ☐ FALSE

*True.* Although only 24% of our population grew up in towns of 25,000 or under, this group produces 44% of all college men.



Coopers, maker of Jockey  
brand underwear, try to make  
you forget their products

☐ TRUE ☐ FALSE

*True.* Jockey brand undergarments are famous for comfort. This trim fit with no bind or chafe literally makes you forget you have them on... they're designed to make you comfortably forget them.

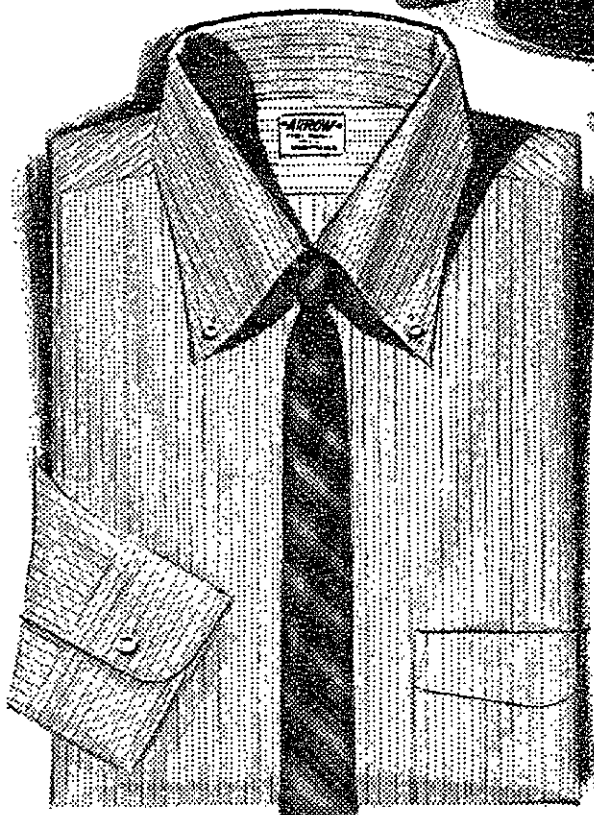
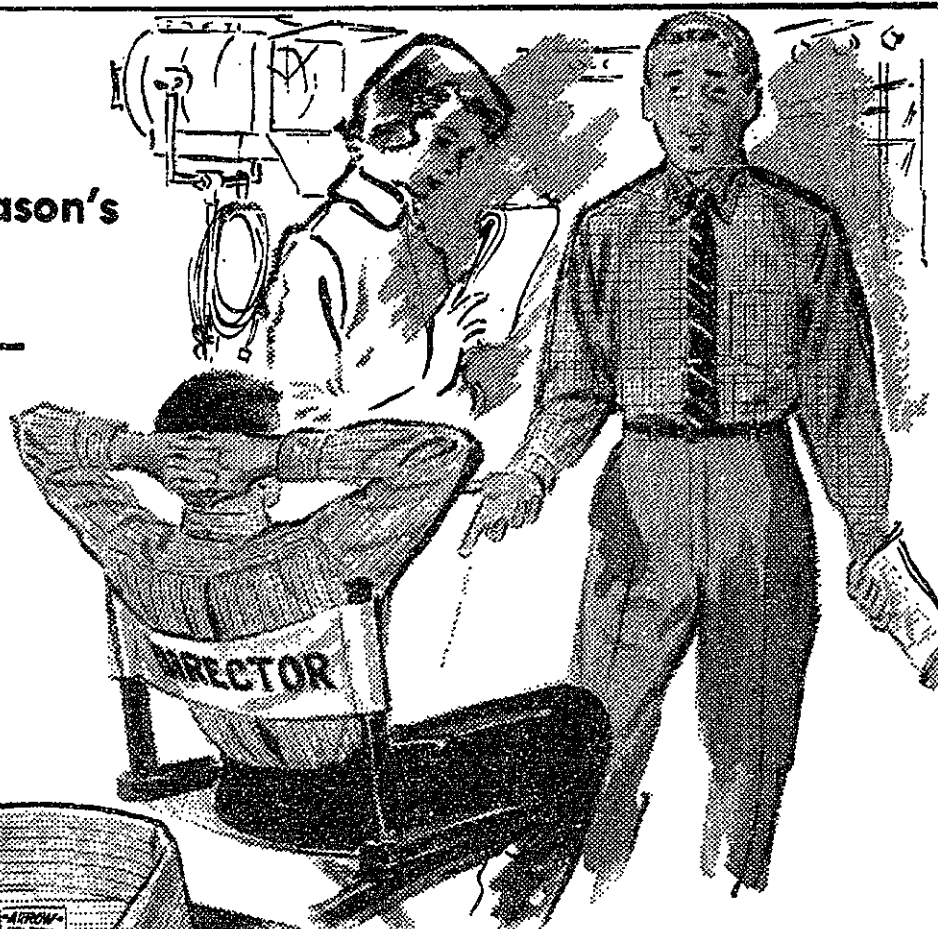
Men on the go  
go for **Jockey** underwear



made only by

Coopers®

Last season's  
hit  
is back—  
bigger  
than  
ever!



This Arrow University oxford shirt was such a smash hit last season, you asked for an encore. And for good reason! The collar is button-down—both front and center back. Full length box pleat in back. Pencil-line stripes on white backgrounds—plus white and five solid colors. Arrow University, \$5.00 up. Shantung stripe ties, \$2.50.

ARROW

—first in fashion

SHIRTS • TIES

MAKE YOUR SELECTION OF ARROW SHIRTS AT THE

## TECHNOLOGY STORE

Choose Westinghouse  
for a rewarding future

You are making a tough decision . . .

*"where shall I start my career . . . which company offers me the best future?"*

Your whole career can be affected by your decision, so choose carefully.

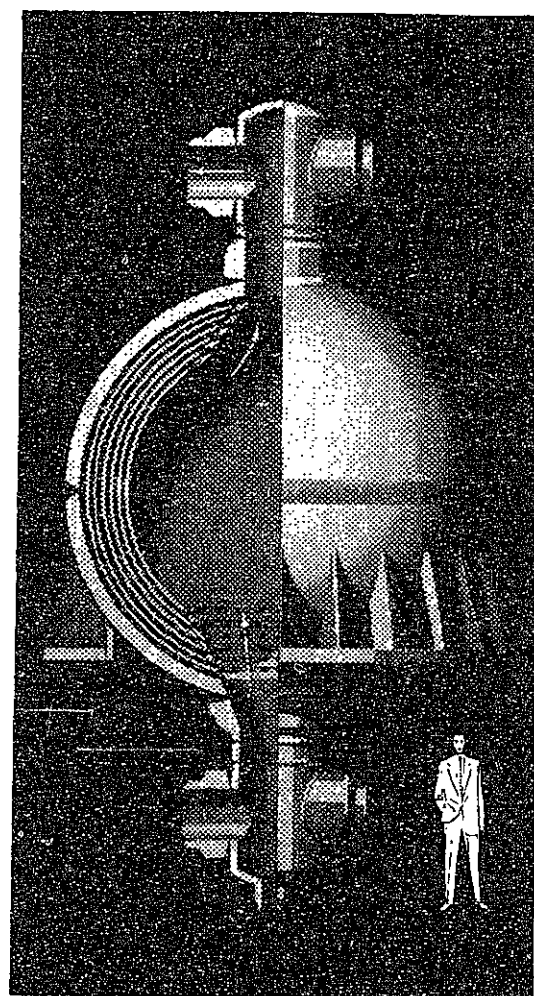
We sincerely believe you will make a wise decision in choosing Westinghouse, a company where big and exciting things are happening.

Here you can work with men who are outstanding leaders in fields such as:

ATOMIC POWER  
AUTOMATION  
JET-AGE METALS  
LARGE POWER EQUIPMENT  
RADAR  
SEMICONDUCTORS  
ELECTRONICS  
CHEMISTRY  
. . . and dozens of others.

You will have an opportunity to work with a company that is having spectacular growth in many fields . . . giving you room to grow.

We help you apply your training to industry. You can pick a career in the industry of your choice . . . in the type of work you prefer, and in plants, sales offices and laboratories from the Atlantic to the Pacific. And, you can study for advanced degrees at Company expense. These are just a few of the many reasons why you should choose Westinghouse.



Possible design for homogeneous reactor vessel

PHONE COLLECT . . . To get further information, phone collect to C. H. Ebert, at the Westinghouse Educational Center, Pittsburgh, EXpress 1-2800, extension 353, or write him at Westinghouse, East Pittsburgh, Pa.

Westinghouse

## Dartmouth To Meet MIT's Rugby Club

This Saturday afternoon at 2:00, Briggs Field, the MIT Rugby Club will be host to one of the world's best teams: Dartmouth, which just won the Bermuda Rugby tournament.

Despite the powerful opposition that the Big Green is expected to provide, the Engineers' hopes are quite high, as the squad acquired a tremendous amount of experience from their West Coast Tour, and the team's familiarity with the Californians' brand of play will be of immeasurable benefit to them.

Grad Student Ken Jones is expected to be the Beavers' top scoring player. Ken, one of the Club's hard-hitting runners, played two years of football at Miami of Ohio before coming to Tech.

Veteran rugbyer Joe Walsh will be counted on for a top performance in the Saturday afternoon contest, as his eight years of playing for the MIT Rugby Club through his undergraduate and graduate years, have given him the experience that makes him one of the team's greatest assets.

## Water Polo Here; Twelve Swimmers Attracted To Group

An ambitious group of swimmers has brought water polo to MIT. The idea to form a polo group has been kicked around since early September. Mr. Balch gave support to the plan when he invited the Hungarian water polo team to participate in an exhibition here in September. The support came in the form of water polo equipment which had to be purchased to enable the Hungarians to perform. After the Hungarian Show the swimming club determined a plan that would establish water polo here shortly after the swimming season.

Last Tuesday the long planned ideas came to fruition. Twelve brave souls came to the pool for the first official practice session.

Bruce Shore G was the only experienced poloist in the group. He has temporarily taken on the job of coaching the rest of the group, since none of the others had ever played the sport.

The group will be run similarly to the Rugby Club and welcomes anyone who is able to swim.

# All-Tech Game Set For Tomorrow Night

Tomorrow will witness one of the most unusual sporting events in the history of the Institute, and surely one of the most unique in the history of basketball. Tomorrow is the date of the All-Tech Basketball Game.

The time is 8:00 p.m.

The place will be the Cambridge Armory, already well-known to the MIT ROTC student. The Armory will be prepared for the occasion with stands, chairs, a public address system, and special lighting.

The purpose is primarily to have a good time, and to give school spirit an uplift in the same process. The proceeds that the sixty cent admission charge will muster will be used to support TCA Boys' Work.

The events will include a clash between the Intramural All-Stars and the MIT varsity basketball team in the second contest of the evening. The first game will find prominent members of the science and humanities departments getting together to oppose the engineers and the administration in a battle that may, by some interesting accident, resemble a basketball game although the plans call for competition far superior to anything conceived by Dr. Naismith.

Some of the organizations that will cooperate in this All-Institute affair are Q Club, which is planning to direct the shouts and gasps of the audience, the Beaver Key and T-Club, which is going to serve refreshments at the game, and A.P.O., which will handle the ticket sales at the door. WTBS will broadcast the all-star vs. varsity game the night of the game, during which they will include a résumé of the faculty battle at half-time.

There are two specials connected with the game. One will be a special dollar price for a couple (so bring a date, by gum). The other is a dark secret not to be breathed till the night of the game.

The following line-ups speak for themselves. To say that the evening will be interesting is an understatement. To be a member of the MIT Community, and to miss the event, can only be considered technical masochism.

MIT faculty men taking part in the benefit are already being tagged with spirited nicknames by their student fans. Placement director J. Jefferson has become "Jumping Joe" and assistant chancellor M. G. Kis-

pert is "the Waban wrecker." And MIT Treasurer Joseph S. Snyder is, naturally enough, "the bonus baby."

Chief threat of the team representing the administration and the engineering faculty will probably be Dr. Holt Ashley. A six-foot-six professor of aeronautical engineering, he should be able to get up in the air.

But the team drawn from the science and humanities faculties may be able to counter height with staying power. At least the MIT students claim metallurgy professor Nicholas Grant is something of an iron man.

## The Lineup

### THE OFFICIALS

Dr. James R. Killian	The Referee
President of the Institute	The Timer
Dean John H. R. R.	
Dean of Students	
Dean Frederick G. Fassett, Jr.	The Scorekeeper
Dean of Residence	The Umpire
Dr. Julius A. Stratton	
Chancellor of the Institute	
Colonel Charles M. McAfee	The Bouncer
Prof. of Military Science	
Dean B. Alden Thresher	The Ball Tosser
Director of Admissions	

### SCIENCE AND HUMANITIES TEAM

Prof. Karl Uno Ingard  
Assoc. Prof. of Physics  
Prof. Walter Stockmayer  
Prof. of Chemistry  
Prof. Irving H. Bartlett  
Assoc. Prof. of Humanities  
Dr. Roger W. Prouty  
Instructor in Humanities  
Prof. David H. Frisch  
Assoc. Prof. of Physics  
Prof. David O. Caldwell  
Assoc. Prof. of Physics  
Prof. Nicholas Grant  
Prof. of Metallurgy  
Prof. Thomas H. Mahoney  
Assoc. Prof. of Humanities  
Major Vernon E. Robbins  
Assoc. Prof. of Mil. Science  
Prof. Sanborn C. Brown  
Assoc. Prof. of Physics  
Prof. Eugene Brown  
Asst. Prof. of Biology  
Mr. Bob Briber  
Exec. Assistant

### ADMINISTRATION AND ENGINEERING TEAM

Dean Robert Holden  
Assoc. Dean of Students  
Prof. Charles Miller  
Asso. Prof. of Civil Eng.  
Dean William Speer  
Assoc. Dean of Students  
Eugene R. Chamberlain  
Asst. Director of Admissions  
Prof. Holt Ashley  
Assoc. Prof. of Aero. Eng.  
Mr. Joseph Snyder  
V.P. and Treasurer of Institute  
Mr. Joseph Jefferson  
Director of Placement Office  
Mr. Malcolm G. Kispert  
Asst. Chancellor  
Prof. George Brown  
Asst. Prof. of Mech. Eng.  
Prof. Frederick J. McGarry  
Asst. Prof. of Civil Eng.  
Prof. Charles H. Norris  
Prof. of Civil Eng.  
Mr. John Murphy  
Director of Athletic Equipment

### VARSITY

Briggs, Richard J. '59, Jacksonville, Fla.  
Cooper, Leroy '59, Bronx, New York  
Goldstein, Martin '57, Lawrence, New York  
Humann, Walter '59, Dallas, Texas  
Jordan, McClaren '58, Berkeley, Calif.  
Larson, Paul '58, Rockford, Ill.  
McGinty, Dennis '59, Grosse Point, Mich.  
Moesta, Hank '59, New Castle, Pa.  
Muraskan, Murray '59, Rockaway, N. Y.  
Polutchko, Robert J. '59, Lincoln, N. C.  
Rachofsky, David '58, Oceanside, N. Y.  
Repetto, Paul B. '58, Cambridge, Mass.  
Shilensky, Stanley '57, Hartford, Conn.  
Wilensky, Samuel '59, Savannah, Ga.

### ALL-STARS

Dave Larson '58, DU  
Don Aucamp '57, Phi Gam  
Gene Shaw '60, Student House  
Dave Crockett '58, East Campus  
Larry Flanagan '57, Sigma Chi  
Bob White '60, Sigma Chi  
Ken Auer '58, DU  
Warren Goodnow '59, Beta Theta Pi  
Tom Courtney '60, East Campus  
Bill Trautman, Grad House  
Dick Bradt '60, Baker House

## CRONIN'S RESTAURANT

30 Dunster Street off Harvard Square

Famous for

CHARCOAL BROILED STEAKS, CHOPS and SEAFOOD

Dinner from 75c to \$2.65

TRY OUR PORTERHOUSE STEAK FOR TWO—\$4.45

Full line of Beer, Wines and Liquors

EL 4-1366

AIR CONDITIONED

AIR CONDITIONED FOR YOUR COMFORT

Pizza - Steaks - Spaghetti - Ravioli - Cacciatore - Chicken

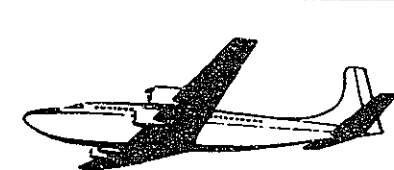
A SNACK TO A FULL COURSE DINNER

*Simeone's*

ITALIAN-AMERICAN RESTAURANT

21 Brookline St., Cambridge, Mass., off Mass. Ave.

Tel. Eliot 4-9569

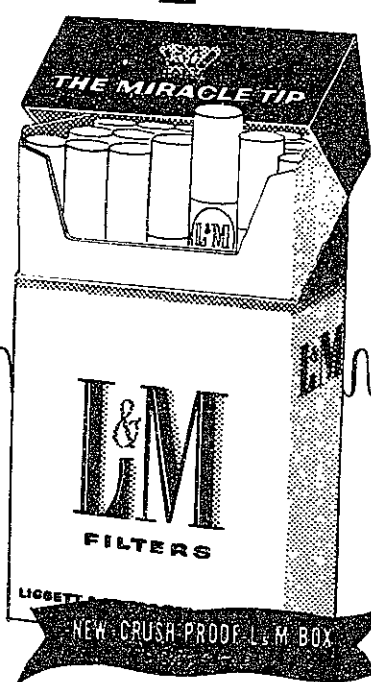


# Win a trip Around the world in 79 days!

PLUS 50 LAND CAMERA PRIZES

PICK THE PACK THAT SUITS YOU BEST

Yes, try L&M in the new Crush-proof Box. Try the handy L&M Pack... then finish the limerick about the pack that suits you best!



Fly around the world this summer! The adventure of a Lifetime... is waiting for You!

Travel the route of Jules Verne's fabulous hero to the most romantic places in the world. London! Paris... Rome... Istanbul... Calcutta... Hong Kong... Tokyo! This could be your summer vacation... 79 days of enchantment with all expenses paid. And all you have to do is write one simple line of English!

Just finish the limerick about the pack that suits you best... the Crush-proof L&M Box or the Handy L&M Pack. See simple rules in box below... and send in your entry TODAY!

Said a popular B.M.O.C.:  
"The New Crush-proof Box is for me!  
It closes so tight,  
Keeps my L&M's right,

Said a Phi Beta Kappa named Jack:  
"I go for the L&M Pack!  
It's so handy to tote,  
In my shirt or my coat,

### EASY CONTEST RULES

**FIRST PRIZE**  
Trip around the world in 79 days

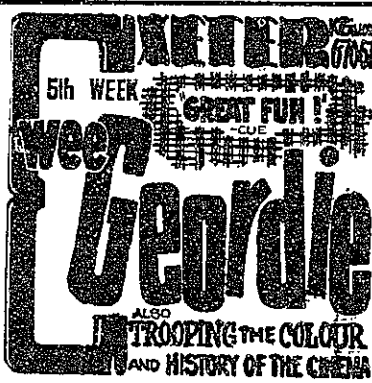
**NEXT 50 PRIZES**  
Polaroid "Highlander" Land cameras

(Contest void wherever illegal)  
©1957, Liggett & Myers Tobacco Co.

1. Finish the limerick about whichever L&M pack suits you best.
2. Send your last line with the wrapper or box from the L&M pack you prefer (a facsimile will do)... along with your name and address, to L&M, P. O. Box 1635, New York 46, N. Y.
3. Contest restricted to college students. Entries must be postmarked no later than midnight, April 30, 1957.
4. Entries will be judged on literary expression, originality, sincerity and aptness of thought. Decision of our judges is final. Winners will be notified by mail.

Get Full, Exciting Flavor  
Plus the Pure White Miracle Tip

Live Modern smoke L&M  
America's fastest-growing cigarette



"ONE OF THE YEAR'S BEST"  
—Crowther, N. Y. Times  
**The Proud and Beautiful**  
MICHELE MORGAN GERARD PHILIPS  
Story by Jean Paul Sartre  
KEMMORE Near Kenmore Sq. KE 6-0777

**PRINTING**  
OFFSET • LETTERPRESS • PLANOGRAPH  
THE HAMPSHIRE PRESS, INC.  
28 Carleton Street  
Cambridge Tel. KI 7-0194  
Printers of The Tech and other school publications



# TV Channel-Crossing Cook Spices Twit With Twang

by Stephen Auerbach

Alistair (Omnibus) Cook walked across the semi-circular stage of the wedge shaped Kresge Auditorium Wednesday evening, proclaiming that he was here to speak as a "refugee from the cathode ray tube". Mr. Cook, a tallish, grey-haired gentleman, with a distinctive, and famous cultured twang, was at Kresge to speak on the topic "Pleasures, Problems and Challenges of Reporting to and Overseas Audience".

The greater part of this Lecture Series sponsored talk dealt with the history of the newspaper as a means of communication, the rise of that adventurous personality—the foreign correspondent, and the problems a writer faces when he must translate American into British. The basic material of the talk was spiced by uncounted numbers of anecdotes of the lost Britisher in America.

The cathode ray col-umnibust began his talk by tracing the growth of the newspaper and those who write for such journals. In particular he elaborated on his own particular field—that of a foreign correspondent. One of the more famous of the first of this trench-coated was Mr. Stanley who made his name by "presuming Mr. Livingston". An aside on the raincoated reporter revealed that this character was made famous first by Joel McCrea, who was followed by Humphrey Bogart who helped continue the delusion of the romantic life lead by such men. Mr. Cook assured the audience that he has never saved Europe from the clutches of international criminals.

While on the subject of foreign correspondents, Mr. Cook attempted to clear up the mistaken notion that all such reporters are Americans as he thinks many of us feel. An aside exposed the famous "informed sources in the White House", who seem to creep into any story from the capital. Mr. Cook revealed, that at one time his "informed source" in the White House was the gardener.

Mr. Cook, who is now an American citizen, but evidently still has a soft spot in his heart for the British, then went on to demonstrate the British feelings about the U.S., and vice-versa. The British picture the U.S. as "young, brash, mechanically minded, immature and uncultured, except when we are so cultured that they (the British) want no part of it." We, on the other hand, see Britain as "old, cautious, undemocratic, VERY literary, unmechanically minded (except in the 19th century, after all somebody had to prime the pump for Thomas Edison) and extremely cultured".

"We are two countries divided by a common language," quoted Mr. Cook, giving credit to Oscar Wilde, then he gave some examples. Talk about a spool of thread to an English girl and she will see a spool and she knows what thread is but she will never really understand till you explain you mean a "reel of cotton".

Mr. Cook closed with the quotation: "The average Eton and Oxford graduate knows more Latin than the average Appalachian Miner."

FOR SALE! FOR SALE!  
OMEGA A-2 PHOTO ENLARGER  
IN EXCELLENT CONDITION  
Contact GEORGE GLEN  
East Campus Goodale.107

Photographs appearing in this paper  
can be obtained from The Tech.

BRATTLE THEATRE  
Harvard Square  
THE DESERT FOX  
SUNDAY: PIT OF LONELINESS



**Old Spice**  
**HAIR GROOM TONIC**

**IN UNBREAKABLE PLASTIC!**

Grooms your hair while it treats your scalp. Controls loose dandruff. 1.00 plus tax

SHULTON New York • Toronto

## Plan 200 Displays; Crowd Of 30,000, At MIT Open House

MIT will hold its twentieth Open House April 27. Over 200 demonstrations, exhibits, and films will be featured in the day-long program. Lincoln Laboratory will display exhibits which have been under security restrictions until recently.

Thirty thousand visitors are expected. Faculty members and students will demonstrate the different exhibits. Many departments are planning special demonstrations.

The Aeronautical Engineering Department is planning to demonstrate the operation of guided missiles, wind tunnels, and automatic controls.

The atom-smashing Van de Graff generator, the 17 million volt linear accelerator, the synchrotron and the cyclotron will be shown at the Laboratory of Nuclear Science.

Food technology will demonstrate a pilot plant for the making of penicillin and will have exhibits showing recent advances in the preparation and preservation of food.

Free organ recitals and motion picture presentations will be given in Kresge Auditorium and the MIT Chapel.

Athletic events are also planned for Open House day. There will be baseball and tennis with Bowdoin; crew races with Boston University, Harvard, Syracuse and Dartmouth; lacrosse with the University of New Hampshire; sailing with B.U. and Northeastern and track with Tufts.

Virgil Browne '57 has charge of the administration of Open House day. He is being helped by Dr. Harold E. Edgerton who is chairman of the faculty advisory committee.

### ATTENTION

WALKER ASSEMBLY FORMAL  
Reserve Your Full Dress Suit  
(White Tie and Tails) Now

at the

**CAPITOL FORMAL SHOP**

1357 Commonwealth Ave. Allston

1 minute from Harvard Avenue

ALgonquin 4-2770 FREE PARKING

Hours: Mon.-Fri.—9 a.m. to 8 p.m.

Tues.-Wed.-Thurs.-Sat.—9 a.m. to 6 p.m.

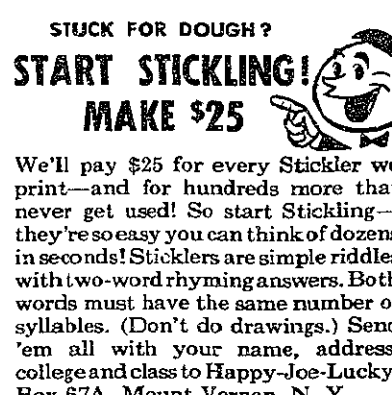
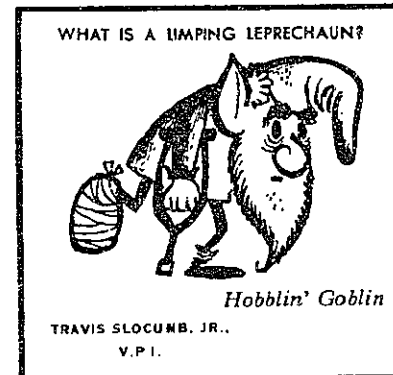
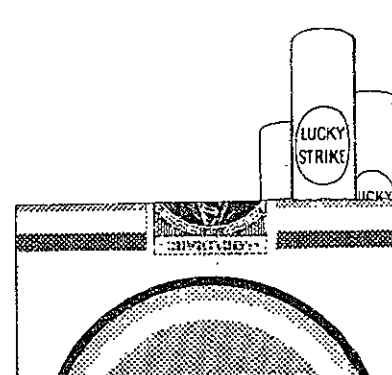
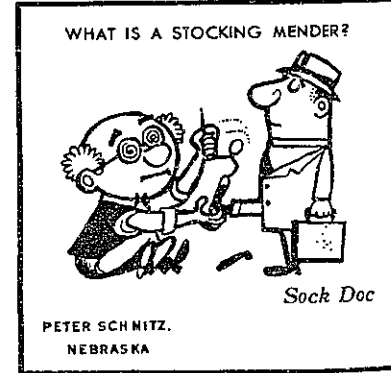
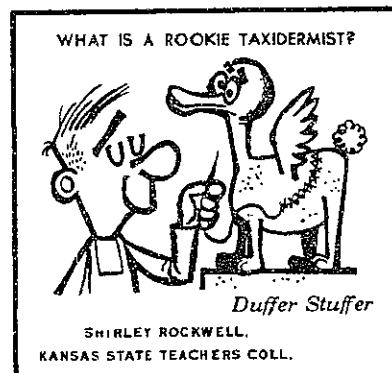
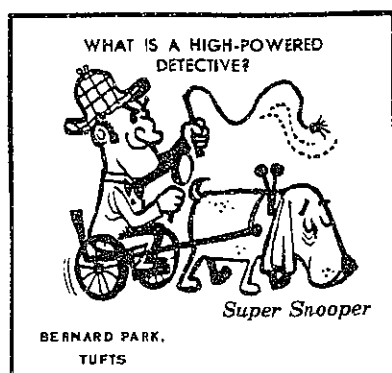
Note: Appointments made for any evening

# Sticklers!

WHAT IS  
CIGARETTE  
SMOKE ON A  
COLD DAY?  
(SEE PARAGRAPH AT RIGHT)



CALENDAR says it's spring . . . but it ain't necessarily so. The freezin' season may still come up with one last blast. And when that happens, your cigarette smoke makes a mighty *Crisp Wisp!* Of course, with Luckies, you can forget the weather. Luckies taste fine all year round—and no wonder! A Lucky is all cigarette . . . nothing but fine, mild, good-tasting tobacco that's TOASTED to taste even better. Forecast: You'll say Luckies are the best-tasting cigarette you ever smoked!



# Luckies Taste Better

"IT'S TOASTED" TO TASTE BETTER . . . CLEANER, FRESHER, SMOOTHER!