The following page was given at the Thanksgiving Assembly which was held on Tuesday, November 26, in Southwick Hall.

MARCH

Secretary—

GOVERNOR’S PROCLAMATION

By

Monroe Martin,

President of Class of 1936

PRAYER OF THANKSGIVING

Textile Quartet

E. F. Milton, Jr., 36; H. C. Hunt,

Cazenovia, 22; A. M. Fleming, 31;

K. A. Grifflieh, 29.

Accompanied, Mr. R. Fox

TRUMPET SOLO

Mr. W. Redwood, 37

FAITH OF OUR FATHERS

ALMA MATER

Assembly

There is the best of Mr. Grifflieh’s day:

Thanksgiving!—revives our

memories of all the happy years.

We recall the sacrifices and

devotion to the ideals of Americanism

exemplified by the founders of our

country. We thank God for the spirit

of America and we believe today as

ever in the power of our spirit and

courage of our forefathers. Let us

never lose sight of this in our

intention and practice the common

father virtues that made us a free

great nation.

It has been seen that national

times often nurture a beautiful
time. Today we are particularly interested

in economic recovery, social security

and political harmony. To waste

wants in idle discussions or to

wander in mindless glories over

relevant matters, is no concern of the

American people during these days

of economic stress and mental strain.

The American people must

to subject conditions by practicing

solutions in the light of pragmatic

trends. Before there can be economic

recovery there must be social security

and political harmony. People cannot

eat words and women cannot be

driven out by politicians and propaganda.

Good intentions do not pay the

rest or balance a budget. Men and

women must be put to work at a living

wage, but first there must prevail

understandings of the United States a

respect for law and order and a belief

that it is good business to live and

work.

Billions of dollars are taken

away from honest workers every year

in the United States by racketeers and

mobsters. The cost of crime alone

exceeds the cost of the World War. Over

30,000 people are killed every year in

auto accidents. The graft in political

rackets runs up into the billions of dollars.

It is the man on the street who pays

the freight and carries the burden of

taxation.

The question of communism in

the United States and the subservience as

force the government by other

disciples of crisis is no longer a
debatable question. There can be no

compromise with public enemies,

regardless of the label of the name.

Practical American citizens should

submit their lives to the proper

authority in order to be kept as

members of a disciplined and as a

protection to themselves and their

family. All who wish to see the

rebuilding of the World War have their

lives pressed on the Washington.

The taking of the necessary

protection that safeguards all patriotic

citizens.

We most remember that it was

the tension against communism that

prompted Marshall to power in Italy.

That tension of communism would

prove the rise of Hitler in Germany.

The reckless hands of the

idolatry, communism and fascism are

slowly crowding out of existence all

personal liberty and religious freedom

that have existed in this part of the

world.

If American goods are sold

in the United States it will be only

because democracy is jeopardized by

the evil of communism. Before it is

too late we must act now to overcome

and finish that stain as it becomes

more and more American citizens.

It would both must be passed

by the next Congress against the

(commenced on page 3)

Senior Class Elections

At the recent senior class meeting

the following men were elected

the Officers of the Class of 1936:

President—Emma E. Martinson, 19,

Lowell, Mass.

Vice President—James R. Redmond,

Lowell, Mass.

Secretary—Robert T. Crawford,

Lowell, Mass.

Treasurer—David Hansen, 39,

Drumla, N. Y.

Executive Council—John J. Bonfield,

Lowell, Mass.

Class Marshal—James C. DeGrace

Lowell, Mass.

Committee on Class Banquet

Robert J. Jones, 1, - Winslow,

Mass.; H. C. Stone, 36, - Winslow,

Mass.; - Members of the Cranmore

Committee: C. B. Oakes, 36, - Winslow,

Mass.; W. P. Arthur, Jr., - Lowell,

Mass.; Allen J. McQuade, VI,

Lowell, Mass.

Phi Psi

Holds Dance

For Pledges

Gamma Xi Chapter of Phi Psi held a
dance at the fraternity house,

November 25. The dance was

very well attended, with a

majority of the active members

present, as well as practically all the

pledges in whose homes the dance was

given. Music was provided by the

most successful combination, which made

itself very popular because it was not

necessary to step dancing while some

one found another record.

The slightly dressed up girls

were quite successful and all refreshments

were served. The party broke up soon

afterwards, everyone regretting the fact

that, due to rain, to change the next

morning, it could not continue any

longer.

ACP College News

Yale students earned a total of

$18,522 last year.

Nine novels, five short stories,

four articles, and a poem have

been acquired this season by

Yale College Press, including three

of the most popular American

adventurers in this type of

fiction.

Goddard University, known as

the Institute of Japan, was

founded by Dr. Howard Hardy,

Anchorage, Alaska.

Three Massachusetts schools,

Holy Cross, Williams and Harvard

have made final NYA awards.

According to Lloyd Wright, the

principal of Compton, Utah,

American architects, America suffers

from "too much southern charm -

(Continued on page 3)

Business Review

Fact in Producing a Market Investigation

By C. M. OHLMANN

eastern Textile Weekly

Preliminaryly most of you, as busi-

nessmen or advertising managers of your

school publications, are (Continued on page 3)

This can be done in any of several

ways, but the most satisfactory, and

by far the most convincing, is to

cause of a house-to-house and
tobacco survey of a complete

cross-section of the city. Interviewers

must not only see the newspaper,

but also speak to bankers, druggists,

and others, and must find the answer

to the manufacturer’s question. They

must go to great trouble in every

extreme of the city, finding out in what

stores and in what parts of the paper

manufacturer’s product and competitive

products enjoy their best distribution and

sales, and where they are weakest and why.

When all of this information has

been obtained and put into presentable and

understandable form, the newspaper can

approach the manufacturer and his

advertising agency, and can be

offered as an attractive feature.

If the newspaper actually reaches

a single number of logical prospect for

the manufacturer’s product, and if

the newspaper has something

worthwhile to sell the manufacturer,

this feature will be readily

instead to the prospect.

As Problem No. 1, let us make

that our advertising copy will

sell its best prospect.

What is it that advertising copy

will sell its best prospect? How can

we reach our prospects with an

advertising message that

quickly and economically?

Where do they live? What do

they read? What radio stations do they

listen to? How can we best use my

advertising campaign with a mark

feature that will actually

sell its best prospect? How can

we reach them with an

advertising message that

quickly and economically?

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advertising message that

quickly and economically?
A Freshman Looks at Fraternities

SINCE fraternities play such an important part in student life at L. T. L., as at most colleges, it only natural that a freshman should try to develop a correct view of the whole situation.

The freshman is, by nature, an idealist, and therefore, is inclined to look at fraternities from the point of view of idealism. He expects more from the fraternity than he finds when he gets there. He expects a social organization that will enable him to develop those character traits which he associates with the name of fraternity. As the Society for the Advancement of Fraternity Inducement, it is the one fraternity that ever comes to his mind. It is the one fraternity that he feels must be affiliated with his fraternity.

The freshman feels honored if he receives a bid from any fraternity, whether or not he has any intention of joining it. And, yet, fraternities employ the “Have a cigar!” policy of rushing. If a freshman does not feel like joining one fraternity, he may not feel like joining any fraternity. The freshman policy is to keep the student at the center of his fraternity's activity, to develop leadership and work with friends, and, above all, he expects the privilege of being a member of the college in an atmosphere of true comradeship.

While these conditions are not doubted true among members of the same fraternity, they do not necessarily exist in the different fraternities. On the contrary, there is a feeling of animosity for exceeding the bounds of friendly rivalry. Because of this, a freshman cannot join one fraternity without making all his friends in the other fraternities feel that he is a member of one in the back.

After all, fraternity men are first textile men, and the fraternities owe their very existence to the school. Therefore, any feeling between fraternities should not be allowed to stand in the way of perfect cooperation for the furthering of the Institute. Is that asking too much?

Fraternity Look at a Freshman

THERE are several accusations in the accompanying article which we feel no fraternity man would hesitate to deny. We are sure that these views are not impressed, and, as such, subject to modification and correction. Consequently, we should like to state that they have been stated in an attempt to state the facts fairly, and to make this a forum for all those interested in the subject.

We are certain that no fraternity man would allow to go unchallenged any statement that there is a feeling of animosity by exceeding the bounds of friendly rivalry. We can see how a freshman might easily form this opinion because of the fact that his first contact with fraternities is during the rushing season when the rivalries are at their height. Also, it must be conceded, due to the circumstances—four fraternities, and only three of these engaged in active rushing—the competition is keener than it would be among a larger number of fraternities. But in spite of these conditions, we still feel this opinion unjust.

The fact that classes are so small at the Institute, and that the fact that these classes are composed of members of different fraternities, and the great number of different fraternities, is of great importance, and the same should be clear by our different fraternities.

As to the “Have a cigar!” policy of rushing, we shall admit the system in use today might easily give that impression. We know that the system has its weaknesses. But can the freshman describe any other system? As to whether or not a fraternity can be acquired by the members of the freshman class? In what other way can a fraternity show its house to a freshman and have the freshman become acquainted with the members? What else can a freshman do but try to get in as a fraternity?

It is rather a difficult problem, but until someone outlines a more satisfactory plan, it seems that the status quo will have to be maintained.

Phi Psi News

Congratulations to the thirteen members of the newly elected Chapter of Phi Psi. We feel that we have enjoyed a very successful freshman year and the year to come will never have come to think otherwise.

Lee Durrin is the poorest example of an inviolate we've seen in many a day. We're of the private opinion that he's without a doubt the best last man in the house. Which perhaps isn't saying too much, but he's not a man we've recently removed from an appendix.

Congratulations, Tommy Comstock. We think you're doing all right.

And congratulations are in order—the Terrapins got to the Cup and played comparatively even last Saturday.

There was a scrimmage at the dance Monday night. No one knows exactly who he was, but rumor has it that his name was Schonsechlich or something to that effect.

Nemo Lincoln may be the one and only as far as Madame Butterfly (or the box butterflies) is concerned, but unless he was Madam, he was a bit confused at various occasions and waved at the other night. Can't think it, Charlie?

Rise Broadcast did a noble job Sunday night. We still think his tune is a typographical error, and was intended to be carried.

It was proved beyond the shadow of a doubt that the Loon floor was the cleanest; and the Thomas and Loon Grease rats took precedence and stuff.

We would have thought there were plenty of people in the house to cope with the situation. But perhaps nobody was there, so we don't know exactly who was involved with the house.

Since Edgar Lashner has reached his new high plane of social accomplishment, we feel that "Ziegfeld" is just asCallfield, at the expense of more appropriate title, "Count Von Bad To The Bone!" is the amounhice choice to date.

Personally, we intensely dislike Billy Reed's cigarette lighter. How can you win against a lighter that works every time?

To live in hearts we leave behind is to die. —Campbell.
Facts In Conducting Mail Navigation

(Continued from page 1)

A worthwhile campaign to improve my distribution

All of these questions, and many more, must be answered to the satisfaction of the advertising

One of the most successful copy writers in the history of advertising made it his regular practice, before he ever undertook a new assignment, to list in his mind the obstacles a reader might have to the proposition he was about to

Someone has said that you cannot succeed in business unless you understand your

Looking back on my own experience as a campus publication, I recall the old days of the media, when the

As I remember, we almost never tried to trouble our advertisers, except those students who failed to

This technique, in a sense, amounted to a kind of self-censorship. By notpublishing all

To summarize, I would like to make three

Two organizations with which I am

There are several things which you should have

You are charging a $300,000 market price

You have proved conclusively that

And of course the last complete item to

A common source of your local advertising. Unless the

Among these facts, you have the following:

Ask such student you are interviewing

1. How often do you buy a new suit?

3. What were the prices of your

2. How much did you pay for the

1. How many men have you ever

2. What are the advantages and

If you are a student

The Yale News, says Mr. Villard, is the
daily college newspaper. Why? Because it does

The committee on advertising

If Smith's advertising manager has a

And if Smith's advertising manager


doubt the

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Facts In Conducting a Market Investigation

(Continued from page 2)

1. The award of cash prizes to newspapers and to individuals for use in the highest dollar and cents values of disquiet sales stories from advertisers in the newspaper during a certain period of time. This plan gives advertisers tangible proof of the efficiency of their advertising in the newspaper. It ensures student interest in the advertisement, and publishes the paper with a real news story. It should be clearly explained to readers and advertisers, and should be handled in a short period of time to insure maximum interest. This plan was used successfully in the "ижтау", Niagara University, Wshcata, Niance, last year.

2. A simple and harmless variant of this plan was worked out by the REVIEW at the University of Michigan, Ann Arbor. The newspaper offered cash prizes to contributions and individual in the greatest number of tax stamps or marked stamps along with accounts which an advertiser in the REVIEW. A capitalistic plan is in the interest of the paper and guarantees an audience of 500,000 students, or 25 percent of the readers, brought to the solution. The dollar bill plan has been worked out in many ways. Basically, the plan is to give a certain number of marked dollar bills in circulation and to have them worth more than their face value in the stores of cooperating advertisers. The number of marks or stamps can be added to the newspaper, and a plan justly be given by tracing the movements of these bills from day to day in feature story. This plan is obviously easier to work out in smaller towns, or in cities where the college shopping district is distinct from the general shopping district.

3. The Hill Week. Special tags bearing the name of the newspaper, are printed and are affixed to an article prominently displayed in the store of each advertiser for the week. Persons are awarded in the readers turning in simplified lists of articles, covering larger and price of the week. Prizes may be furnished by the newspaper in the advertisement.

4. Acts Hunt. There are countless variations on this theme. Names of students are included in advertisements and when present the ad and identify themselves they receive free merchandise, theater tickets, or cash awards. The ad must be worked into advertising copy in such a manner that they will be difficult but not impossible to find. Each main idea has been worked out by organs, newspaper, magazines, etc., with the license number of cars being substituted for the names of the students.

5. An article can be worked out in which advertisements will contain typographical errors, and prices can be given to require spelling and list these mistakes.

6. As far as I know, the silver dollar idea has never been used by college publications, but it would be an excellent publicity scheme and would give definite proof of student spending. The newspaper would furnish copies of student checks or exchange normal currency for silver dollars, and merchants to record the sharp increase in silver dollar volume. Advertising featuring "silver dollar" values can be selected.

The above is far from a comprehensive list of promotional contests, but it may serve to suggest some other ideas. An article on special feature will be found in an early issue of BUSINESS REVIEW.

Hayes Speaks to Students

At Lowell Textile Institute

(Continued from page 1)

and all other adversative movements in the United States. The Department of Justice and other duly recognized agencies of our government must be given legal power to enforce laws against all public enemies in the United States. All undesirable aliens should be deported in order to make room for honest unpolluted American citizens. People should be allowed in the country in which they earn their living, and in certain particular instances of diplomats and persons engaged in trade. People who are citizens of a country owe their first allegiance to their own country.

We live today in the power age. There seems to be little chance for atrocity in the midst of plenty. In order to maintain high standards of living there must be steady improvement and a constant turnover of our civilization. Money should be earned to spend on services, needs and luxuries. In the near future probably industry will establish a 20 hour work week.

The United States made progress over a period of years because there was a spirit of national cooperation and a high degree of regard individualism was enjoyed abroad. We must cooperate with the state in order to function as a nation of integral parts. Checks and balances like the voice of journalism have a tendency to keep people functioning with after the old theories of checking down rights on ecclesiastical, social, and political iniquities. Democracy can survive if the people will practice the ideals of democracy.

Go To It, Viceroy

A kind-hearted English vice-camp one day observed an old woman laboriously pulling a panhandle up a steep hill. He volunteered his assistance, and when they reached the top of the hill told, in answer to her thanks: "Oh, it's nothing at all. I'm not used to it. But as a little reward, may I have the baby?"

"Baby! How comes you, sir?" she returned, "it ain't no baby, it's the old man's beer."

Facts Are Facts

The reporter was sent to write up a charity ball. Next day the editor called him in his desk.

"Look here, what do you mean by this? Among the most beautiful girls was Hortense Lucien Drago. Why, you crazy idiot! Old Dragoeyn is a jilt— and besides she's one of our principal stockholders."

"I can't help that," returned the best reporter. "That's where he was signed in a Boston library. Low Con- version Permitted. — The New Yorker.

Wiseman: "Changing a live, eh?"

Hotman: "No, I just got cut every few miles and jack it up to give it a rest."

The aromatic Turkish tobaccos used in Chesterfield give them a more pleasing aroma and taste...

Every year we import thousands of pounds from Turkey and Greece

The IMPORT DUTY alone is 35 cents a pound—but Turkish tobacco is necessary to a good cigarette.

The right amount of Turkish tobacco, blended with our mild, ripe home-grown tobaccos helps to give Chesterfield more aroma, helps to give them a more pleasing taste.

CHESTERFIELD—A BLEND OF MILD RIPE HOME-GROWN AND AROMATIC TURKISH TOBACCOS