

## FRESHMEN HEAR OF COURSES FROM PRESIDENT STRATTON AND HEADS OF DEPARTMENTS

### URGE ALL MEN TO MAKE THEIR FINAL CHOICE WITH CARE

Engineering, Scientific And  
Business Courses  
Explained

#### MEETING WAS YESTERDAY

All of the courses at the Institute were thoroughly reviewed and studied at the mass meeting of the freshman class held in Room 10-250 yesterday afternoon at 3 o'clock. President Stratton, Professors Edward F. Miller '36, Samuel C. Prescott '94 and Davis R. Dewey described the courses and sought to impress the freshmen with the importance of making a study of the various courses so that they would choose the one for which they are most fitted.

Professor Edward F. Miller '86, head of the Mechanical Engineering Department, then presented a study of the various engineering courses at the Institute. "All of the modern inventions of today have been due to engineering," he said. "The present machines and inventions are constantly being improved and developed and they will be developed more in the future." Professor Miller concluded by saying, "Do not select a course because someone else has told you it is an easy course. It is vitally necessary that you should choose the course for which you are most fitted."

#### Science Courses Explained

Professor Samuel C. Prescott '94, head of the Biology Department, next described the Science courses of the Institute and explained all their various functions. Professor Prescott, during his talk, stated, "There are many broad fields of study in the scientific courses both in the research and the applied departments. Biology, Chemistry and Physics are some of the major divisions of the Science

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### M. I. T. RIFLE TEAM GOES TO WASHINGTON

#### Will Meet National Champions Shoulder to Shoulder

Seven members of Technology's crack rifle team will meet George Washington University in a shoulder-to-shoulder match at their opponents' range in Washington, D. C., tomorrow night. George Washington holds the national intercollegiate championship in shoulder-to-shoulder shooting and has one of the finest teams in the country.

In the past month the Engineer shooters have scored victories in challenge matches over Northwestern, Johns Hopkins, V. P. L. and Massachusetts Agricultural College. The only defeat was sustained in a challenge match with Vermont. This loss was later avenged in a postponed league match on March 17, when Vermont was defeated 1330 to 1278.

Captain Arthur Elliott '28, Robert Harbeck '28, James Reddig '29, Arthur LaCapria '29, Richard Orleman '30, Robert Loomis '29 and Frederick Twarogowski '30 are the men who will make the trip to Washington. The first five represented M. I. T. in the match last Saturday in which they won the New England and placed second in the Eastern Intercollegiate shoulder-to-shoulder championships.

### Prom Redemption Sale Due to Start Monday

Redemptions for signups to Junior Prom will be put on sale in the Main Lobby all next week, and at the same time those who have not already purchased their tickets may do so for the original price of \$12. The cost of the redemptions will be \$8, the balance having already been paid at the time of signing up.

### Prof Cooks Dinner Before Hungry Class

One egg on lime! Ye venerable chemist, "Gargoyle Eddie" Mueller, again turned chef when he demonstrated before the unbelieving frosh that an egg can be fried on slaked lime. The chef said that anyone who wanted could eat the egg after class, as it finally fried even though he forgot to grease the pan.

As soon as the bell rang about half of the section rushed down to view the egg, several volunteering to eat it, but at present it is not known who did this, as there has been no report of severe indigestion over at the clinic.

### Institute Grants New Location to Radio Association

#### Will Complete Alterations for Station Within Two Weeks

Due to crowded quarters, it has been found necessary to move the radio station belonging to the Technology Radio Society to a new location. The Electrical Engineering Department has been given the use of the old boiler house near the Hangar and is making the necessary alterations for housing the transmitters. Unless some unforeseen delay should hinder the work, the transmitters will be in operation in about a week. Twenty foot masts will be placed upon the roof of the Hangar to serve as the supports for the aerials. The three transmitters, which are now in operation in Building 35 will be completely removed and placed in operation as soon as possible.

As the Institute is making the change, it will superintend the removal and setting up of the apparatus. No changes will be made in the type of transmitters.

It is believed that the Communications Laboratories will carry on some transmission tests from the new station in the future. The operating of the Communications Laboratories will not conflict with the maintaining of schedules and other work of the Radio Society. Authorized members of the Society will be permitted to have the same privileges as in the location.

According to the opinion of the members of the Communications Laboratory, the efficiency of the transmitter should be increased and much better results should be obtained.

### TECHNOLOGY STUDENT WINS DRAWING PRIZE

#### Everett S. Cofran '28 Receives Sixth Place in Contest

Everett S. Cofran '28 has been awarded sixth place in the *College Humor* \$2000 art contest for the best drawings submitted in black and white by any undergraduate in the United States. He will be given a prize of special drawing equipment, and his name will appear along with the other winners in the May issue of *College Humor*.

More than 10,500 drawings were submitted by 1600 artists in this nationwide contest. Each drawing was criticized by the internationally famous illustrators, James Montgomery Flagg, Arthur William Brown, Gaar Williams, and by H. N. Swanson, editor, and Tom Burroughs, art director, of *College Humor* magazine. The judges spoke very highly of the quality of work that was submitted.

Mr. Flagg, speaking for the judges, said that as a whole, the cartoons were far superior to the illustrations and decorative art work. "The prize winners have a style of their own, no matter how strongly they may be in sympathy with older artists. They know what they want to say in line, and they say it," he said.

### Luey Is Elected To Captaincy Of Beaver Swimmers

#### Holder of Institute Backstroke Record—Winner of Two N. E. Championships

Laurence Luey '29 was elected captain of the 1929 swimming team at the annual banquet at the University Club last night. He is the first Technology man ever to win a championship in the New England Intercollegiate and bids to repeat this again next year.

Luey started out as a mediocre swimmer and during his first year of competition he did very little. At the first of this season he came through for a win in the backstroke at the Amherst meet, but his time was none too good.

#### Luey Shatters N. E. Record

Slowly but surely he began to cut down his own time and it was not long before he had broken the M. I. T. record. This did not satisfy him and he kept lowering his own record until in the New England A. A. U. championships he broke the backstroke record set by Coach Dean and set a new mark of one minute and 55 seconds. The next day in the Intercollegiate he shattered this record by half a second to win the Intercollegiate.

There will be a large number of other veterans back next year and the Engineers stand every chance of having a fairly strong team next year. Both Birnbaum and Appleton, the breaststroke swimmers, will be back next year and promise to keep up their old stunt of conducting individual races again next season.

#### Jarosh and Torchio to Be Back

John Jarosh, the Engineers' best 440 man, is only a Sophomore and he will have two more seasons to still further lower the record that he has set in this event. He also is a good backstroke swimmer.

Philip Torchio, the best dash and relay man, is sure to be out next year and he will be ably backed up by a large number of freshmen led by McKay, who shows signs of filling the gap caused by Brown's graduation. Lutz will also be eligible and these two will do considerable towards building up the dashes and the relay team.

#### Freshmen Have Good Divers

Divers will be the biggest contribution that the freshman team has to offer for the Varsity next year. Howell Lykes has been the outstanding yearling diver and has collected many first places this season. He will also be aided by McMinn, who shows every sign of developing into a first-class diver. Others who will be back next year are: Payson in the relay, and Baker, a freshman breaststroke swimmer, who may give Appleton and Birnbaum considerable competition.

### List of Freshmen Who Are Not Wearing Ties

A. V. Ajemian.  
C. R. Binner.  
J. R. Brennan.  
T. E. Brooks.  
J. H. Brown.  
M. M. Cannon.  
T. P. Coffey.  
H. A. Cruz.  
M. G. Eskin.  
J. P. Glass.  
H. B. Goetz.  
J. Grozen.  
R. W. Hawkley.  
F. C. Jelin.  
J. R. Kalman.  
J. Kaplan.  
M. Katz.  
R. D. Knight.  
H. Kreiger.  
H. Landsman.  
D. J. McSheehy.  
C. V. Nicholson.  
D. Nicoll.  
J. L. Olson, Jr.  
R. S. Poor.  
H. D. Rashmudi.  
C. G. Rice.  
H. S. Stahl.  
C. W. Turner.  
S. Waldman.  
W. J. Wyszanski.

College transferees who are registered as '31 are supposed to wear their freshman ties, unless they have received special permission from the Rules Committee.

## INSTITUTE COMMITTEE NOW PLANNING STUDENT INQUIRY TO HELP COURSE CURRICULA

### Dr. Stratton Commends Student Questionnaire

While the Institute has long been recognized as a leader among technical schools, it is not reasonable to assume that no improvements can be made in our present methods of teaching. It is our sincere desire to do everything possible to provide the best conditions for study, but only by the co-operation of all concerned can we arrive at constructive suggestions for bettering our system.

The Student Inquiry, I believe, represents a rational and commendable endeavor on the part of the undergraduates, toward our common goal.

(Signed) S. W. STRATTON.

### Will Tell About Motorless Planes At Aero Meeting

#### Two German Glider Experts to Make Tests Tonight At Technology

Major Vergne Chappelle and Mr. C. K. Froehlich, of the North German Lloyd interests will deliver a lecture on "gliding" in Room 1-119 tonight at 7:30 o'clock, it was announced. This lecture will be held under the auspices of the Aeronautical Engineering Society.

Mr. Froehlich, an expert upon the subject of glider technique, has designed several types of gliders and has entered in several European competitions. This sport has recently become very popular in Europe, especially in Germany. Major Chappelle, vice-president of the Motorless Aviation Club of Brooklyn, will present a discussion of the possibilities of the development of gliding as a sport which is rapidly becoming recognized in the United States.

#### Make Inspection With A. E. S.

An inspection tour will be made by Major Chappelle and Mr. Froehlich in the afternoon when they will visit the Aeronautical Engineering Society. It is expected that they will make some helpful suggestions concerning the glider which the society is now constructing. This glider should be completed shortly.

After the lecture, Major Chappelle and Mr. Froehlich will conduct a series of tests during which the strength of specimen glider ribs will be determined. There will also be an exhibition of various parts from motorless planes immediately after the talk.

All members of the Faculty, students, and any others who are interested are cordially invited to attend the lecture.

### NOON IS LIMIT FOR SIGNUP REDEMPTION

#### 500 Technique Tickets Are Yet To Be Reclaimed

Although five out of the six days of the Technique campaign for redemption of the signups have passed, there are still over 500 men who have not fulfilled their pledge. Tomorrow is the last day that the redemptions will be sold at the special price of \$3.

A stand is being maintained in the Main Lobby until 5 o'clock today and until 1 o'clock tomorrow for the convenience of those students who have not as yet made sure of their copy of Technique. After tomorrow, the price of the sales will be \$1. Those wishing to purchase the redemptions then will have to do so at the Technique office in Walker Memorial.

For the benefit of those who have not secured their signups, there are a few copies of Technique which may be had for the sum of \$5. These may be purchased in the Main Lobby until tomorrow afternoon.

## STABILIZATION OF UNDERGRADUATE OPINION IS GOAL

Questions are Confined to the  
Courses of the First  
Two Years

#### HOPE FOR LARGE RETURNS

Technology students will have the opportunity of voicing their opinions on the method of instruction here on April ninth, when the "Student Inquiry," compiled by the Institute Committee, will be distributed among the undergraduates.

Although it is essentially a questionnaire, as was the one published recently by THE TECH, this Inquiry will be the result of a great deal more research and thus will be more comprehensive. It is intended, by the nature of its questions, to crystallize student opinion so that it may be utilized practically, instead of merely making public a number of complaints.

#### Commended by Dr. Stratton

Work commenced on the project late last spring, and has been progressing steadily ever since, many ideas having been obtained through correspondence with other colleges. In its final form, it has the hearty commendation of President Samuel W. Stratton as stated in the accompanying article. The nine questions included will require solid thought if valuable answers are to be made.

Due to the immensity of the problem of gathering student opinion concerning all the courses in the Institute, this "Student Inquiry" will be confined to the problems of the courses studied by first and second year men. This does not mean that answers are to be turned in only by freshmen and Sophomores. On the contrary, opinions from the upper classes will be of special value, because they will be based on the viewpoint of the value of this early instruction and its effect on their later work.

#### Inquiry Has Double Purpose

Problems concerned both with the methods of teaching and the relations of the student and the professor will be taken up by the "Student Inquiry."

(Continued on page 4)

## BOIT PRIZE AWARDS MADE LAST SATURDAY

#### Five Sophomores Received \$25 Each for English Themes

Award of the Boit Prizes for the first term of the current academic year were announced Saturday by Professor Henry G. Pearson. The awards, made in the presence of the Sophomore English sections, went to John F. Bennett, Frederick Pawley, Robert B. Rypinski, Philetus Holt and Frank J. Noonan, and consisted of \$25 in gold and a certificate to each man.

To Arnold Childs and Emanuel Birnbaum the Committee of Selection awarded honorable mention, and Bennett gained the distinction of placing two of his themes among the four best submitted.

These prizes were established in 1922 under the will of the late Robert A. Boit, and five prizes are awarded each term to members of the Sophomore class in recognition of excellence in English composition as manifested by work done as part of the regular requirements of the second year of study at the institute.

## CALENDAR

Friday, March 30

- 1:00 In Room 3-270 Mr. G. J. Moad speaks on "Impressions of Commercial Aeronautics."
- 7:00 Meeting of freshmen officers and section leaders in Room 1-138.
- 7:30 Address on gliders in Room 1-119 by Major Vergne Chappelle and Mr. C. K. Froehlich.
- Sunday, April 1
- 10:00 A. M. Catholic Club Breakfast at Hotel Lenox.

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THE STUDENT INQUIRY

IN the Spring of last year President Stratton suggested to several members of the Institute Committee that they make a more or less detailed investigation of curricula, approaching the subject entirely from the undergraduate point of view. Since that time the idea has to all outward appearances lain dormant in the minds of the appointed sub-committee, and little was heard of its action until THE TECH announced the date of its own questionnaire. Members of the Committee immediately discussed the matter with the Managing Board, and plans were willingly made to prevent any conflict between the two groups.

When the Committee first commenced its investigation, it became rather obvious that the most representative expression of student viewpoint could be obtained through direct contact with the entire school, and that the questionnaire system was the logical way. The reaction of the school to the questionnaire of THE TECH was observed—the latter being very much in the way of a preliminary experiment—and then the group of Juniors and Seniors, working as the Committee on Curricula, devised the far more inclusive form which will appear one week from Monday.

While several of the questions in the Inquiry will deal with the more mechanical details of class work—quizzes, lectures, exams—much of the thought and effort has been directed toward encouraging a closer relationship between the Faculty and their respective classes. The students will be asked to state definite answers to nine carefully worded questions, together with more extended comment at the end. These questions will deal entirely with classes taught to freshmen and Sophomores, but all attending the Institute will be requested to respond, as upperclassmen usually have a broader understanding of the earlier conditions than those still living among them.

This Student Inquiry is rather unusual among modern technical schools, because though sponsored by the Institute Committee it has the support and hearty endorsement of the President and Faculty members. It is their wish to learn directly from the undergraduates their suggestions and desires in the hope that curricular methods may thereby be improved.

IN QUEST OF PEACE

WAR, Naval armaments, R. O. T. C. are bristly subjects to talk about in these days of D. A. R. and Scabbard and Blade blacklists, while official suppression of student uprisings against compulsory military training goes apace. The axe once wielded by the presidential hand on the rebellious college editors and liberal coteries, now performs mercilessly for the national patriotic organizations. This is truly an anomalous situation in this age of supposedly free speech.

Subjects as vitally important as these, though, cannot be suppressed very long by blacklists, for they touch the people too closely. It is therefore with a great deal of interest that we regard the Wesleyan Intercollegiate Parley on War which opened yesterday at that institution for a two day session. Newton D. Baker, former Secretary of War, was to start the proceedings with a talk on "Peace and Education." The highly interesting subject of adequate national defense was to come up for discussion by Rear Admiral Charles P. Plunkett (retired) and the noted socialist, Norman Thomas. Professor Edward P. Cheyney, famed historian, and Fletcher Hale, a member of the Naval Affairs Committee of Congress, follow with a warm clash on the question, "What national rights are we justified in defending?" The two day session will be concluded today with addresses by Admiral Thomas P. Magruder and Hanford MacNider, ex-Assistant Secretary of War, on "The Next Steps."

With this representative parley to lead the way to calm and intelligent discussions of war and related subjects, plans may finally be devised that will result in the outlawry of this barbaric menace. A hundred blacklists or suspensions can never do as much as this one round-table session at Wesleyan in the direction of peace. And, after all, that is what we are supposed to be looking for.



The Lounger quotes an interesting bit of sidelight on how Institute athletes behave when away from home; he quotes this gem from the "New York University Alumnus": "Massari was picked as sure winner for he had knocked out Mason (M. I. T.), in a little more than a minute of fighting in a dual meet earlier in the season. Mason, however, gained the judge's decision and responded by planting a fervent kiss on Henry's cheek!"

Oh, oh, Masey! been hanging around the stenogs too much lately!

It has just reached the Lounger's active ears that Professional Breed is off again. Today he told the boys in his Railroads class all about the time he won thirty dollars tricking a poor man who was running a shell game. You see Breed knew he was pretty good, and he just kept his eye on the little pea all the time, and wouldn't let the poor man take it out. Tell you what—it's a liberal education to be in any of his classes—you learn most everything but what you ought to have to pass the finals.

Many the tears that will be shed among Faculty and studes alike this

coming Monday morning when the Filter-Paper-Mop breaks forth. Well can the Lounger remember the year when No-Graft and his assistants tried to sue everybody for exposing the tutoring trust. He wonders though what the Mop can find to ride now that every one of the Three Drips is totally defunct.

Fifty percent of the students of Harvard University do not approve of companionate marriage, but another fifty percent favor giving the plan a trial. At Radcliffe, student opinion is more one-sided, for eighty percent voted against companionate marriage while eighty-five percent were against giving the plan a trial.



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# FIFTY MEN REPORT FOR BASEBALL

## OUTDOOR PRACTICE STARTS TOMORROW

### Only Eight Days Before Beavers Open Season Against Northeastern

Over 50 candidates reported for practice for the Beaver baseball team at the meeting in the Hangar Gym last night and there is apparently an abundance of material on hand for all positions. Because it was so cold, Coach Frank Silva kept his men indoors and they had to be content with tossing the ball around to limber up their muscles.

Tomorrow the baseball men expect to get outdoors for the first time and really start on conditioning. The field in back of the Coop will be used, as the diamonds around Tech field are not in shape.

#### Play Northeastern First

Only eight days remain before the Beavers open their season against Northeastern and they will have to be in fine shape to win, for their opponents have practically a veteran team. Denny Pender, the Ramsey brothers and the rest of the Huskies played a lot of baseball last summer and the experience they gained is going to make them a team hard to defeat.

Brig Allen and Marsh David, the battery that worked so well last year, is on hand again and should be instrumental in adding a number of victories to the Beaver record. Both men worked out at practice last night and should be all set for the opening game. It should not take Allen long to get in shape, for he has just finished a strenuous basketball campaign.

Tacks Crosby and Bill Cullinan, two regulars from last year, will be back to hold their old positions. Crosby is an outfielder, while Cullinan plays third base.

## GEORGE WHITE IS ELECTED CAPTAIN OF HOCKEY TEAM

### Fine Material Available For Next Year's Teams—Many Yearling Stars

George White '29, will lead the Technology hockey team next year as a result of the election held on Wednesday. White was a substitute forward last year but showed remarkable improvement this year and held down a regular defense position throughout the season.

This year the Engineers had a very mediocre record, but the outlook for next year is much brighter and it is expected that a very strong team will represent the Cardinal and Gray. Last year Dele Crandall and Bill Berkeley on defense and Bill Richards in the nets formed a very sturdy combination and when all three graduated they left a big hole. On the forward line the two regular wings were lost. Bill Cullinan did not return to the institute the first term and Vic Duplin was able to play only one game.

Tacks Crosby, the only regular to return, alternated at center and wing and played well throughout the year. He will be back next year, ready to play a better game than ever. Dave Peene and Jim Fahey won't be eligible next year, but Bill Cullinan will be

back to hold his old position of right wing. In addition three fine players from the freshman team will strengthen the forward line: Captain Flivver Ford, Harry Parris, and Penn Hall.

There will be a host of candidates for the defense positions. Captain-elect George White and Dan Lucey have been holding down the regular positions and both are expected to play much better next year with the benefit of the experience they have gained this season. Manager Paul Donahue and Joe Moran have seen plenty of action and will make strong bids for a place on the team next year. Ben Hazeltine, Glenn Goodhand, and Fritz Pruyt are three husky yearlings who will come in handy. Phil Riley regular Varsity goal tender, and Charlie Pear, fine yearling goalie, will be on hand.

Twenty-two cents is the average amount that a Boston University student carries with him, according to statistics compiled by asking a number of students how much money they had with them. One wealthy student had \$1.67, while a number of his less fortunate brothers had as little as 00.00.

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Herbert Hoover of California is the choice of the students of Harvard University for President. The Harvard Crimson recently completed a poll in which 2484 votes were cast. Of this number Hoover received 1841 and Smith of New York 1380. Among the "also-runs" were Bossy Gillis, Almee Semple McPherson and H. L. Mencken. The result agrees with the straw vote at six other universities. In these schools 15,660 votes were cast, and of this number Hoover received 6975, Smith 5676 and Dawes 696.

## New Englands Will Be Held at Tech Field

Tech Field will be the scene of the New England intercollegiate track and field championships on May 18 and 19. It was expected that Brown University would conduct the events at Providence this year. It was not until this week that the Brown authorities decided that they were not in a position to handle the meet.

This change makes it very advantageous for the members of the Institute team for besides performing on their own field, they will not have their condition impaired by a long trip. In 1926 Technology's team won the New Englands, last year found the Cardinal and Gray finishing a close third, and as good if not better showing should be made this year.

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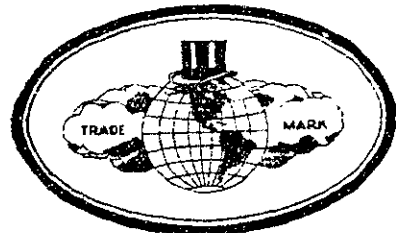
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Have you ever noticed right after a meal How tired and lazy you always feel? I'm telling you folks it isn't a joke, It will freshen you up if you try a good smoke. But whatever you do these lines you must heed. There's a certain tobacco of course, that you need. It's packed in a tin, the tin's colored blue. Not only the smoking but the chewing kind too. Of course if you never are bothered this way, Just keep the prescription for some other day. Ask for tobacco, the best that's on earth; To shorten the story, just call it "Edgeworth." Chas. J. Butler Owensboro, Kv.

**Edgeworth**  
Extra High Grade Smoking Tobacco

**INQUIRY WILL GET STUDENT OPINION**

All Are Requested to Answer Questions As To First Two Years

(Continued from page 1)  
The importance of the former is evident, but the latter has been judged to be nearly as weighty, and those who have formulated this questionnaire want to see if something cannot be done to break down the barrier of reserve between the two factions here at the Institute.

However, this is not the entire work of the committee in charge of the "Student Inquiry." They have made a study of conditions at other schools, and will present the ideas gathered there from a report to supplement the material obtained from the inquiry. It is hoped that as a result of all this, definite action will be taken by the faculty and student government for the betterment of present conditions, giving the Institute a more congenial atmosphere.

All this work has been done by a committee of five Seniors and four Juniors, appointed as a sub-committee of the Institute Committee. Those included in this group are: Frederic D. Riley, Jr., John J. Hartz, John W. Chamberlain, Elisha Gray, and Paul E. Ruch, of the Class of '28, and M. Richard Boyer, Hunter Rouse, Ralph B. Atkinson, and Almer F. Moore of the Class of '29.

Pamphlets announcing the "Student Inquiry" will be distributed to the student body next Friday. In accomplishing this, the Committee in charge has obtained the aid of the Quadrangle Club. These announcements will acquaint the undergraduates definitely with the nature of the questionnaire, so they may be better able to give the kind of replies desired.

**SECTION-LEADERS MEETING**

A meeting of the freshman officers and section leaders will be held in Room 4-133 on Monday afternoon at 5 o'clock. This is a very important meeting and all officers and section leaders are urged to be present.

**WATCH OUT MONDAY!**

Society for Purification of the Press

**FRESHMEN HELD MASS MEETING YESTERDAY**

(Continued from Page 1)  
courses. A student who has his whole heart in his work cannot fail to be a success. If you make your choice and find it unsatisfactory do not hesitate to change it at once. It is much better to spend an extra year at the Institute and be satisfied than to choose the wrong one and regret it all your life," said Professor Prescott.

**Business Training Desired**

Professor Davis R. Dewey, head of the Economics Department, next reviewed the Business Administration courses at the Institute. "The Business courses not only train a student in the method of accounting but develop one along lines desirable in all branches of living," he said. "Big business has need of men with train-

ing and the purpose of the Business course is to prepare these men." Professor Dewey also cautioned the students on the importance of choosing the courses for which they are most fitted.

President Stratton then concluded the afternoon's talks by saying, "It is of the utmost importance that a student keep in close touch with the head of the course that he ultimately chooses. The heads of the various departments at the Institute will be present in their offices on the afternoons of April 5, April 12 and April 26, at which time students may consult them and secure any information which they may desire."

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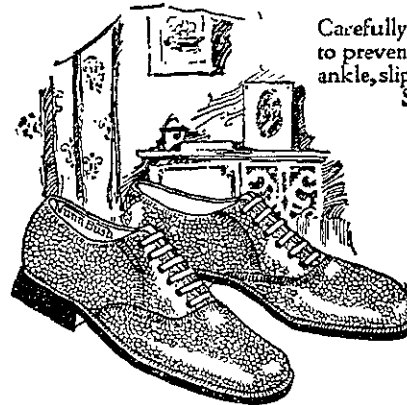
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**THOSE GAY NINETIES!**



SUE: "How do you know it's Goofus's uncle?"  
LON: "Hard heels run in the family."

**H**OW about parting your hair in the middle, donning a roll-mop sweater, and asking the Coach to come out and play "Guards Back"?

All "out," and so are the old hard heels. Life has more speed and spring and come-back to it now. That's why triple-threat youth prefers rubber heels.

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They cushion away the jolts and jars of walking. They last like "easy payments." And they are good style everywhere. How are they liked? More people walk on Goodyear Wingfoot Heels than on any other kind. On in a minute—at your kindly shoe repairman's. There's an idea—new Goodyear Wingfoot Heels today!



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