Electricals Hear House's Good Talk

Mr. Gerard Swope Presents Some Confounding Facts at Meeting.

Last Wednesday evening a majority of members of the E. E. Society listened to one of the best short lectures that the Society has yet arranged. The speaker was Mr. Gerard Swope, president of the Western Electric Co., and the subject of the talk was "Scientific Distribution of Merchandises," which commanded attention from the beginning of the talk. Mr. Swope, himself general sales manager and vice-president of the Western Electric Co., explained in detail that selling goods on a large scale is purely an engineering problem.

In effect his ideas were the following: A business project dealing with a small area of operation is successful to a degree depending upon the ability of the operator. When this project is extended to embrace a larger field of activity the ability of the operator becomes subordinate to the method of operation. As an example, where the small dealer was successful in a small field but failed in a larger one, the case of the H. B. Gladin Co. of New York was cited. It is a well-known fact that this company is yet.

(Continued on Page Two)

Boat Meeting

Mumford '15 Outlines Plans— Indoor Practice Starts.

A meeting of the officers of the class crew was held Wednesday afternoon at the Union. N. Y. S. Mess Hall, which will cause her to fail for her as she has never done before. Way think of it, man! For less than five dollars you could entertain all the girls you ever had!

(Continued on Page Three)

Rifle Club Trips

Season Opens Tomorrow—First Shoot at Walnut Hill.

The outdoor shooting season will be started tomorrow when a squad will go to the Walnut Hill Range. It is the plan of the Executive Committee to send out two parties each week, one on either Wednesday or Thursday afternoons and the other on Saturday, in order to accommodate the large number of men wishing to shoot.

Notice

Those men selling tickets for Niemand zu Hause have been putting in the hands of students who will in the near future solicit your patronage. Every section in every course will in the near future solicit your patronage. Every section in every year is to be covered in every year is to be covered. Your lady-friend to an evening of un

Music and Lyrics

Many Tuneful Numbers Chosen—Jones Elected Assistant Manager.

The final try-outs for the music and lyrics to appear in the "Tech Show" are over and the winners of the competition finally chosen. The work submitted in every case showed a marked improvement over the attempts of former years. In many cases it was extremely difficult to choose the best out of a number of selections. A large number of men wore music, all of which was notably creditable. The men who were not successful this year will have a new fund of experience and knowledge to draw upon in the future.

The aim of the Show has been to procure the best possible lyrics for the book and the most pleasing music for each lyric. Irving R. Mcdan-

(Continued on Page Six)

Calendar

Friday, March 12, 1915.

1.00—Junior Prom Sign-ups, Union.
1.15—M. I. T. Forum—8 Eng. C.
1.30—Freshman Baseball Meeting, Union.
1.30—News Meeting, Lower Office.
3.00—Hare and Hounds Meeting, Eng. C.
5.00—Duo Team Practice, Gym.
5.30—Ticket Sellers for Niemand zu Hause Meet In Show Office.

Saturday, March 13, 1915.

1.00—Junior Prom Sign-ups, Union.
1.45—Sophomore Baseball Practice, Gym.
2.00—Hare and Hounds Club Leaves Trinity Place.