Wednesday, January 10, 1923

UNDEFEATED AT HOME

The Cardinal and Grey basketball team of last season which maintained an unbroken string of victories on its home floor. Last year's inside Paul Hubbard, Captain Cook and Dave Davidson are playing this year. Top Blood and Tittle Tomes have graduated.

THE FOUNDATION OF A VARSITY

The 1926 basketball squad which bids fair to develop valuable material for coming Varsity fives.

COACH AND MANAGER

Don Murdock, Varsity manager, and Paul C. Hitchcock, former U. of Chicago star who is coaching the 1926 quintet.

CAPTAIN STAN COOK

Who intends to carry his team through a different schedule with as good a record as the one on which he started last year.

Dave Davidson

Veteran forward of Coach West's five.

He has helped pack hours into minutes!

After all, the measure of a man’s life is how much he accomplishes in the years he has on earth; and one of civilization’s hardest battles has been the unending effort to give to each succeeding generation the means of making a fuller use of the winged minutes.

This war with Time is old as Time itself . . . yet the most glorious victories have come in the past century . . . the century that has seen the entrance of the Chemical Engineer into the world’s industries. It is he who has helped make your minutes as long as your great-grandfather’s hours. It is he who, working miracles with metals, has made possible the wonders of today’s time-saving transportation . . . . the mile-a-minute locomotive, the cross-country truck, the racing motor and now, the promises of the sky’s highways.

Helping to produce telephone, telegraph—and wireless, he has cut the time of communicating with other people to the mere fraction of what it was a century ago. His applications of chemistry to inks, colors and papers, have made possible books, magazines, newspapers, publications that reach millions in the time your great-grandfather took to reach a few scores of people.

His paintings, enameled, varnishes have placed beauty beyond Time’s destroying hand. His movie films flash the world before you, and his phonograph records immortalize Caruso’s voice for your children’s children . . . . while Jenny Lind’s is but a memory to a passing few.

The Chemical Engineer is a pioneer in industry, for into the realms of manufacturing he has brought not only abundance of materials that speed the world’s production, but processes that are new, that are less costly, that are less wasteful. To him, you and all this generation of men owe the radical advances in life’s comfort that have come in the past hundred years.

It is the du Pont Company’s pride that since its founding in 1802, it has been a large employer of Chemical Engineers . . . and has been able to make very considerable contributions to the growth and advancement of applied chemistry that has given America its deserved supremacy in industrial achievement.

This is one of a series of advertisements published that the public may have a clearer understanding of E. I. du Pont de Nemours & Co. and its products.