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Friday, March 23, 1923

NAPOLEON'S HINT

NAPOLEON'S army may have traveled on its stomach but the Little Corporal himself never placed more dependence upon that highly important organ than does the coach of a modern track team.

It is exceedingly appropriate, therefore, that this year, which will mark the final attempt of Technology's track men to secure the Briggs trophy for the New England championship as their permanent possession, should also inaugurate a training table for the Institute team members.

Owing to the fact that the men will pay for their own meals the list of eligibles for the training table will consist of any man engaged in athletics at the Institute. The track men will be separated, however, and their diet closely watched by Coach Kanaly.

The establishment of the table now scheduled for April 2 is a great step in the right direction. Technology's athletes have too long lacked the attention their efforts really deserved.

JUDGMENT dictates against the feasibility of reviving this year the publication of a small book, "Concerning M. I. T." that formerly was a valuable source of information to new students.

To act as a temporary substitute for the book it has been suggested that a chapter be included in the Institute's general bulletin which appears next month. The committee of the Institute Committee in whose charge the matter rests has done well to provide for this addition and it is to be hoped that the authorities will be able to incorporate the added chapter to the new bulletin.

The World's Affairs

Foreign

March 21. Both France and Germany are making secret efforts at negotiations on the Ruhr question. Every effort is being made for tactical reasons to keep the manoeuvres under cover.

March 22. Germany has made a new issue of \$50,000,000 in treasury bills. Prominent bankers declare this to be only a beginning, the purpose being to enable the government to ward off panicky changes in the exchange rates.

March 21. Frankfort on the Main, Germany—Communist demonstrations are to be held in all the countries of the world from April 15 to 22 as part of an international protest against the occupation of the Ruhr, the international conference here announces.

March 22. Allied diplomats are again in conference in London with a view to settling the Turkey-Greece question. Much interest centers in the possible appearance of ex-Premier Venizelos of Greece, who has several times previously interfered and prevented settlement.

National

March 21. New York—A series of crashes among major grain importing firms has been followed by the failure of a leading concern dealing in silver and other precious metals. The recent rise and stabilization in the value of the mark has caused these firms great losses in speculative transactions.

A SMILE WINS

Voo Doo Reviewed by M. R. Copithorne

He came at five o'clock, that Tech man, with his delightful smile, for which I'd fallen long since, though until last term I knew him only in corridors. Innocently, I thought he came for conference on the last long theme that he had handed in belatedly and that I had sent along to the Chief's office in the hope of its winning a Boit prize.

The Guile of a Smile

Innocently—or was it merely stupidity—I recovered that theme with the aid of the Chief's secretary, and amicably we sat down together, that smiling boy, and I, to read it: amicably, for I was unsuspecting and he knew that I thought it a good theme and that he had not need to defend it from the critical onslaught with which hostile instructors in English are wont to pounce on defenseless students who come in hard compulsion to proffer—meekly or proudly—their sacrificial offerings.

But he was neither proud or meek that boy with the smile; at least I know now that at five o'clock on Thursday (that's today, you know; tomorrow it will be yesterday; or should I write today, meaning now, of course, tomorrow. I think I'll have to consult the Math department about it later).

Truth Comes Out

At any chance, whatever today may be tomorrow, I know now that neither meekness nor pride but a wily wisdom distinguishes that smiling youth. For I'd only begun to glance over that theme that I'd been at such pains to recover, when he said, still with the smile that seems so irrepressible and that is so irresistible, "You know I really didn't come about the theme, I just wanted to ask you to write up this issue of the Voo Doo for tomorrow's TECH."

It was after five, as I said, and I had an appointment, but he smiled still, ingratiatingly and yet somehow obdurately and I must needs glance, however reluctantly for the moment, at the newest Voo Doo. Its cover, I decided, "in petto," was an abomination of desolation—or should one say "of decoration." But that decision I determined to keep as I'd made it, in secret.

Across the page in letters no eye could hope to miss, ran the legend "The Architects" Number; and who was I to doubt the authenticity and the authority of the art vouched for and sponsored by the creators and guardians of beauty at Tech: I who upon a time in lovely old Munich had been wont to gaze with amusement and levity at the strange exhibits of Neue Kunst; I who had been forced in a later day when the courage and confidence of youth have forsaken me, to acknowledge, ashamed and abashed, that the art of the New York Dial sends me to gaze enraptured on the hoardings that softly proclaim "There's a reason," and that "It's 99 and 99-100 per cent pure."

The Cover Dazes

Who then am I to question this "cubistical" youth with his "Mecano" cat, looming above a New York skyline over which lions rampant and seals couchant disport themselves in the guise of innocent clouds. But perhaps they are not lions and walruses, after all, but wolves, wolves in (Continued on Page 4)

Institute's Baby Course a Prodigy

By Prof. Davis R. Dewey

Course XV is one of the youngest courses at the Institute, having graduated its first class in 1917. Some years previous a committee of the Alumni reported that it was desirable to establish a new course "whose aim shall be to furnish a broad foundation for ultimate administrative positions in commerce and industry by combining with the general engineering training, instruction in business methods, business economics and business law."

These deal with the human relationships rather than with chemical and physical principles. At the same time it is essential that these graduates understand mechanics, physics and chemistry in order that they may properly apply them to economic and commercial practice.

Students who are interested primarily in technical and engineering problems in which design and research will play a large part are advised to take one of the older established engineering courses. For those, however, who may be more interested in the business side of an undertaking, the course in Engineering Administration is designed.

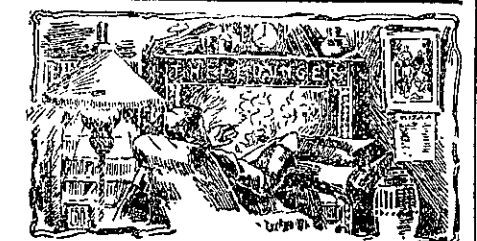
Presents Business Engineering.

This course, consequently, is a combination of engineering subjects with studies in business economics. About one-fourth of the more advanced and specialized engineering work is omitted in order to make room for courses in Accounting, Cost Accounting, Banking, Statistics, Industrial Organization and Finance, Securities and Investment, Marketing, and Business Law.

It is not expected that all graduates will obtain positions of high administrative responsibility, but in modern industrial organization, particularly in large enterprises, there is a growing demand for expert training to coordinate the several branches of a business enterprise into an efficient whole.

Trains for the Man Higher Up.

As illustrating the aims of the course a brief description of the Course in Business Management may be given. This includes the subjects of physical and administrative organization, plant location, purchasing, traffic, inspection, internal transportation, stores systems, designing and training, scientific management, office



Bursar Ford has officially denied and disrobed of all credibility, the report that Riverbank Court is to be purchased by the Institute for use as dormitories. The subject is, therefore, a dead one, but the Lounger feels it his duty to mention a few things with an eye to convincing those who still cling to the idea.

What would happen to that portion of Tech now housed across the river and depending upon the clock on the tower of Riverbank? They now walk demurely to the draw in the bridge and then accelerate or retard their pace in response to whatever time this clock happens to be punching out. But the Lounger has good reason to believe that with the hotel filled with their classmates, those unfortunates having to cross the bridge would be made the victims of malicious mischief, with ultimate result of being late for all classes and even being made to lose twenty-four hours on themselves. Uncle Horace could connect up this clock to the rest of the State's time pieces, however.

Having forgotten the other two perfectly good ideas he had, the Lounger assumes a more authoritative air and recalls the headline in the last issue of THE TECH, "Bruins Duck Opponents, etc." He would like to know why certain of our own engineers have a habit of ducking, not their opponents, but the swimming meets themselves.

As the discharged convict said to the warden of the prison, Voo Doo says, "I'm out again."

management and operations, sales policies, labor and welfare problems. This course is carried on by a series of lectures, supplemented by talks by outside speakers, and plant visits. The Course in Marketing, covers that part of the field of business management which is more an art than a precise science. It is primarily designed to assist those engineers who may grow into business executives, rather than to develop salesmen or sales engineers. The course includes sales research, product analysis, market analysis, master planning, sales operations, sales management, advertising, sales promotion, merchandising and a study of market structures and trade channels.

Such a course is a training for graduates who would enter upon positions as assistant to the works' manager or superintendent, or in the employment, production and planning, purchasing, or stores departments. The graduate would be particularly fitted for staff work, where he would have opportunities to devote attention to constructive work along lines of increased production, decreased costs, and reduction of working capital required.

Should he prefer to enter professional work, opportunities may be afforded him to affiliate with industrial engineers or cost accountants who have industrial organization as their field. In this case he would serve as a resident or junior engineer in one or more plants. With this training the graduate will have opportunities to advance to other positions of management and control as his own individual qualifications justify.

Wide Choice of Options.

Three options are provided in this course: (1) Civil Engineering; (2) Mechanical and Electrical Engineering; (3) Chemical Engineering. Opportunity is thus given to the student to take a sufficient amount of work in the fundamental engineering subjects of these respective options to understand some of the scientific problems involved in business practice.

The course, as established in 1917, has apparently met the need expressed by its founders. In the six years, 1917-1922, it has graduated 330 students. The registration in the three upper years at the present time numbers nearly four hundred. Owing to the large number of applications to take the course, registration in the third year is now limited.

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