lack of action of these mere expediency in advertising is, after all, only a conviction that they are from the unadorned point of view, experiences, and the like, the methods which should be appreciated by them that the method of advertising is to broaden that viewpoint because deepening the results of this course would greatly increase, the number who are taking lifelong courses and increase their assimilative overhead.

(Signed) W. L. C. Hannon 76

WORLD COURTYARD

In the Editor:

I confess to a certain amount of sympathy with your editorial protest against the publication of some 2750 articles. I find the logic of your reasoning too attractive. I have published fillings full pages take place. We might at the moment be aware of the evils of the method. The Editor in his to the corresponding writer is enough to prevent himself rather than his friends. In fact, in this event, they are in the difficult position of 'you get bit and you get bit.'

The Technic's recent interest in dealing seriously with large

(Signed) H. W. Tyler 94

On October 2, 1921, 680 freshmen registered for courses at the Institute. Of this number 241, or slightly more than one-fourth were graduated with their classes. It was believed that the liberal assumption that a hundred more were delayed and will finish their course within the year, which left the fact that of the men who enter the freshman class at Technological are men of average ability, if they desire. It is apparent that the instruction staff and the rest of the Institute officials have worked hard and money on them as they do on the students who will derive the utmost benefit.

The fact that so many students drop out is due chiefly to the abruptness of the change from an easy to the work is beyond their ability or inclination, or they have enrolled with insufficient preparation. It certainly would be better for these men if they had entered at once the college that would fulfill their aims. Those who find Technological too difficult for their abilities or too mundane for their tastes have no other alternative than to leave and try elsewhere.

TECHNOLOGY TAKING LEAD IN INDUSTRIAL RESEARCH

When a laundry owner in Brockton wrote to the Massachusetts Institute of Technology requesting information as to what he could do to eliminate a troublesome stain in his wash, a chemistry professor suggested the wise industry on the subject of those who have taken advantage of the Institute's facilities. As a result of this inquiry, the Industrial Department of the Massachusetts Institute of Technology has been constituted.

With the help of this department, the color in the water being used was analyzed by the Massachusetts Institute of Technology, and a report was made to the owner of the laundry as to what would be the best method of eliminating the stain. The recommendation was followed, and the color was removed.

The Institute has become widely known in the field of research. The results which will follow these inquiries will be of material advantage to the average owner and the events growing out of them will be of interest to the public.

Efficiency—Fifty Percent

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