DO we get too businesslike during our four years at Tech-
ology? Is there a danger of our minds becoming dead-
tened with the constant pressure of professional duties?

We have found, we said, that engineers have a tendency to sur-
round themselves always with their work, and never to think
of anything else. We have to be careful that we don't become
businesslike in our daily routines.

It is this attitude which is responsible for the jolly affairs.

"At the engineering functions, however, the men come in
in their best clothes, in which they can 'show off with
out attracting attention'; the looks of those present are
always for the most part well acted. With an unusually good looking chorus
and some clever stepping there is entertain-
tment for the eyes as well as the ears. It offers excellent proof
that a new idea and plot are not neces-
sary to produce an enjoyable musical
comedy if the author and cast are suffi-
ciently competent."

H. T. G.

After BARGAIN DAY: WASH DAY after WASH DAY what?

EVEN a nine-day wonder is longer-lived than many a bar-
gain-priced product. On wash-day the cus-
tomer's beautiful illusion that she found a bargain fades like a

The merchant is sadder though not wiser; he still believes in glib
guarantees. Competition gets the blame — and

gets his customers.

After all, there's no substitute for real value.