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APPLIED SCIENCE AS

AGAINST RESEARCH

(Continued from Page 2)

problem is to a great extent depend-

ent upon personal factors. But it may

be as useful to point out certain con-

trasting conditions and to speculate

on the sociological background of

considering in making a decision.

Determination of the Environment

In the first place it should be un-

derstood that there is no fundamentally

different between research on an industrial laboratory and that in an

institutional laboratory, an ex-

ceptional, a systematic search, and

expedient, are the same. The prin-

cipal difference lies in the extent to

which applied industry has nothing

to do with the nature of the work

itself. But industrial research has as

its ultimate object the advancement

of sales by the improvement of a

product, while institutional research

is directed toward contributions to

the scientific knowledge of mankind. Thus the

above differences between the indus-

trial and institutional research are un-

derstandable and easily remedied by

finances by financial returns while the

former must justify its existence.

The subject of this first is one of the

first occasions in making a wise

choice of employment. The graduate

should carefully consider his personal

attributes. If he is good in work;

partly because he has the pecu-

liar ability to direct the efforts of

an efficient director and if he

has time and is interested in

opportunities to investigate the

whole field of engineering, he will likely

be the person to make himself

into an academic labora-

tory. If he feels more

satisfied when he takes infinite pains

at high speed under the constant su-

tion, he is best suited for an in-

duction. If he prefers to work

in an industrial laboratory, he

will be more likely to make himself

a permanent part of the

factory.

An industrial laboratory is

nothing more than the sum total of

its members. The individual is

It's TRAFFIC FILM

that hides the lustre of your car

THAT dull, dirty coating which ac-

cumulates on the finish of your car

is Traffic Film—a result of modern

highway and traffic conditions. There

is only one sure and harmless way to

combat Traffic Film, to bring back

the original lustre of the finish, or
to bring that lustre further from under

the dull coating of Traffic Film that

covers it.

An Auto Polish Made to

Combat Traffic Film

No. 1 Douglas Polish is made by du Pont, the

makers of Duco, to remove the stains and

transform your car into one of the most

distinguished looking motor cars on the road.

This Polish will remove the dull coating of

Traffic Film and bring back the original lustre

of your car. Made by the makers of Duco, the
car is Traffic Film a result of modern

highway and traffic conditions. There

is only one sure and harmless way to

combat Traffic Film, to bring back

the original lustre of the finish, or
to bring that lustre further from under

the dull coating of Traffic Film that

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of your car. Made by the makers of Duco, the
car is Traffic Film a result of modern

highway and traffic conditions. There

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makers of Duco, to remove the stains and

transform your car into one of the most

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of your car. Made by the makers of Duco, the
car is Traffic Film a result of modern

highway and traffic conditions. There

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Combat Traffic Film

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makers of Duco, to remove the stains and

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distinguished looking motor cars on the road.

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