

DARTMOUTH HAS 590 FRESHMEN

Dartmouth College opened its 151st year this morning with a record enrolment. The freshman class has already reached 590 and may grow to 650.

President Ernest M. Hopkins presided at the exercises held in Webster Hall. He said "Membership in college is a privilege, not a right. A man should value the opportunity the college offers

in order to utilize it in full. Despite the end of the war, we are not free from conflict. In the social and in the economic world, as distinctly as in the political and the physical, old boundaries have been done away with and new ones are being drawn.

"Dartmouth shares unquestionably in the new increment of confidence which it appears the people of the land have set aside to bestow upon the colleges. I urge the men of the college to give their best thoughts in the months before us."

The total enrolment of the college will not be far from 1500. Dormitories and rooming houses in Hanover are full and the new dormitory is now under construction. It has been necessary to turn men away on account of the lack of room.

M. A. C. WILL RAISE MEMORIAL

The campaign for a war memorial building at the Massachusetts Agricultural College was launched formally last Wednesday. One hundred and fifty thousand dollars is the amount needed and it is hoped that the money will be raised in a short time. Howard L. Russell, 1918, addressed the students concerning the building at the assembly Wednesday. Almon W. Spaulding, manager of the Alumni Memorial Building committee, is at the college. As planned now the building will contain offices for the Collegian, senate, musical clubs, a big lounging and smoking room, a pool and billiard room, a bowl-in galley, an assembly room, a ladies' room and an alumni room. It will be the first building on the campus devoted entirely to the students.

**THIS IS THE PLACE
THE FIRST BAPTIST CHURCH
OF BOSTON**

Commonwealth Ave., Cor. Clarendon St.

where you will meet
Students from all Greater Boston
at the opening social of the
STUDENTS' SOCIAL CLUB
TONIGHT—TUESDAY—8 P. M.
All Tech Men Invited

**SIMPLEX
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THE PLACE FOR ALL TECH MEN TO EAT IS WALKER MEMORIAL DINING HALL

CAFETERIA SERVICE

Special Luncheons for Students at 30 and 45 cents

or

a choice of soups, sandwiches, salads, desserts, etc.,

ready on two serving counters

Capacity: 40 men per minute

Special Dinner at night, 50 cents

ALSO THE GRILL ROOM

Table d'hote Service

OPEN TO ALL TECHNOLOGY MEN

Luncheon 65 cents

Dinner 75 cents

Hours: Luncheon 11 A.M.-2 P.M. Dinner 5:30-7:00 P.M.

SOME STATISTICS ON YOUR STORE MEMBERSHIP

FIRST YEAR, 1916-17—1855

SECOND YEAR, 1917-18—1685 (WAR YEAR)

THIRD YEAR, 1918-19—1740 (WAR YEAR)

FOURTH YEAR, 1919-20—THE SIZE OF THE
REGISTRATION, BECAUSE THE FIGURES
OF FORMER YEARS PROVE THAT NEARLY
EVERY TECH MAN JOINS.

DIVIDENDS

EACH YEAR THE DIVIDEND RATE HAS
BEEN 10 PER CENT. ON CASH PURCHASES
AND THIS PAST YEAR THE RATE ON
CHARGE PURCHASES HAS BEEN FIXED
AT 8 PER CENT. THE RATES AT HARVARD
ARE 9 AND 7 PER CENT. RESPECTIVELY.
YOUR DIVIDEND CHECKS FOR 1918-19
WILL BE READY MONDAY, OCTOBER 13TH.
BRING YOUR MEMBERSHIP CARDS.

CONCLUSION

JOIN YOUR STORE AND MAKE ALL YOUR
PURCHASES THERE. YOUR STORE HAS
ALL THE TEXT BOOKS AND ALL MATE-
RIALS USED IN EVERY COURSE.

CIGARS

BAGS

LABORATORY COATS

TOBACCO

MEN'S FURNISHINGS

TOILET GOODS

TECHNOLOGY BRANCH

THE STORY OF THE TECHNOLOGY BRANCH

WE ARE GIVING BELOW A RE-
PRINT OF AN ARTICLE BY MAJOR
EDWIN T. COLE, WHO WAS THE
FIRST TECH DIRECTOR ON THE
BOARD OF DIRECTORS OF HAR-
VARD CO-OPERATIVE SOCIETY.
THE ARTICLE SHOWS HOW THE
TECH BRANCH WAS CALLED INTO
EXISTENCE AND THE ARTICLE IS
NOW AN INTERESTING HISTORI-
CAL SKETCH.

IT MIGHT BE WELL TO MEN-
TION HERE THAT TECHNOLOGY
REPRESENTATION IN THE MAN-
AGEMENT OF THE BUSINESS HAS
BEEN GREATLY INCREASED IN
THE PAST THREE YEARS. PRO-
FESSOR DAVIS R. DEWEY IS NOW
A STOCKHOLDER. THE FOLLOW-
ING MEN FROM TECHNOLOGY
HAVE BEEN NOMINATED AS DI-
RECTORS FOR THE COMING YEAR:
MR. WALTER HUMPHREYS, MR. E.
S. FORD, PROFESSOR HENRY FAY
AND MR. HOMER V. HOWES FROM
THE STUDENT BODY. MR. HUM-
PHREYS IS ALSO NOMINATED FOR
THE OFFICE OF SECRETARY OF
THE CORPORATION.

Here is Major Cole's letter as it ap-
peared in THE TECH on April 3, 1918.

TECHNOLOGY BRANCH**HARVARD CO-OPERATIVE
SOCIETY**

Last year the Institute Committee,
having gone into the subject of the
Technology Co-operative Society, partic-
ularly with a view to establishing co-
operative service at the new Technology,
asked the Alumni Council to appoint a
committee to investigate the matter and
to make recommendations. This action
was taken and the Committee after a
very thorough investigation, nation-
wide in its scope, suggested that the
Harvard Co-operative society, one of the
most successful in the country, be in-
vited to establish a branch as close to
the new Technology as possible. This
recommendation having been approved
by the Institute Committee and ac-
cepted by the Harvard Co-operative So-
ciety, arrangements are now in progress
for carrying out the plan.

One of the suggestions having been
that a member of the Technology Fac-
ulty be elected to membership in the
Board of Directors to represent the In-
stitute in carrying out the plan, the un-
dersigned on nomination of the Presi-
dent was duly elected and has secured
this space in THE TECH for telling you
all the details of the plan and its advan-
tages to Technology.

In this first it is desirable to make a
statement which will be repeated and
argued about right along until everyone
is convinced. Your branch is to be
part of a real co-operative effort. The
cost of any article to you will be the
wholesale price procurable by a very
large buying power, plus the cost of
selling minimized to the utmost degree
by scientific business management. Any
charge over these two costs will be re-
turned in dividends. But to make the
scheme a success Technology must back
it to the limit. This matter will be
changed in each issue. Be sure to read
it.

EDWIN T. COLE,
Major U. S. Army.