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· · . · THURSDAY CONWAY TEARLE In "Society Snobs" CK SENNETT COMED "Officer Cupid" - -

RIDAY AND SATURDAY CLARA RIMBALL YOUNG In "Hush" TOONERVILLE COMEDY feeting All 7

Bob Hampton

forged engineer? There are thousands of that kind and, soon or late, they learn with a shock that they can get just about so far, and no further

of the rest.

you at our store.

Are you going to be a "drop-

if you wish. Just drop in and leave

your order with us and we will take care

We have a fresh supply awaiting

•

As ever yours,

Rexall Drug Store.

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THREE big eastern uni-I HREE big eastern uni-versity engineering societies held a joint meeting recent-ly. They were alumni men of technical colleges. And they met to discuss the out-look of the college trained engineer.

"The trouble," said a speaker, "is that too many of us are 'drop-forged' en-gineers. We know our pro-fession; but of Business, to which it is so closely re-lated—we just don't know what it's all about."

In the files of the Alexander Hamilton Institute is the story of a graduate of a great en-gineering college. With all his training and his degree, he was a "drop-forged" engineer.

"When I left college I did not know the A B C of how to consider even the sim-plest of business problems," he wrote.

on leaving college, he started work as an engineer for a big hnical firm at \$70 a month. is still with that firm. And s is what he writes:

is what he writes: "Today I am part owner of the firm and sole manager of it. This hand been due to luck by any means; but simply by putting into prac-tice what anyone can get from the Modern Business Course and Service of the

Alexander Hamilton Insti-tute." It is not enough to know the technical side alone

understanding The Alexander Hamilton In-stitute was founded by a group of business men and edu-cators who realized that modern business was developing special-ists, but not executives; that somehow more men must be taught the fundamentals that underlie the operations of every department of business.

The Institute has only one Course. It takes a man out of college and gives him a working knowledge of all the depart-ments of business.

Such a man receives in a few months of reading what ordinari-ly would consume years of prac-tical experience. He finds in the Institute a more direct path

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from where he is to where he wants to be. He has the satis-faction of carrying large respon-sibilities while he is still young. Naturally and inevitably he earns more than the average man of the same years and education.

It is not enough to know the technical side alone The director of a vestern en-itation out dominant character istic of the engineering profession is the preponderance of the commercial over the technical. Step by step, the engineering indexes, are guided by the same fundamental laws and practice istat rule modern business. And thousands of engineers have index training carries a man just without business training, tech-nical training carries a man just about so far, and no farther. The fundamental laws and practice that rule modern business that istat rule modern business that business training the fundamental have and practice about so far, and no farther. The fundamental laws and practice the business training the fundamental laws and practice about so far, and no farther. The fundamental laws and practice the sumer who as the story of the fundamental laws and practice the business training the fundamental laws and practice about so far, and no farther. The fundamental laws and the fundamental laws and practice the fundamental laws and practice the fundamental laws and practice the business training the fundamental laws and practice the fun

"Forging Ahead in Business" is a 116 "Forging Ahead in Busuness" is a 116 page book especially prepared for men who are taking stock of their prospects and wondering what the fature may hold for thein. It is not a book for diler, or men of feeble purpose. But to men who serously want to know what the Course has done for others in positions like their own, the book will be a revielation. It will be sent without obligation. Just send the coupon below.

Alexander Hamilto n Institute

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Saturday, May 7 Pl Kappa Alpha vs Phl Kappa—Dia-mond No. 8 Doita Upsilon vs Beta Theta Pi—Dia-mond No. 3 Sigma Pi vs Alpha Tau Omega—Dia-mond No. 4 Due to unsettled weather conditions ind wet dimonds hast week, frautently asseb ill games on Priday and Saturday vere cancelled and only. Wednesday's rances were played They resulted as ollows.

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aness were physical The Sigma Phi Epsilon-13 Tau Sigma Tau-3 Alpha Tau Omega-6 Phi Kappa Sigma-1 Kappa Sigma-3 Delta Pi-1

PATRONIZE OUR ADVERTISERS

To Forget **MOTHER** On HER day will mean disap-pointment for one you love. The second Sunday in May has been set aside all over the country for HER. Are you going to remember YOUR mother?

> Flowers are alway appro-priate—and we have other in-expensive gifts she will enjoy. Just notice our window to-day for a few of the many ap-

In four days more it will be too late--mother's day is May 8th this year---knowing that you are giving her happiness will double; your pleasure in the giving the giving.

The GIFT and ART SHOP 131 Allen Street

What Makes the Firefly Glow?

All Shapes-All Prices If your local dealer doesn't carry REDMANOL pries and holders send us his name and address.

Redmanol Chemical Products 661 West 22nd Street Chicago

You can hold a firefly in your hand; you can boil water with an electric lamp. Nature long ago evolved the "cold light." The firefly, according to Ives and Coblentz, radiates ninety-six percent light and only four percent heat. Man's best lamp radiates more than ninety ercent heat

An English physicist once said that if we knew the fire-fly's secret, a boy turning a crank could light up a whole street. Great as is the advance in lighting that has been made through research within the last twenty years, man wastes far too much energy in obtaining light. This problem of the "cold light" cannot be solved merely by trying to improve existing power-generating riachinery and existing lamps. We should still be burning candles if chemists and physicists had confined their researches to the improvement of materials and methods for making candles. For these reasons, the Research Laboratories of the General Electric Company are not limited in the scope of their investigations. Research consists in framing questions of the right kind and in finding the answers, no matter where they may lead.

of the right kind and in finding the answers, no matter where they may lead. What makes the firefly glow? How does a firefly's light differ in color from that of an electric arc, and why? The answers to such questions may or may not be of practical value, but of this we may be sure—it is by dovetailing the results of "theoretical" investigations along many widely supported lines that we arrive at most of our modern separated lines that we arrive at most of our modern "practical" discoveries.

What will be the light of the future? Will it be like that What will be the light of the future? Will it be like that of the firefly or like that of the dial on a luminous watch? Will it be produced in a lamp at present undreamed of, or will it come from something resembling our present incan-descent lamp? The answers to these questions will depend much more upon the results of research in pure science than upon strictly commercial research.

General Electric General Office Company Schenetrady, N.Y.