



ADDRESS GIVEN ON ART OF PREDICTING BUSINESS CHANGES

Mr. K. W. Jappe Shows
Cause and Effect
On Business

VALUABLE NOTES GIVEN

"Business Forecasting, Its Possibilities and Limitations" was the subject of a very interesting and educational talk delivered by Mr. K. W. Jappe of the James O. McKinsey and Company Friday morning in the Assembly Hall.

Mr. Jappe's talk was divided into three major divisions: the concept of long-time growth, the business cycle, and the determinants of the business trend.

Business Always Comes Back

The first principle of business forecasting is, "business always comes back." Using the production of pig iron as his illustration, Mr. Jappe showed that although there were periods of greatly decreased production there always came a following period of prosperity.

The length and occurrence of these business cycles have been determined. The minor cycle has been found to be of from three to four years while the major cycles, which include two or three minor cycles, appear every 7 to 11 years. He cited the editorial appearing in the London Times in 1885 and because it can be readily applied today as it was at that time it has been reprinted in full in the editorial column of this issue.

Change Is Normal Thing

The causes of these cycles of business depression can not be exactly determined. A change is the normal thing. Human nature itself will not permit everything to go on at exactly the same level for any length of time.

The workings of the credit system is an important factor to consider. Credit makes it possible to spend future income. By buying stocks on margin approximately four times the volume can be obtained. The working man has not been taught in school that booms are not permanent. He will buy stocks that are rapidly rising in the market, on credit, which he can easily obtain. Then he will

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Armour Players to Present New Play

The Armour Players, in connection with this regular program for the year as announced in a previous issue of the News, will present a one act play Friday, April 7, in the assembly hall at 10:30. Harold Menger, the producer, and Professor Hendricks, the director, have selected a suitable play the name of which they are holding in reserve in a truly dramatic fashion. Parts have already been distributed, and the players are hard at work on the production.

A meeting of those in charge of the stage properties will be held in the assembly hall tomorrow night at five o'clock, and any students interested in working on the scenery are welcome to attend. W. W. Davies is president of the Armour Players. Freshmen will be excused from their classes to attend the play.

Haggander Speaks to W.S.E. on Supervision

Mr. G. A. Haggander, C.E. '07, chief bridge engineer of the Burlington Railroad addressed the Armour branch of the Western Society of Engineers last Friday. The civility were greatly pleased with his talk, which gave them an intimate view of some phases of their future work.

Mr. Haggander discussed the engineers part in the supervision of bridge repairs and construction. He also explained the use of electric arc welding in bridge repairs, a very recent development in this work.

\$ An Appeal For An Appellation \$ or Who Wants Five Bucks

Come on, Armourites! Your big chance is here at last. The News is going to make a raid on the gold supply of the U. S. to the extent of five bucks, which seems a lot of money in our present financial condition. Armour needs a nickname, and the Tech student who submits one as suitable as Purdue's "Boilermakers" or Northwestern's "Wildcats" will receive five dollars. In times like these, a fin is a fin and not to be sneezed at, so sharpen up your pencils and get going.

The names submitted should preferably be one that can be applied to the entire student body, such as the Kansas "Jayhawkers". However, a good name that is only applicable to the athletic teams will be much better than none at all.

All entries will be numbered and given to the judges who will not know the names of the contestants. The judging committee will be composed of three professors and two students. Professors Mehl, Hendricks and Schommer are the faculty members and R. W. Carlstrom and W. W. Davis are the students. Entries must be in the hands of the News staff before 5 p. m. Thursday, March 23.

Salamander Presents Award to Wheaton

On Thursday, March 2, members of the Fine Production Engineering Society attended an annual smoker held at Theta Xi house. This meeting is held in order that members of the department may become better acquainted with one another, thus bringing about cooperation in all undertakings of the fine production department.

At the meeting a presentation of a fine production handbook was made by Carl M. Clanton, president of Salamander, honorary Fine Production Society, to George Wheaton for general excellence in scholarship. This award is made every year by Salamander to the member having the highest average of the freshman class. Wheaton had an average of 95.1 but was closely followed by several of his classmates.

In addition to bridge playing and the rolling of "bones" for stage money, a very interesting and entertaining act of magic was performed by Professor M. M. Mantelback, a professional magician. The magician performed several very unbelievable tricks such as making a cigarette rise out of a bottle without any visible assistance, the changing of the spots

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Reception Held for President Hotchkiss

Thursday evening, March 9, the Armour Architectural Society will hold a reception and smoker for President Hotchkiss in the Mather Ten Room at the Art Institute. Dean Penn, Professor Mehl, and the faculty of the architectural department were invited and are expected to be present. Many surprises of interest and enjoyment will be there to await them. A large number of the members of the society are also expected to attend.

The main topic for the occasion will be an illustrated lecture on color and design given by Albert H. Erbschiel, professor of freestone drawing. This subject will be of particular interest to the students of the architectural department.

Not only will there be plenty of smokes and refreshments for everyone, but also, amusing and novel entertainment will be staged by individual classes.

The affair is under the direction of Ted Irion, master of the society, and Willard Davies, son-master.

TRIBUNE TOWER VISITED

Last Friday, March 3, a group of senior fire protectors, accompanied by Mr. Norway and Professor Holmes, made an inspection trip to Tribune Tower. The press rooms and the various means for the prevention of fire in the building were studied.

RULES

1. A distinctive name is required, preferably one that can be applied to the entire student body, although a good name applicable only to the teams will be acceptable.

2. The contest is open to all students and faculty members of the Armour Institute of Technology.

3. Members of the News staff are not eligible to compete.

4. Entries must be signed and placed in a sealed envelope addressed to the Contest Editor. The envelope should be dropped in the News box next to the elevator shaft in the Main Building or in the one in the back store.

5. If the winning name has been submitted by more than one person, the prize will be awarded to the one whose entry was received first.

6. All entries must be put in box before 5 p. m. Thursday, March 23.

7. The entries will be numbered and delivered to the judges. The names of the contestants will not be known to them.

8. The winning entry and its contributor will be announced in the issue of the News on March 28.

Engineer Out Monday; Six Feature Articles

The March issue of "The Armour Engineer" will be distributed next Monday, March 13th. It was announced by the editor-in-chief, Herbert Kreisman.

Six feature articles, intended to be of interest to the entire student body, are to be contained in this number. Two of these articles were written by Armour graduates, these being "The Ogden Avenue Improvement" by Benjamin P. Morrison and "Economic Stability, Efficiency or Future Possibility" by E. S. Kendrick. Norman E. Culbun, Jr., is the author of "Illinois Central Lake Front Development" and William W. Lange is the writer of the other student article, "Two Color Rendering." The remaining articles are "Stainless Steel for Industry" by S. L. Ingersoll and "Memory Arc Rectifiers for a 250 Volt Direct-Current Power Supply" by C. A. Bucher.

Two new features are to be present in the March issue. One of these is the addition of sports review and the other the introduction of an alumni section.

Magician Performs At A. I. E. E. Smoker

Slight of hand tricks performed by a magician, smokes, bridge, and pinocle were the sources of amusement at the Armour branch of the A. I. E. E. smoker, held last Thursday night, March 2. The Trunk Club, located at 3403 S. Michigan Boulevard was the place of the enjoyable meeting.

Senior Mechanicals Smeared as They Produce New Parlor Sport

By R. R. Johnson

Certain senior mechanicals emerged last Thursday from a strenuous research session to announce the discovery of an entirely new parlor game called push o' war. A thunderous crash announcing the birth of the inspiration which was to culminate in this remarkable achievement took the budding engineers so completely by surprise that one of them was pinned firmly between two adjacent tables in the lunchroom before he could move a step, while his lunch, alas, was strewn to the four wide winds.

Finding that their table had lost all feeling for the properties and was performing a step and glide waltz under their very noses, the senior mechanicals rose nobly to the occasion, took a firm grip on their possessions and plunged vigorously into an investigation of the very unnatural phenomena at the root of this upheaval. They resisted with all

Students who are going to take the condition examination in mechanism from two to four o'clock Wednesday, March 8, should see Professor Swineford.

Musical Clubs at Evanston Mar. 5

The glee club has now made its third appearance outside the Institute. Together with the orchestra, they presented a concert at the North Shore Hotel in Evanston last Sunday evening. A large audience was present, showing the interest evident in the glee club's activities.

The members of the two musical organizations gathered at the hotel at 4:00 p. m. A last rehearsal was then conducted, after which dinner was served. The concert began at 7:30 p. m. and lasted approximately one hour and a half.

There remain at least two, and possibly more public concerts to be given by the musical clubs this semester. One appearance will be the home concert given in May upon which plans will be started soon. The other, however, will be given on the evening of Friday, March 17, at the Belmont Hotel. The Alumni Association of the Chicago Teacher's College which is sponsoring the dance following the concert has graciously allowed the musical club members to stay for the dancing. Any other students who may wish to attend the dance are cordially welcomed, and may obtain tickets for fifty cents.

The public appearances furnish a valuable respite for the musical club members from their studies, and add an objective to their work.

The glee club and orchestra have established their rehearsals lately by the preparation of a few electrical recordings. The transcriptions to date consist of "Song of Fellowship," "Out of the Dark to You," "Armour Fight Song," "Trumpeter," and "Plandia," the latter three being on one record which will be available some time this week. The record may be obtained at the supply store for one dollar and fifty cents. Mr. Erickson, the director, plans to have a few more records made at some future date.

Reports of Freshmen Sent to High Schools

The office has been busy for the past week sending out reports of grades to the various high schools in the state. The institutions belonging to the North Central Association of Colleges and Secondary Schools are collaborating in sending out reports of the freshmen to the individual high schools from which each freshman graduated, in an effort to show the relative degree of success of students from all secondary school members and all higher institution members. The reports will be so tabulated as to reflect the procedure and practices of the Institute in the admission of students.

FIFTH ANNUAL INVITATIONAL INDOOR TRACK AND RELAY CARNIVAL TO BE MARCH 18

Strongest Teams of Leading Colleges and
Universities of the Middle West
to Be Entered in Meet

PEP MEETING IN ASSEMBLY THURSDAY

There will be a pep assembly Thursday morning at eleven-thirty in the assembly hall in preparation for the Armour Tech Relays.

One week from this coming Saturday evening, March 18, the Fifth Annual Invitational Armour Tech Indoor Track and Relay Carnival will be staged in the University of Chicago's spacious new field house. Although last year's meet was the greatest success of previous meets, this fifth edition of Armour's Indoor Relay Carnival is expected to surpass in every way previous relays.

Events Listed

Last spring the Armour Relays were divided into two divisions for the first time. These sections were called the university section and college section. This division was

Band Chosen for Frosh-Soph Hop

Jack Chapman and his orchestra, modern masters of melody, have been selected by the social committee of the freshman and sophomore classes to furnish the music at the dance to be given by the underclassmen, March 21.

Jack Chapman's orchestra is one of the most popular orchestras in the middle west, and at present is heard daily over the radio. Those who attended the freshman-sophomore dance last year, will remember the wonderful music that Jack Chapman furnished, his popularity with the engineers at that time being an important factor in his selection this year.

The scene of the dance is the Medinah Athletic Club, which is noted for its beautiful dance floor, artistic balconies, and spacious lounges.

John J. Ahern, social chairman of the sophomore class, and I. N. Hughes, social chairman of the freshman class promise something decidedly new and different in the bids for the dance. In keeping with the times, the bids will sell for two dollars, a reduction in price over those of last year. They will be offered for sale in the near future.

Advanced Calculus Taught by V. B. Teach.

The differential equation class which the Mathematics Department offers to advanced undergraduates and graduates, is proving to be very popular this semester. The class consists of more than thirty students who represent every department in the Institute.

Professor Teach, who is directing the work, is cooperating with the engineering departments to make the course of more value to the engineer than these classes usually are. He is also endeavoring to make it of a practical nature and to give sufficient ground work in the theory so that the students will have a comprehensive understanding of the subject. This semester he intends to give the foundation of the network theory, and to extend the work well into the Heaviside operational calculus.

ALPHA CHI SIGMA

The professional chapter of Alpha Chi Sigma will meet March 7 at the Chicago Engineers Club, 314 S. Federal St. at half past six in the evening. Dr. W. C. Allee, professor of zoology at the University of Chicago will talk on "Unbalances in Nature." Dr. Allee is well known as a writer and lecturer.

made for the purpose of making the competition more even among the relay teams from the different schools which entered the meet. The same division is being made this year. In the university section the relay events will consist of a one mile relay and a two mile relay. In the college section the relay events will be the one mile relay, the two mile relay, and the sprint medley relays. Besides the relay events the program will have the usual individual events, the 70-yard dash, 70-yard high and low hurdles, 440 yard dash, 880 yard run, one mile, two mile, high jump, shot put, broad jump, and pole vault.

Strong Teams to Enter

Although no definite list of the colleges and universities which will compete in the meet could be obtained at the time of writing, the following schools have signified their intention of sending their track teams to the relays: Indiana University, Purdue University, University of Michigan, University of Illinois, Northwestern University, University of Chicago, University of Notre Dame, Marquette University, Michigan State, Wheaton College, Illinois State Normal, Pittsburgh State Teachers College of Pittsburgh, Kansas, Milwaukee State Teachers College, Lake Forest College, Thornton Junior College, Crane Junior College, North Central College, Beloit College, Embury College.

Big Ten Teams Expected

Indiana University's track team, which last year won the most points in the relays with such stars as Hornbostel, Brocksmith, and Fuqua competing for them is expected to be one of the strong teams in the meet again this year, even though Brocksmith and Hornbostel have been lost to the Hoosiers as a result of graduation. The Indiana track squad, however, will be pushed hard by the

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Zieman to Address A.I.Ch.E. Meeting

Dr. Stephan A. Zieman, head of the physics and chemistry departments of De Paul University, will speak before the A. I. Ch. E. this Friday, March 10, at 10:30 a. m., on "Mendel and the Law of Heredity."

Mr. W. F. Henderson, chief chemist of the Viking Corporation, gave an illustrated talk before the organization last Friday, March 3, at 10:30 in the electrical lecture room, on the manufacture of viscose casings for sausages. After being introduced by Allen Helmick, the speaker first outlined briefly the history of sausage casings, which, he stated, are first mentioned in Homer's works, three thousand years ago. It was only recently, however, that a method for making a synthetic covering for sausages, so long needed in addition to the animal coverings used, was discovered and developed. This method, being used by the Viking Corporation, uses cellulose as a base, and entails various operations. Cellulose, in the form of cotton linters is the starting point. It is treated, "mercerized" with a 17% solution of sodium hydroxide. The product, alkali cellulose, is shredded and then made to react with carbon disulfide to give cellulose xanthate which is a very viscous solution, called because of its viscosity, viscose. The solution is ripened and then "cast" into the proper shape by neutralizing the sodium hydroxide with acid so that the cellulose is recovered and formed into the desired shape. This finished product is then washed, glycerinated to prevent cracking, and dried.