PREPARATORY SCHOOLS, COLLEGES AND ACADEMIES

Opportunities for the College Trained Men

What They Can Do in Government Service and the Industries in War Time and After the War—Some Ways Cornell Helps Them to Grasp Opportunities.

IN response to many letters received last spring, Cornell University in a pamphlet gives answers to the following: What demand is there at present for college men in the service of the Government or in industry? What opportunities does Cornell University offer to the young man desirous of answering the call of his country and of peaceful society hereafter?

It is difficult to formulate any general plan for the guidance of these unselfishly ambitious students in the choice of useful college studies. Even brief information, however, may be helpful when taken in connection with the student's natural inclinations and with his sense of responsibility to himself and to the Government.

The following paragraphs set forth some of the more important forms of Government and industrial service in which there is now a pressing need of college trained men. It is certain that in most cases there will be an equally urgent need after the war and that the opportunities for useful and successful careers in these professions will be numerous and constant. Put baldly, the man with the best training will have the best chance. He will be best able to appreciate, to realize, and therefore to perform the duty of the hour. The world will need, will recognize and will pay for scientific knowledge, constructive thought and the application of both as never before. The demand for men trained in agricultural science and scientific methods is steadily increasing. Agriculture in all its branches is coming to its proper place among the professions. It is as professional men that the Government in various departments calls more and more agriculturists into its service; it is upon professional men that the Government now and the world later must depend for increased production and for the experimental research that will help to that end. The requirement is not for numbers—though many are needed; nor for experience alone—though that is indispensable; but for fundamental training in science and in the application of scientific knowledge.

During the past year graduates in chemistry have entered each of several branches of Government work—the Gas Defence Service, the Sanitary Corps, the Chemical Service Section, the Ordnance Department, the Bureau of Mines, the Bureau of Standards. Some of these men, in the first two branches, are in active service overseas; others have remained in chemical work in America. The work in the recently organized Chemical Service Section is of a miscellaneous character both here and abroad. Chemists in the Ordnance Department are often inspectors of munitions or of equipment, or they may be employed in arsenals or Government plants. Only in April there went out a call for 200 chemists for work in connection with the fixation of nitrogen at the new plant in Alabama. The scope of the work in chemistry at the Government bureaus is widening greatly, so that many trained men are needed, in purely civilian capacities, for routine duties and for research. At present, of course, hundreds of chemists are employed by companies filling Government orders. The need of such men after the war is likely to be no less, because of the stimulus to manufacture in other directions.

Engineering practice was enlarging even before America entered the war. Now practising engineers have entered the United States service in such numbers that young men must take their places. The war has forced the postponement of active construction requiring steel and timber, since the Government has first claim on these materials. The erection of buildings and bridges will therefore be increased after the war to meet accumulating industrial needs. The railroads will likewise require enlarged facilities. The development of municipal water works, power plants and sanitation systems, work which cannot now go on at a normal rate, must be taken up on a large scale as soon as usual conditions are restored. Hence in all branches of engineering—civil, mechanical, electrical, bridge, railroad, mining—the demand for young men competently trained will continue for years after the war, not only for development in this country, but in the work of reconstruction in Europe. Though the immediate purposes of the engineer's work may change, the period following the war will be one of extreme activity in which technically trained men will be leaders.

The Government needs men who have made a special study of physics. Men thus trained in the methods of scientific investigation and research find positions from time to time in the Bureau of Standards, in the Patent Office and in other Government bureaus. There is a larger field for physicists in industrial companies that maintain their own research laboratories. Even before the war the demand for specially trained workers was growing rapidly. The growth will be greater still after the war. Indeed, it has been predicted that colleges will, in the not distant future, provide special courses in physics similar to those already existing in chemistry.

To no profession is the world more indebted than to the profession of medicine. The Government needs physicians and surgeons scarcely less than it needs soldiers; it has accordingly already drawn large numbers of practitioners into its service and it is asking for more. It will be difficult, even if peace should come soon, to fill the vacancies. The call will continue for men and women of high standards and of thorough training both in medicine proper and in the related fundamental sciences.

The increasing number of veterinary colleges during the past two decades sufficiently attests the importance of the veterinary profession. The opportunities for the graduate are numerous and varied. Many veterinarians are employed in the Federal Bureau of Animal Industry, many in the army, many more in State and municipal positions and with corporations; the call for veterinarians in sanitary work is steadily increasing; there is a growing number of private practitioners. In all of these activities the demand is for educated, efficient, thoroughly competent men. The mere magnitude of the animal industry makes apparent the necessity of careful technical study.

An enumeration of professional opportunities, however, while it may suggest a means of immediate service to the nation, or of more livelihood, must not cause us to forget other things needful. As there is hardly a department of human knowledge that has not contributed its peculiar service in the war, so there is no department of human knowledge that will not make its proper and indispensable contribution to the work of reconstruction and readjustment. The applied sciences have made and will make great contributions; distinguished service has been rendered and will be rendered by economists and financiers in solving problems of taxation and of national and international finance; by linguists in making easier our intercourse with our allies and in interpreting our allies to us and us to them; by teachers and speakers in helping us to realize the justness of our cause and in lessening the chances of misunderstanding; by jurists, by physicians and surgeons, by journalists, and by professors of pure science.

In the host of new problems sure to arise after the war some of the most pressing will be social problems; and for their solution there will be needed not only men trained in politics and social science but also philosophers—searchers into the ultimate truths of human life—because this war is less a battle of nations than a conflict of philosophies. There can be no sure short cut to the greatest possible usefulness. The student should, therefore, lay as broad a foundation as he can for whatever his profession, his specialty, is to be. In every case he needs as his guide a broad knowledge, right habits of thinking and a free play of intelligence. Even in our present hour of stress we must remember that education is a preparation for life, and life, if at times something to be sacrificed, is also something to be enjoyed and used wisely.

Ever since the United States entered the war Cornell University, in common with other educational institutions, has supported the policy and has endeavored to meet the requirements of the national Government. It has freely given leaves of absence to professors entering some branch of Government service, both here and abroad; it has encouraged professors investigating Government problems in its workshops and laboratories, to this end creating a war research board composed of professors; it has placed at the disposal of the War Department for a school of military aeronautics the new drill hall erected by the State of New York, and has provided other facilities both for that school and for a school of aerial photography; it has in four colleges authorized summer terms in order that seniors might anticipate their graduation by five months and thereby answer a call to service sooner, yet without any actual shortening of the academic course; and it has arranged special courses in wireless telegraphy, naval architecture, marine machinery, navigation and military engineering. The Cornell Medical College in New York is the headquarters of the Government School of Military Roentgenology. Members of the faculty have lent their aid in every way to philanthropic and patriotic enterprises.

Meanwhile, the policy of the university has been the uninterrupted continuance of its regular work without substantial change. The calendar has been slightly modified by the lessening of vacation periods. The summer session was held as usual in 1917 and also in 1918; and academic work will be carried on next year as usual.

Since its opening in 1868 Cornell has prescribed military training; it is now required of freshmen and sophomores and may be elected by juniors and seniors. The cadets are organized as a reserve officers' training corps under the command of Lieut.-Col. Frank A. Barton, U. S. Cavalry, retired. During the year just closed there were in the corps ten companies of infantry, one company of signal corps, one company of engineers, one machine gun platoon, one sanitary detachment, and one band, a total of 1,540 men. For a number of years the War Department, on the basis of an annual inspection, has ranked Cornell among the "distinguished institutions."

On the scholastic side the university is unusually well prepared. Since many students of draft age have been enrolled in the service of the country, the faculty in comparison with the number of students is larger and the number of older and experienced teachers, professors of all grades, proportionately greater.

There is no narrowing of the scope of instruction; courses are maintained, as far as there is demand for them, on their normal basis. To the special courses already referred to others will be added as occasion may require or as the Government may suggest. The equipment of the university for technical instruction and research is not diminished. And since the university, by its work and in its aims and ideals, is devoted not only to practical and professional education, but to general and liberal education, due provision is made for those humane studies whose value the war should not allow us to forget, whose worth, indeed, the war may perhaps emphasize.

The war has laid upon all a new obligation. Many it calls to the supreme sacrifice, the rest it calls to earnest effort, to steadiness, and to a rededication of self to service, ends for which teacher and student alike cannot work too devotedly.

A NEW DEPARTURE at the EAGLE AVIATION SCHOOL is the STUDY of WIRELESS TELEGRAPHY. MEN SUBJECT to the DRAFT are HERE PREPARING THEMSELVES for the MANY OPPORTUNITIES OPEN to RADIO OPERATORS in the ARMY, NAVY and MARINE CORPS.

Serve Your Country By Going to College

"I would particularly urge upon the young people who are leaving our high schools that as many of them as can do so avail themselves this year of the opportunities offered by the colleges and technical schools, to the end that the country may not lack an adequate supply of trained men and women."

—President Wilson.

THE American educational system was begun at the top and built downward. Our common school system was developed in the nineteenth century and our high school system, the pride of America, is largely the product of the twentieth century. But even in colonial times America was a land of colleges. In the first half century of the Massachusetts settlements one man out of every 250 was a university graduate. The foundations of American life were laid in trained intelligence. Through the colleges of colonial days a leadership was produced competent to erect on the virgin soil of this continent a nation whose constitution and laws should become the prototype of human government in all parts of the earth. College trained men interpreted the Constitution for the expanding nation and developed the institutions of modern American life down through the years of our marvellous growth, while in the complex life of to-day thousands and thousands of college men and college women insure efficiency and progress in all lines of activity. The universities, colleges and technical schools are indeed the guarantors of our safety at home and our success abroad in the present world crisis.

Enlist for College.

Our best preparation for the war lay in the fact, not that we had constructed vast armaments, but that we had been turning out of our institutions of higher learning thousands upon thousands of men with trained intelligence and scientific skill. In this respect we were preparing for war better than we knew. Should this preparation cease, now that war has come? Far from it. On the contrary, it should be greatly increased. The successful prosecution of the war alone demands this. But in time of war we should also prepare for peace. Who can calculate the human energies that shall be required to rebuild the new and better civilization that is to rise on the ruins of this war? The allied nations are calling upon us now for 12,000 engineers and skilled men to repair the railroads of England, France and Russia. Service abroad will not end with the war. Engineers, civil, mechanical, electrical, mining, sanitary, will be needed to rebuild the new Old World. And what need there will be of human engineers—those who can mend broken hearts, enlighten beclouded intellects, restore human friendships, establish ideals, regulate conduct, sterilize society of evil and give it moral health!

Meanwhile, what of the demand for thoroughly trained leaders and workers at home? How great this demand immediately becomes! America must go forward, not backward. At this point we must avoid the mistake made by other nations at war—that of seeing only the needs of to-day and of failing to provide for the greater needs of the days to come.

The Call of Our Leaders.

PRESIDENT WOODROW WILSON:

"It would seriously impair prospects of success in this war if the supply of highly trained men were unnecessarily diminished. There will be need for a larger number of persons expert in the various fields of applied science than ever before. Such persons will be needed, both during the war and after its close.

"I have therefore no hesitation in urging colleges and technical schools to endeavor to maintain their courses as far as possible on the usual basis. There will be many young men from these institutions who will serve in the armed forces of the country. Those who fall below the age of selective conscription and who do not enlist may feel that by pursuing their courses with earnestness and diligence they also are preparing themselves for valuable service to the nation."

SECRETARY OF WAR NEWTON D. BAKER:

"We want to cultivate enthusiasm, but we do want to be discriminating in our enthusiasm and prevent people getting the notion that they are not helping the country unless they do something different, which is not the case at all. The largest usefulness may come from doing the same thing—just continuing to do it. To the extent that college men are disqualified or too young, their major usefulness lies in remaining in college."

UNITED STATES COMMISSIONER OF EDUCATION P. P. CLAXTON:

"If the war should be long the country will need all the trained men and women it can get—many more than it now has. When the war is over there will be made upon us such demands for men and women of knowledge and training as have never before come to any country. There will be equal need for a much higher average of general intelligence for citizenship than has been necessary until now. The world will have to be rebuilt, and American college men and women must assume a large part of the task. In all international affairs we must play a more important part than we have in the past."

GENERAL LEONARD WOOD:

"Those undergoing intensive training at colleges and schools should continue that training until their services are required in the army."

PROVOST EDGAR F. SMITH:

"One of the greatest and saddest calamities already obvious as a lamentable result of the war, for European nations, is that the intellectual flower of their population is being destroyed. A great swath of destruction has been cut through the ranks of educated young men who were to form the intellectual leaders of the coming generations. They are gone. The world has lost them. And those nations in the coming years will be by so much the weaker and less progressive, less able to master the future's problems.

"It is for us to take warning from this lamentable example. We cannot afford to incur the same risk. We must keep the ranks of our educated men well filled."

Patriotic Duty.

Under present conditions it is the patriotic duty of young persons of ability and promise not enlisted directly in the country's service to qualify themselves in school or college. It is the patriotic duty of parents to provide the means for educating their children. An investment in a college education for a son or daughter is more imperative from the nation's standpoint than the purchase of Liberty bonds, desirable as the latter may be. Here is the point at which the parent may do his best as well as his "bit." It is the patriotic duty of all institutions of learning for the time being to give such flexibility to requirements of admission as will open the way for irregularly prepared students; to correlate their work as far as possible with all other interests, especially with the farms and industries; to maintain and build up standards of scholarship and to encourage extraordinary diligence on the part of students in the pursuit of their work.

Panoramic View of Various Activities Throughout the Student World

FINAL exercises for the Harvard Reserve Officers Training Corps were held last week in Sanders Theatre, where nearly 450 certificates of military proficiency were awarded, Major Joseph Bartlett, regimental adjutant, turning over the documents to the company captains to be later distributed to the men who qualified.

At the exercises President Lowell of Harvard University was the chief speaker and was preceded by Major William F. Flynn, U. S. A., retired, the commanding officer, who presided, and Lieut. Andre Morize, the French officer who has been connected with Harvard since early last year.

During his speech President Lowell let it be known that Harvard is to elect the Student Army Training Corps plan of the Government, and its unit will not only have the advantage of the high grade instruction in infantry tactics provided for almost two years, but in addition will be given an opportunity to study ballistics, which deals with the artillery. It is expected that everything will be in readiness for the inauguration of the new corps when Harvard reopens in September.

"I congratulate you on your work in camp," the president told the cadets assembled before him, "and I thank the officers likewise for the skill and success in carrying on the camp."

Addressing himself to the older members of the corps who will soon enter Government training camps, President Lowell hoped that all of them would take part in the movement now going forward which is pushing the Germans back. But he cautioned against optimism.

"The end it not yet," President Lowell added. "The Germans know the art of war, and they also know perfectly well the meaning of defeat. The German people, both military and civil, must be convinced that they are beaten, and then only will the war be truly over. The whole German people must know the German army is beaten before an allied peace is possible. The war will be won by the armies which retain the strongest divisions. Victory will come to the nations who have the last reserves. Guns, tanks and other material weigh heavily, but man power will be the deciding factor.

"Each nation that has gone into the war has at the start wasted men; in fact, a greater waste of life was made than was necessary. Conserve your forces. Do not be foolhardy with your soldiers. I have no fear of American troops halting. In order to keep your army at its highest numbers be careful of the camp life of your men. See to their health and bodily comfort. Keep them fit."

President Lowell then outlined the Government plan for the Student Army Training Corps. Any college with 100 able bodied men enrolled can elect to have a unit of the corps.

"The Government realizes that college men make the best officers," the President said. "We shall have our military courses of last year, and some more advanced ones. We shall also fit men for the artillery service. The university is now making such arrangements, and is hopeful of getting guns. Ballistics will be given, chiefly from the point of theory. The training camps will provide the necessary knowledge of mechanism, providing we are unable to get arms."

Major Flynn in opening the exercises said that the corps had been successful beyond his expectations. He spoke of the hardships, inconveniences and other distasteful things of camp life the men had just passed through, but said that in the years to come this feeling would change into that of pleasant recollections.

Lieut. Morize said he did not know what the men had learned in camp of present day warfare, or other phases of military training, but he was sure they had gotten now the military spirit and the spirit of service.

"My last words are: Thanks to you for your good spirit, zeal and discipline. By teaching you we have learned ourselves. I have spent six of the happiest weeks with you."

TOME SCHOOL.

PORT DEPOSIT, Md., Aug. 17.—New names are being added to the honor roll of the Tome School.

A gold star has been added to the name of Lester Potter Harris of Johnson City, Tenn., who died from wounds received while in active service in France. He went to France with the American Red Cross as a volunteer in the ambulance service. He had been at the front since August, 1917, and had won the Croix de Guerre.

The name of Roger Elliot Salmon of Newark, N. J., has been added to the honor roll. He was called from his work as secretary to the Mayor of Newark by the first draft. He went from Camp Dix to France, where several promotions placed him in the Adjutant-General's Department at Tours. While at the Tome School he was prominent in athletics as the star pitcher of Tome's baseball team of 1911. He was known in baseball circles as the big Newark southpaw and was considered one of the best schoolboy pitchers in the country.

One of Tome's former successful baseball managers, Selah Hiscox of Patchogue, was graduated from the University of Toronto and entered the service as an instructor in aviation. He is now senior officer of his squadron in the Royal Air Force.

Another Tomme boy, Nicholas Ridgely of Springfield, Ill., was in the company that went over the top and took 1,000 German prisoners. According to the account of the affair Ridgely accounted for six Boches himself.

ASTRONOMERS' CONVENTION.

Some fifty members of the American Astronomical Society are expected at the twenty-second meeting to be held at the Harvard College Observatory in Cambridge, Mass., Tuesday, Wednesday and Thursday of next week. This will be a comparatively small attendance for the annual meeting. War conditions have cut into the activities of the Astronomical Society this year, demanding the skill of scientists in various branches of the service. The fifty members who are expected will come from colleges in New England and New York.

Thirty-eight papers on scientific subjects are scheduled. The Harvard College Observatory will be open during the meeting, and the telescope will be at the service of members on every clear evening. A number of astronomical photographs will be exhibited. The first astronomical photograph was taken at the Harvard Observatory in 1850, and the development of the art has been made largely at Harvard since the appointment of Prof. Edward C. Pickering in 1876. Members of the society will be accommodated at Standish Hall during the period of the meetings.

Among the papers announced are "Solar Eclipse of 1918, June 8, as Observed in Omaha," by W. F. Rigge; "Announcement Concerning the Formation of a New Catalogue of Fundamental Star Positions," by C. D. Perrine; "The Spectrum of Nova Aquilæ, No. 3," by Miss Annie J. Cannon; "Usefulness of 'Movie' Camera for Photographing Phenomena of Solar Eclipses," by E. B. Frost; "The Seventy-two Inch Reflecting Telescope," by J. S. Plaskett, and many others. The programme of the convention is as follows:

TUESDAY, AUGUST 20.

9 A. M.—Meeting of the council at Harvard Observatory.
10 A. M.—Opening session at observatory. Reports of committees.
1 P. M.—Luncheon at the observatory by invitation of the director.
2 P. M.—Brief session for papers followed by inspection of the observatory.

WEDNESDAY, AUGUST 21.

9 A. M.—Meeting of the council.
10 A. M.—Session at observatory for papers.
1 P. M.—Luncheon at the observatory.
2 P. M.—Excursion to the Whitin Observatory, Wellesley College by invitation of Prof. Duncan.

THURSDAY, AUGUST 22.

9 A. M.—Meeting at the council.
10 A. M.—Session at observatory for papers and election of officers.
1 P. M.—Luncheon at the Students' Astronomical Laboratory on Jarvis street, by invitation of Prof. Wilson.
2 P. M.—Session at Astronomical Laboratory by invitation of Dr. Stetson.

NEW Y. M. C. A. DEPARTURE.

It is announced that the educational forces of the Y. M. C. A. throughout the country have been enlisted in a new movement to provide secondary education of the highest type under Y. M. C. A. auspices, as the result of a conference just concluded at Silver Bay, N. Y. There was formed the Division of Secondary Education of the Y. M. C. A., which will spread what has been called the revival of the "little red school house" of other days. The officers elected were:

President, Ira A. Flinner, Huntington School, Boston; vice-president, Ernest H. Koch, Jr., McBurney School, West Side branch, Manhattan; secretary-treasurer, Charles Manton King, headmaster, Marquand School, Central branch, Brooklyn.

Seven schools were represented at the first conference. The platform adopted was broad and the new department was stated to be designed to include in its membership all the educational forces of the Y. M. C. A. branches, particularly the growing number of day schools in association buildings.

It was announced that a new day school for all the year is to be opened at Silver Bay this fall under the leadership of C. C. Michener, long prominent in Y. M. C. A. education in Pennsylvania, and president of the Silver Bay association. The scope of this school, as planned by Mr. Michener, is broader than anything ever attempted in day schools and the faculty is of high order. No headmaster will be named for a time, but Mr. Michener will be chairman of the faculty. The entire Y. M. C. A. of North America will be back of the new school.

AGRICULTURE AT COLUMBIA.

The general public takes an interest in all things agricultural these times. That portion of the public that has land that will grow sweet corn and beans and another portion that to-morrow plans to have or to manage a God's acre are deeply concerned and interested. We are concerned because conditions are so erratic and unusual. We are interested to the point of pain because we know that the "iron shard" is cold and idle unless the steel ploughshare does not only its usual duty but its extraordinary war duty of producing a larger acreage of better crops than usual.

Certainly many owners and prospective owners of land could profit largely by looking up the offering in solid instruction and first rate excursion and test work in soil management in the department of agriculture at Columbia University. This course deals with the very foundations of foodstuffs production, both as to current practices in the field and as to the principles involved therein.

Rule of thumb methods of gardening, of farming, of soil management of any sort are often superior methods when the son follows the successful father on the land and when times are normal. But when the man or woman operates newly acquired land, brings under cultivation abandoned land, or can obtain no longer the usual amounts and kinds of fertilizers then rule of thumb methods utterly fail.

In charge of this work at Columbia is Prof. O. S. Morgan, who has had many years of practical experience on farms in the West and latterly in the East. Sampling of soil, testing soils, careful work with the soils from the farms of the students all form part of a practical course in managing soils that must result not only in a more fundamental understanding of soil problems, but what only is pertinent these war times must result in more acres under tillage and every acre more productive of foodstuffs.

Inquiries concerning this course and courses in field, fruit and vegetable crops, poultry husbandry and farm management should be addressed to the secretary, Columbia University, New York city.

SCHOOL FOR WAR WORKERS.

Because the fight or factory order has driven into the war workshops many who need specialized instruction to fit them for the new employment and to prepare them for the inevitable promotion, the Central Y. M. C. A. of Brooklyn, N. Y., will open to-morrow evening a school for industrial workers. The curriculum will cover blue print reading, micrometer and measuring instruments, mechanical drawing, shop mathematics and principles of factory organization, and is for clerks as well as mechanical workers. The preliminary enrolment is large for August, and it is expected that at the opening session many more will join the classes.

The new school is opened in cooperation with the Wright-Martin Aircraft Corporation, E. W. Bliss Company and the Sperry Gyroscope Company, and negotiations are in progress with other firms.

The Publicity Problem in the Private Schools

"ADVERTISE, sir? Why should I advertise?" indignantly queried the dignified head of a conservative, high class private school two years ago of the manager of THE SUN College, School and Camp Bureau. "I will have you understand, sir, that this school never advertises! Its masters and its pupils are the only advertisements which it needs!"

"But——" interposed the manager as he was being summarily ushered to the door.

"No 'but' at all, sir," indignantly cried the old headmaster. "It was a mistake that I saw you. I have no time to spare for interviews with advertising men. Good day, sir."

"Poor old chap," said the manager of THE SUN College, School and Camp Bureau to himself, as he walked slowly down the street. "He's a dear old fellow, but, like many school men of his high academic type, he is a bit too conservative in his methods. I am afraid that unless he quickly becomes more businesslike in his methods he will be shipwrecked or outdistanced by his young and more progressive competitors."

Just then the manager came to a pleasant house of modest size, but artistically located in small gardenlike grounds. "Hello; what's this?" he queried to himself as he read the small, neat sign:

SCHOOL FOR BOYS.
M. A. SMITH.

Saying to himself, "This must be a new school; I do not remember having seen this sign when I passed it in way last year," he consulted his list of schools for that town. "I was right," he said as he refolded it and put it away in his pocket. "It must be a new school, for I do not find its name here. I am glad that I saw it, for I like to visit a new school. New schools always represent such high ideals and such enthusiasm."

So saying he ran up the front steps and rang the bell. The trim maid who answered it took his card and conducted him to the reception room. Scarcely had he seated himself before the headmaster's secretary, an attractive, businesslike woman of middle age, appeared. She smilingly greeted him and asked his errand. "I should like to see Mr. Smith personally," he replied, "for my errand is one of considerable importance to him. When will he be at leisure?"

"He is teaching an academic class just now," replied the secretary with a smile, "so he cannot be disturbed except for some matter of vital importance to the school, but if you will write your message to him on your card I will take it to him at once and bring you his answer."

The manager scribbled on his card a single sentence. "I come in regard to the future welfare of your school," and handed the card to the secretary.

Hardly five minutes had elapsed after she had left the room before she returned. This time she headed the approach of the headmaster. "Mr. Smith thinks that your business with him is of such importance," she said, "that he will be with you in a moment. He is outlining some work to be done in his absence and I must go to take his place."

In a very few moments Mr. Smith entered. A smile lighted up his face and his eager hand was outstretched in greeting. "Good morning, Mr. ——," he said as he shook hands with the manager of the College, School and Camp Bureau. "I do not very often leave my class during a morning period, but I consider the advertising work of a school of such vital importance as to be second to nothing, not even to the instruction of the pupils, so I came to see you at once. You see," he added, half apologetically, "my school is just ending its first year. That is why I teach myself. I plan to do wholly supervisory work later, but this first year I did not feel that I could afford to hire as good a teacher as I myself am."

"I think that your policy is a very wise one," replied the manager. "Won't you tell me about your school, for I am very much interested in it? Besides I want to see just what our bureau could accomplish for the school, provided you make up your mind to let us help you from the publicity end."

"Well," continued Mr. Smith, "I have a school of academic or college preparatory rank, whichever you choose to call it. The school consists of ten boarding pupils and thirty-two day pupils."

"That is a goodly number to begin with," said the manager.

"Yes, but I must have more if I am to accomplish what I set out to do—that is, to maintain a first class school of high type. I must have more pupils or I will not be able to much more than barely meet expenses. That is why I was so desirous of seeing you. I know that one of the requisites for success is properly managed publicity. Tell me what can you do for me in that line?"

"Well," replied the manager, "we can make any school a success, that is, provided that the headmaster will let us outline a publicity plan for him. You know there is advertising and advertising and there are mediums and mediums."

(Reprinted by request.)

INSTRUCTION.
BOTH SEXES.

PACKARD
COMMERCIAL SCHOOL
Lexington Ave. and 35th Street
Fall Term Opens Sept. 3
THOROUGHNESS
is the keynote of the Packard method of business training. Each student receives attention according to his requirements. Commercial, Stenographic, and Secretarial Courses; Commercial Spanish, Higher Accounting, Cost Accounting, and Auditing. Send for prospectus. No solicitors.

25th YEAR Miller BUSINESS SCHOOL
PREPARES FOR
SECRETARIAL ACCOUNTING
STENOGRAPHIC AND GENERAL
BUSINESS EMPLOYMENT
FIFTH NATIONAL BANK BUILDING
LEXINGTON AVE. AT TWENTY THIRD STREET

SECRETARIAL
Spanish, French Business, Shorthand and Stenotype Courses
Day and Evening
All the year
A School Worth Seeing
Merchants and Bankers' Business School
Madison Ave. at 58th St., N. Y. C.
S. C. ESTEY, Pres. Phone Plaza 2993.

INSTRUCTION.
MUSICAL.

NEW YORK AMERICAN CONSERVATORY of MUSIC
New Address
163 West 72nd St.
The Leading School of Music in New York.
Harmony, Orchestra, Concerts and Lectures Free.
TERMS: $10 PER QUARTER UPWARD.
Open from 9 to 6
Mondays, Thursdays Until 9.
Send for Catalogue.

Institute of Musical Art
of the City of N. Y.
Frank Damrosch, Director. Provides comprehensive musical education in all branches. Endowed. Entrance examinations beginning September 30th. Address
Secretary, 120 Claremont Avenue, New York

INSTRUCTION.
FOR GIRLS AND YOUNG WOMEN.

Academy of Saint Joseph
In-the-Pines,
BRENTWOOD, N. Y.
Boarding School for Young Ladies, Preparatory Collegiate, Affiliated with the State University.
Complete courses in Art, Vocal and Instrumental Music.
Extensive Grounds. Large Campus. Athletics.

MARYMOUNT
College and School for Women. Superb location. 40 minutes from N. Y. City. Four year course leading to Degrees. Two year finishing course for High School Graduates. Academic Courses, Pre-Academic. Separate College buildings. Music, Art, Elocution, Gymnasium, Athletic Fields, 5 Tennis Courts, Horseback Riding. Chaperonage to Concerts, etc. Write for catalogue to
THE REV. MOTHER
Tarrytown-on-Hudson, N. Y.

THE COLUMBUS HOSPITAL
directed by the Missionary Sisters of the Sacred Heart, through their TRAINING SCHOOL FOR NURSES, offers a two years' and three months' course to young women who are desirous of becoming skilful nurses. Practical and theoretical training under the direction of Surgeons and Specialist. Worthy applicants are admitted any time of the year. Apply in person or by letter to Mother Superior, 226 East 20th St., N. Y. C.

Wheaton College for Women
Only small separate college for women in Massachusetts. 4-year course. A. B. degree. Also 2-year diploma course without degree. Faculty of men and women. 20 buildings, 100 acres. Endowment. Catalog. REV. SAMUEL V. COLE, D. D., LL. D., President. Massachusetts, Norton (30 miles from Boston).

INSTRUCTION.
FOR BOYS AND YOUNG MEN.

COOPER UNION
NIGHT COURSE IN
GAS ENGINE PRACTICE.
A one-year course in Gas Engine Practice will be opened about September 23rd. This course is specially designed to meet the needs of men who are engaged in the operation, construction, erecting, testing or repairing of gas, gasoline or kerosene engines and who wish to obtain a better understanding of the technical principles involved. The class will meet two nights a week, one night in class and one night in laboratory. Instruction free. Laboratory fee $10. Application may be made up to September 14th by writing to the Secretary of the Cooper Union.

COOPER UNION
NIGHT COURSE IN
STEAM ENGINE PRACTICE, STATIONARY AND MARINE.
A one-year course in Steam Engine Practice will be opened about September 23rd. This course is specially designed to meet the needs of men who are engaged in the operation, construction, erecting, testing or repairing of stationary or marine steam engines and who wish to obtain a better understanding of the technical principles involved. The class will meet two nights a week, one night in class and one night in laboratory. Instruction free. Laboratory fee $10. Application may be made up to September 14th by writing to the Secretary of the Cooper Union.

LAW SCHOOLS.

LAW SCHOOL FORDHAM UNIVERSITY
WOOLWORTH BLDG., NEW YORK.
Afternoon Classes 4:15 to 6:15
Evening Classes 7:45 to 9:45
Term Begins Sept. 26. CASE SYSTEM.
Write for Bulletin "O"

INSTRUCTION.
FOR BOYS AND YOUNG MEN.

Clason Point Military Academy
For Boys. Catholic Boarding & Day School. Directed by the Christian Brothers. Located within the environs of the city, centred in beautiful Hillcrest Park, bordering on waters of Longfellow Sound. Prepares for College and Business; combines religious training, military discipline. All Athletics. 36th year opens Sept. 11. Catalog on request.
REV. BROTHER ROBERT, Director, Clason Point Military Academy (Bronx), N. Y. City.

CARSON LONG INSTITUTE
80th year. A home school for boys. 6 buildings. 18 acres in the healthful foothills of the Blue Ridge. Individual and personal instruction—how to learn, how to labor, how to live. Our aim is knowledge, character, culture, efficiency.
College Preparatory, Business, Junior courses. Spanish, French, Public Speaking. Separate building for boys under 13 years. Strong religious but non-sectarian influences. $345 and up; Juniors, $330. Address Carson Long Institute, Box 5, New Bloomfield, Pa.

11th Year. A Country Boarding School for Boys 7 to 16.
KOHUT SCHOOL
For particulars address 254th St. and Independence Av., Riverdale, N. Y. City. Phone 367 Kingsbridge.
Dr. GEO. A. KOHUT, Principal.

Collegiate School For Boys
Is a College Preparatory School with strong Primary and Junior Grades. Modern school building. Large Gymnasium. Military Drill and Supervised Athletics. Afternoon outing classes.
Founded 1638. 241-43 W. 77th St., New York. 104th year begins Oct. 1st. Catalogue. A. T. Warren, Headmaster.

COLUMBIA UNIVERSITY
Courses in Agriculture
Practical instruction in horticulture, agriculture, soils and fertilizers, tree fruits, home garden fruits, vegetable culture, flower culture, poultry husbandry and allied subjects. Classes come either in the day or at night, beginning September 26. Fees moderate.
For catalogue address the Secretary of Columbia University, New York city.

Berkeley-Irving School
A Preparatory School for Boys
311 West 43rd Street
Individual instruction. Manual training. New gymnasium building, with large roof playground and skylight. Illustrated Catalogue.
L. D. RAY, Headmaster. Tel. Schuyler 1836.

WILLISTON SEMINARY for Boys.
Your boy's personality directed. Efficient masters. Military training. Scientific and preparatory departments. $100,000 recitation hall. Six buildings. Athletic fields. 74th year opens September. Lower School in separate building. Booklet. JOSEPH H. SAWYER, L. H. D., Principal, Easthampton, Mass.

Mercersburg Academy Offers a thorough physical, mental and moral training for college or business. Under Christian masters from the great universities. Located in the Cumberland Valley, one of the most picturesque spots of America. New gymnasium. Equipment modern. Write for catalog. Address Box 16, William Mann Irvine, LL. D., Headmaster, Mercersburg, Pa.

Bordentown Military Institute
Mental, moral, physical, military training. Boys taught HOW to study.
Bordentown-on-the-Delaware, New Jersey.

BERKELEY-IRVING SCHOOL.
"From Primary to College." Gym. Swimming Pool, etc. 37th year. $65 to $245 qt. Tel. Schuyler 4536.

Manhattan College, B'way & 131st St., N. Y. Reopens Wed., Sept. 18—Circular on request.