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to John P. Senior

Dear Senior:—

Your campus days are very nearly over but don't let anyone mislead you into thinking that the "gladdest years of life" have also passed. Tackle the job of living with a little gumption and you'll find each succeeding year more enjoyable and satisfying than the year that preceded it.

Your big job in the next few years is to set your standards and erect your reputation. What the world wants to know about you is the soundness of your judgment and the dependability of your performance. Don't take chances on those two points. A clean reputation for solidity, trustworthiness and dependable performance is the goal to aim for. (Your dollar-income at first probably won't total very much under the best of circumstances, so be sure your reputation-income is the biggest possible.)

Team up with the best in everything that you handle. Stand for, advocate, fight for the best materials, the best designs, the best construction methods. Don't let your name come to get associated with second-bests, make-shifts and could-have-been-better-with-a-little-more-work-and-thought.

Build your reputation now—your fortune will come later.

The world doesn't owe you a living but it's ready and willing to pay you handsomely when you have justified it. It's a great world once you have made it respect you.

I've seen a lot of it and I know.

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A design engineer comes continuously in contact with sales negotiations, and Pierce's contact with them proved so beneficial that he was lately made head of the Instrument Section of the Sales Department, which means that he really has charge of the sale of all instruments to Westinghouse customers.
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Here Marcheta, in the fresh beauty of her youth, will come to pound maize. For years she will pound maize. The stone will stand up under the blows; not a dent has the muscle of three generations of women made upon it. But the crows will hurl their black gibes upon a woman aging early and bent with toil. Old Marcheta—still in her thirties.

The American woman does not pound maize. But she still beats carpet; she still pounds clothes; she still pumps water. She exhausts her strength in tasks which electricity can do better, and in half the time.

The high ideals of a community mean little where woman is still doomed to drudgery. But the miracles which electricity already has performed indicate but a fraction of the vast possibilities for better living and the tremendous opportunities which the future developments in electricity will hold for the college man and woman.

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