Actually Platinum Blonde

Jean Harlow's natural platinum blonde hair matches exactly with the piece of platinum she is holding. Engineers took this color matcher to her suite to settle once and for all whether she's a platinum blonde or not. The match was perfect, so there's no argument.

More sensitive than human eyes, the color matcher with its never-erring "electric eye" was developed in the Westinghouse laboratories to assist industry to duplicate colors in manufacturing processes.

Reflected light is put to work in this new color matcher. The quantities of light reflected respectively by two samples of color are measured by two "light-sensitive" photo electric cells with a meter to indicate the degree of match.

Samples are tested under red, green, and blue light in succession. If they match under these three colors, they will match under any lighting conditions, say the engineers.

The greatest use of the color matcher will be made in the textile and paper industries and in those industries which manufacture molded materials, pressed materials, micarta, tile, floor materials, enameled metals, and steel tiles used in interior decorating.

The Transportation Dilemma

Today, there are two great classes of transportation waging a bitter fight for supremacy in that field. They are the railroads, and the motor trucks and busses. The two classes of motor traffic, aided by the fact that they have no right-of-way to maintain and can reach far more places than the railroads possibly can, are fast making the railroads a losing proposition for hauling passengers or commodities other than very heavy or bulky freight.

The author, a consulting engineer, feels that much of this competition is needless and that a combination of the two into one organization so that each would perform the functions for which it was best fitted, would benefit the operators as well as the general public.

As a step in the direction of better organized trans-
interested only in knowing enough about engineering to be able to manage and direct its work. The authors feel that an engineering course should be arranged to fit the needs of the latter group. That is, an engineering course combining engineering and business administration so that the graduate of such a course would have a working knowledge of the fundamentals of engineering, and also have the necessary business training as a foundation for general executive work.

—Mechanical Engineering.