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Anonymous Advertiser Boosts Sun Power

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able mechanism to improve pre-service as well as in-service education in the Sioux City community. It will influence other colleges to follow similar cooperative approaches in order to produce more effective elementary teachers.”

ANONYMOUS ADVERTISER BOOSTS SUN POWER

A challenge to use solar energy was thrown in front of readers of the *Wall Street Journal* recently. The medium was a full-page advertisement costing \$9,000 in which the buyer expressed his confidence in American ingenuity which would free all mankind from energy deficits and make the innovator wealthy as well.

“A Challenge to Scientists, Inventors, and Tinkerers,” the ad read.

“Select 11 metal bars.

“Place 10 of them in sunshine.

“These ten will become too hot to hold comfortably.

“Transfer the heat BTU’s from these ten to the cool 11th one, or into an equivalent amount of fluid so that it will become much hotter than any one of the 10.

“Patent your process, and you will have the world by its tail, and vast quantities of solar energy will be just around the corner.

“Theoretically, water will not run uphill; yet a patented device, the hydraulic ram, furnishes water uphill to thousands of homes without any added energy.

“Theoretically the bumblebee cannot fly. How happy he is in his airborne ignorance.

“Theoretically this challenge cannot be successfully met, but . . . Henry Kaiser liked nothing better than the word of an expert that something couldn’t be done.

“History shows that new ideas in science often come from brash youngsters, mavericks, or rank outsiders.

“This challenge is presented by a retired private citizen who hopes it will be a public service; who has complete confidence in the ingenuity of Americans to solve any engineering problem; and who wishes to remain anonymous.”