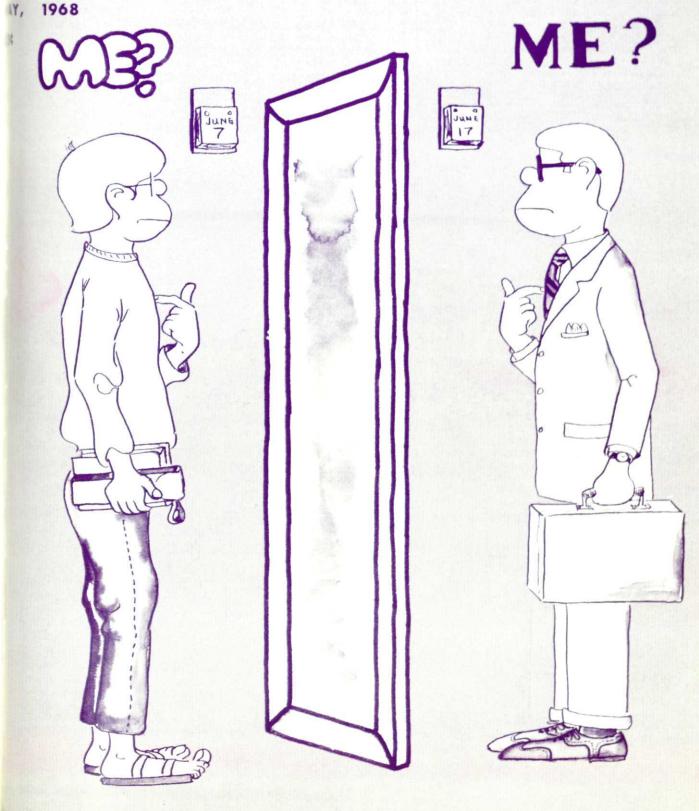
# PARTAN NGINEER



## Jobs that just might change the world

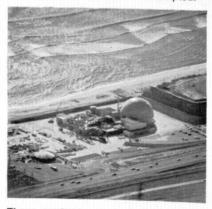
#### Move people through rush hours at

80 mph. Westinghouse built the experimental transit expressway in Pittsburgh. And we are building the computerized controls for the San Francisco masstransit system that will be the model for others throughout America. We're looking for people to help us build equipment that will move people as they've never been moved before.



These graduates needed: Engineering, Physical Sciences, Social Sciences, Engineering Administration, Industrial Technology, Business & Liberal Arts.

Tap the atom with the company that started it all. Westinghouse supplies some of the largest nuclear generating plants in the world. We are building nuclear rocket engines. Our reactors power nuclear submarines. But this is only the start. We need people for some of the most fascinating projects we've ever attempted.



These graduates needed: Electrical Engineering, Mechanical Engineering, Industrial Engineering, Chemical Engineering, Engineering Mechanics, Marine Engineering, Structural Engineering, Ceramics, Nuclear Engineering, Materials Science, Physical Sciences.

#### Desalt the world's oceans

Westinghouse has 73 water-desalting units operating or on order around the world. Now we need people to help us design and build facilities that can desalt 150 million gallons a day-and solve some of the toughest water-supply problems we've ever tackled.



These graduates needed: Electrical Engineering, Chemical Engineering, Materials Science, Physical Sciences, Industrial Engineering, Engineering Mechanics, Mechanical Engineering, Civil Engineering.

Take a dive and explore the ocean 20,000 feet down. Westinghouse is developing a fleet of self-propelled undersea vehicles. In them we will dive deep, explore, salvage and probably discover more than any other single company in oceanography. We need adventurers to join the quest that has already taken us all over the world.



These graduates needed: Electrical Engineering, Mechanical Engineering, Chemical Engineering, Materials Science, Marine Engineering, Ocean Engineering & Science.

Build a city from scratch-the way a city should be built.

Westinghouse has just purchased an embryo city. We're looking for people to help us rebuild many of the existing cities in America. We can do it—Westinghouse now provides more products, systems and services for construction than any other single company.

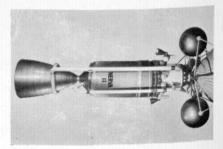


These graduates needed: Engineering, Physical Sciences, Social Sciences, Engineering Administration, Industrial Technology, Business & Liberal Arts.

### Fly to Mars

When the first expeditionary vehicle takes off, Westinghouse will be there.

We are building the nuclear engine for voyages into deep space-to Mars and Venus and beyond. The jobs are exotic. We need more people to help us now.



These graduates needed: Electrical Engineering, Mechanical Engineering, Chemical Engineering, Materials Science, Nuclear Engineering, Aerospace Engineering, Physical Sciences.

Want to change the world? Your best opportunity lies with a company like Westinghouse. Contact L. H. Noggle, Westinghouse Education Center, Pittsburgh, Pa. 15221-or see the Westinghouse interviewer on your campus.

An equal opportunity employer.



You can be sure if it's Westinghouse

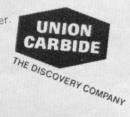
## We'll take a mini credit for the skirt.

About when the mini skirt lifted female hemlines and male morale, another revolution was sweeping the garment industry: permanent press fabrics. Real permanent press. Now when a pleat goes into a skirt or a crease into a pair leasts it a there is a skirt or a crease into a pair of pants, it's there to stay. You can't shake it out even in the wildest discetable or iron it out in steam

What turned out to be the key to the process is a chemical wildest discothèque. Or iron it out in steam.

intermediate from Union Carbide. It's called glyoxal. Glyoxal is the essential link in the chain of chemical reactions that gives clothes the best permanent press properties. And it has to be glyoxal of a very pure, highly refined grade. With so many coople new caving that imping clothes is a With so many people now saying that ironing clothes is a thing of the past, high grade glyoxal seems to be a highly

significant contribution. An equal opportunity employer.



1

## "I used to think IBM would be one of the last places for an M.E."

"I was skeptical about IBM as a place for a mechanical engineer to work. E.E.'s, sure. But M.E.'s?" (This is Dick Driscoll, B.S.M.E. '67, a Manufacturing Engineer at IBM.)

"I was wrong. There are plenty of opportunities for M.E.'s in just about all areas, especially in development and manufacturing.

"When I joined IBM, I chose manufacturing engineering. In my case, this got me involved in producing core planes for memory components. After the component has been designed, I coordinate the tooling and all the other manufacturing processes. I initiate basic ideas on the design of tooling and work closely with the machine tool and die designers and builders, and with the installers of the production machinery.

"It's sort of like solving a very difficult three-dimensional jigsaw puzzle. And it's a 'pure' engineering job. The kind I was trained for. Because, in the final analysis, product responsibility for manufacturing the memory component rests with one person. Me.

IBM

**Interdisciplinary environment.** "You get exposed to a lot of different disciplines in manufacturing engineering. Electronic. Metallurgical. Chemical. This kind of interfacing broadens you as an engineer.

"It may sound square, but I think IBM is a great place for an M.E. to work."

If you'd like to know more about a career in mechanical engineering with IBM, visit your campus placement office. Or send a brief outline of your educational background to Irv Pfeiffer, IBM Corporation, Dept. E, 100 South Wacker Dr., Chicago, Ill. 60606. We're an equal opportunity employer.

# **SPARTAN** engineer

#### VOLUME 21

#### NUMBER 4

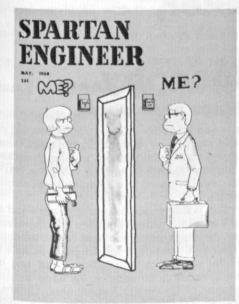
#### MAY,1968

#### STAFF

Gary Romans	×				•	•	•		*					•	•		ed	itor
Tom Schafer .	3	•	•	•	•	ł											featu	ures
Davis Chase			•														.staff a	rtist
Jack Simmons																,	circula	tion
Patti Stephayn																	0	ору
Andrew Leven	fe	lo	I														staff wr	iter
Mike Fellberg																	staff wr	iter

#### ADVISORS

Keith Asplin Logan Blank



June is the time of year when many of us have to face that cold, cruel world for the first time. This month's cover, by Davis Chase, shows one of the more obvious changes that takes place in a graduating senior.

#### ARTICLES:

WHY? By Ed O'Brien	•	•	•	•	•	•	•	•	•	•	ľ	•	•	.9
SUPER ENGINEER By Davis Chase	•		•	•	•		•	•		•				11
THE ENGINEER AND EDUCATION By Robert K. Braden	1						•	•		•	•		•	15
THE SOCIAL ENGINEER By Dennis Faulkner	•				•				•		•	•		17

#### DEPARTMENTS:

EDITORIAL				•			•		•				•	•	•	•	.5
THE NEW DEAN									•	•		•		•			.7
INDUSTRIAL NEWS								•			•		•				18
ENGRINEERS																	22



Member, Engineering College Magazine Associated Chairman: Howard K. Schwebke University of Wisconsin, Madison, Wisconsin Publisher's Rep.: Littell-Murray-Barnhill, Inc. 369 Lexington Ave., New York 17, N.Y. 737 N. Michigan Ave., Chicago, III.

Published four times yearly by the students of the COLLEGE OF ENGINEERING, MICHIGAN STATE UNIVERSITY, East Lansing, Michigan 48823. The office is on the first floor of the Engineering Bldg., Phone 517 355-3520. Subscription rate by mail \$1.00 per year. Single copies 25¢.

## If you're a good, play-it-safe thinker, with a step-at-a-time philosophy...

#### you're not geared for the pace of things at Celanese.

No other major corporation in our industry has grown so fast. In the last ten years, sales have zoomed from \$286.4 million to over \$1 billion.

But that's just the beginning of the beginning.

We have a lot of serious growing to do. Right now. And some substantial, ground-floor opportunities to offer you. If you can help us grow.

We need competent, imaginative, flexible people — with degrees in chemistry, chemical or mechanical engineering, physics, or industrial engineering. People who can become a part of our continuing leadership in areas such as acetyl chemicals, vapor-phase and liquid-phase oxidation processes, fiber technology. And many more.

Frankly, we expect a lot. But we offer even more.

Like rewards based on performance—not on how old you are, or how long you've been with us. By the same token, we do not subject you to long formal training programs. We <u>do</u> have a deep interest in helping you grow just as fast as you can. And in giving you as much responsibility as you can handle.

We believe that is the reason for our success – and assured growth—in international markets for chemicals, fibers, plastics, coatings, petroleum and forest products.

If a pace like this sounds good to you, discuss us with your faculty and placement officer. And see our representative when he is on campus. Or write to: John B. Kuhn, Manager of University Recruitment, Celanese

Corporation, 522 Fifth Ave., New York, N. Y. 10036.

an equal opportunity employer



## Editorial

## TWG THE LESSER OF EVILS?

As is obvious from the size of this issue, most of our advertisers have given up hope of hiring any more graduates and have said goodbye to our readers until next year. Many of the seniors have accepted jobs with these and other companies, and soon will be reaping the rewards of four (or more) years in the College of Engineering. (Note the picture of one of these fine lads on the cover.)

As was stated in the last issue, these graduating seniors are faced with the prospect of spending the next two years of their lives in the armed services. We delved into many aspects of the draft in that issue, but the ramification expressed in Ron Diehl's poem needs further inspection.

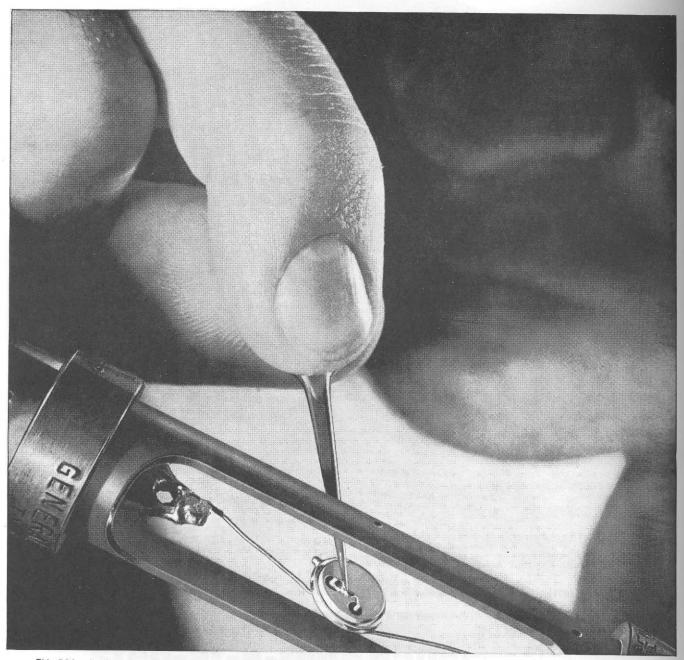
There has been much talk going around the senior class about trying to find jobs with deferments, which are still available from some local draft boards. Most of those seeking deferments are just afraid of Viet Nam or mad at losing two years of experience in their chosen field. But there are the other so-called pacifists who believe that the war is wrong, and that by obtaining a deferred job they will not have to participate in it. We are all forced to take the Humanities series at MSU, and the one thing I remember from those courses is that there is such a thing as human ethics. No matter how few people follow the principle, it is right and just not to harm a fellow human being. The engineer who believes a deferred job will help him follow this code is only fooling himself.

If a person eliminates the possibilities of leaving the country or going to jail, he is left only with the alternatives of the Army or a deferred job. If he wants to choose the least destructive of these two alternatives, he must choose the army. A soldier with a weapon can only be responsible for those he actually kills, and the property he actually destroys. The engineer who helps design the weapon, however, plays a part in each killing, and each piece of destruction done by the soldier. The sad part, which I learned on some of my interview trips, is that very few of the deferred engineers feel responsible at all.

It is extremely hard to make decisions such as this. Many feel no qualms at all about the war, but for those who do, accepting fighting as a lesser evil than sitting in a lab designing new weapons is very difficult.

This is my last issue as editor. In a few weeks I will join this country's labor force in a non-deferred job and wait for my draft board. By this time next year, I will probably have to make the decision discussed in this editorial. Perhaps I will not have the courage to stick to my convictions and accept soldiering rather than engineering, but I hope otherwise. I wish myself, and all other graduates, good luck.

Komans



This RCA scientist points a tweezer at an experimental FM radio transmitting gallium arsenide device so small it is almost invisible.

## RCA in Electronic Components and Devices

When you select the Company that you want to join, consider how important it is for your future career to join the leader. For example, in this one area alone—Electronic Components and Devices—you will find that RCA has set standards of engineering excellence, in an environment for learning, that is second to none.

We are looking for EE, ME and IE graduates for positions in Corporate Programs including Design and Development, Manufacturing, Operations Research, Finance, Management Information Systems and Purchasing.

We welcome the opportunity to review your personal interests and career objectives, and show you how RCA can further your individual development and growth in many fields, such as: Home Instruments, Communications, Solid-State Devices, Computers, Control Systems, Radar, Weather and Communication Satellites, Broadcast Studio Equipment, Conversion Receiver and Power Tubes, Laser and Electro-Optic Devices, Microwave Systems, Medical Electronics, Graphic Systems.

See your college placement director, or write to College Relations, RCA, Cherry Hill, New Jersey 08101. We are an Equal Opportunity Employer.





Dr. Lawrence W. Von Tersch

## NEW DEAN

## OF ENGINEERING

Dr. Lawrence W. Von Tersch, Acting Dean of Michigan State University's College of Engineering for the past 15 months, has been appointed dean of the college.

His appointment, effective immediately, was approved Thursday (April 18) by the MSU Board of Trustees.

He succeeds Dr. John D. Ryder, who is currently on leave of absence and who will continue as professor of electrical engineering.

Dr. Von Tersch was chairman of MSU's electrical engineering department from 1958 to 1965, when he was named associate dean for academic affairs of the engineering college. He joined the MSU faculty in 1956 as professor of electrical engineering and director of the Computer Laboratory. He has held the latter post since then, supervising installation of the 3600 Computer now in operation and directing construction of its predecessor computer, MISTIC.

A native of Waverly, Iowa, Dr. Von Tersch holds bachelor's, master's and Ph. D. degrees from Iowa State University, where he taught for 10 years before joining the MSU faculty.

At Iowa State he also served with the Institute of Atomic Research.

Dr. Von Tersch is past president and former chairman of the board of the National Electronics Conference, sponsored annually by professional organizations and midwestern universities.

He is a co-author of the book, "Recurrent Electrical Transients" and a member of the Institute of Electrical and Electronic Engineers.

#### SPECIFICATIONS

Academic degrees: B.S., 1943; M.S., 1948; Ph.D., 1953; Iowa State University.

*Professional experience:* Instructor, assistant professor, associate professor, and professor of electrical engineering, Iowa State University, 1946-56; associate engineer, Institute of Atomic Research, Iowa State University, 1951-53 and 1954-56; professor of electrical engineering, MSU, 1956-; director of the MSU Computer Laboratory, 1956-1968; acting chairman, Department of Electrical Engineering, 1957; chairman, Department of Electrical Engineering, 1958-65; associate dean for student affairs, College of Engineering, MSU, 1965-1967; acting dean of engineering, 1967-1968; dean of engineering, 1968-

Organizational membership: Institute of Electrical and Electronic Engineers.

Publications: Co-author of book "RECURRENT ELECTRICAL TRANSIENTS" (Prentice Hall, 1953).

Other information: Dr. Von Tersch was president in 1960, and chairman of the board in 1962 of the National Electronics Conference.

Doesn't it seem like yesterday when you took everything in the house apart. First the toy cars and trucks . . . then your electric train . . . finally mom's toaster. You caught it for that, but you found out how everything worked, and later why.

At Teletype we're looking for answers too—on a bigger scale, and we need bright young engineers to help us find those answers. As one of the nation's largest manufacturers of message and data communications equip-

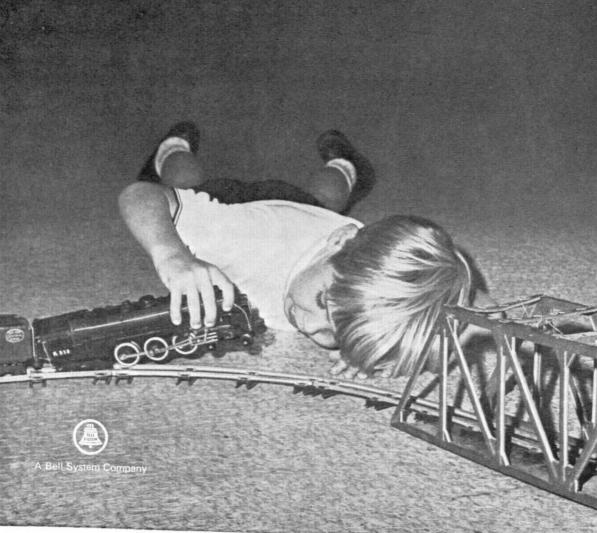
# **REMEMBER** WHEN?

ment and a member of the Bell System, we need the kind of minds that can take apart a problem and find the answer to tomorrow's equipment.

If you're an Electrical, Mechanical, Industrial, Chemical or Metallurgical Engineer with a

need to find the answer—we need you. Talk to your Bell System recruiter when he visits your campus, or write for more information to:





An Equal Opportunity Employer

**IT** finally happened one fine day. The world, with all its delights, misery, and hope supposedly, everlasting hope, ignited.

In ten minutes all was gone and the war was over. The war that had ended all wars and all hope

The pyramids had never been built. What color had the sky ever been but black? Who could remember when the golden wheat? Who was left to know?

Did the ideas live on? Did the ideas that had taunted that extinct race called "Man" to lay claim to his brothers' lands—and lives, still live on? Oh, but such power they had given him! In but a few seconds of eternity, Man had mastered his planet and dreamed of the heavens. Longingly, he searched the sky and studied the winged creatures and one day he found the secret to flight—and bombers—and missiles

A boy in Venezuela looked up into the sky. How blue the sky was! A flash, then blindness. In the darkness he clutched his mother's leg. She too stared sightlessly, only love remained then all was heat, and gone.

Did Democracy win, did Communism? Did the idea live on? The question, unasked and unanswered, drifts over the blighted, charred lands. The clouds of radiation, like prehistoric mist cling to the newly bared rock, but no trace of creation can be seen. Why?

"Peace." An emergency meeting of the U.N., called too late-members caught in the panic-their ears stopped-angry, rushing faces, clutching, pushing arms-then nothing.

"Peace," was that a word of these people? Did they know what it meant? Oh, but it was different with "War"-war-defense, fight, win, kill, victory-war. They knew war!

Patriotism, what did it mean to them? The love of mankind as a brother, or only the tolerance of those who live near, in their area, in their country.

Did the ideas live?

John Thomas remembered the day that the cloud was first sighted off Australia. Dark and poisonous, all said. But life and crops had to go on. Where could you hide? He remembered the first time the sickness took his body. Yet he worked on among his dying crops. Others moved away or stayed, either way they died.

John struggled to lift himself from the brown grass—it was the clouds they all had said, the clouds; the air. John lost the thought—tried to regroup it, and forgot all. His mind slowly sank into the blackness—engulfing his consciousness cell by cell as lights are turned off in an apartment building, until the last was gone.

WHY?

## If you're looking for responsibility, see Magnavox

No matter what your field of interest, if you work for Magnavox, responsibility comes early. We're a fast growing organization — from \$200 million to over \$450 million in five years without major acquisition—and, with Magnavox, you can grow just as fast.

#### **Responsibility** plus

At Magnavox, more than hard work is expected ... you'll be encouraged to grow as a professional ... to extend your formal education (at our expense) and, informally, to participate in company-sponsored continuing education courses. And you'll be encouraged to use your knowledge ... to rethink old problems for better solutions ... to resolve new problems that have never been answered before.

#### Many opportunities at Magnavox

Magnavox produces fine television

(both color and monochrome) and stereophonic sound equipment for home use, as well as workhorse electronic systems for defense . . . radio communications for Army, Navy and Air Force; radar; electronic countermeasures and counter-countermeasures; sonobuoys and data processors for the Navy's antisubmarine warfare program; advanced satellite navigation receivers; and specialized systems for data storage, retrieval and transmission.

#### More than just work

Magnavox has plants in Indiana, Illinois, California, Tennessee, Mississippi and North Carolina and, no matter which one you join, you're close to good living. Big league sports, both professional and amateur . . . participation sports to stretch your own muscles. Excellent cultural facilities . . . or the chance just to relax and live a little. Excellent schools . . . excellent residential areas. With Magnavox, you're not only close to, but can afford, the better things in life.

#### If you're looking for responsibility plus

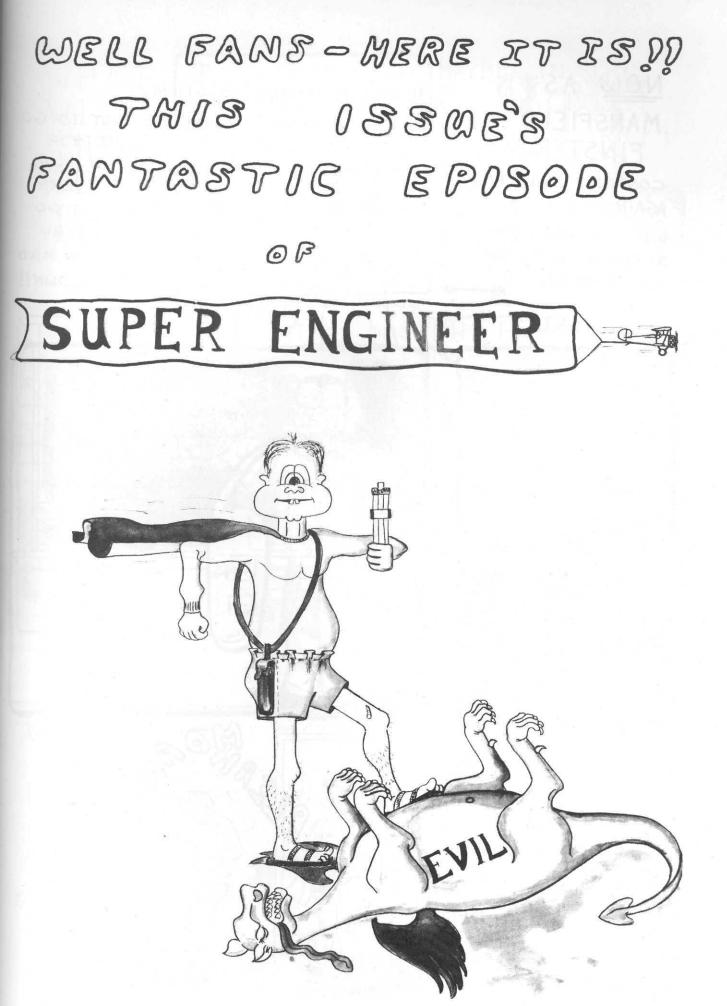
See your College Placement Office for full information on career opportunities at Magnavox. Or write T. P. O'Brien, College Relations Coordinator, The Magnavox Company, 2131 Bueter Road, Fort Wayne, Indiana 46803.

Magnavox needs professionals now in the areas of:

Chemical Engineering Electrical Engineering Mechanical Engineering Physics Production Engineering

Production Engineering

An equal opportunity employer m/f.









## Mondays never look the same to Bob Byse

When you're breaking ground on a new idea at Delco, you don't see a lot of your own desk. For Bob Byse, design engineering means work with two dozen solid professionals . . . people whose specialties range from microelectronics to model making to production. Wherever the project leads, Bob Byse is on his way. And every skill is at his disposal. Right through full production. And beyond. If there's trouble shooting under dealer warranty three years from now, Bob Byse is still the man we'll call for. That's why no two Mondays ever look alike to Bob Byse and his colleagues at Delco. The question is . . . can you say the same? Take a good hard look at how your responsibility shapes up, compared with Bob's. In fact, why not discuss it with us. By letter or telephone. Collect. Area Code 317/459-2808. Contact: Mr. C. D. Longshore, Supervisor, Salaried Employment, Dept. 300, Delco Radio Division of General Motors, Kokomo, Indiana.



AN EQUAL OPPORTUNITY EMPLOYER DIVISION OF GENERAL MOTORS KOKOMO, INDIANA

## THE

# AND EDUCATION

One major criticism of the engineering profession by those outside of it is that, in general, engineers have too narrow a perspective on many subjects. These people contend that because of the technical nature of an engineer's education, he loses sight of the world around him. They cite case after case of engineers who have retreated into their own little world, thereby avoiding the many trying experiences of our complex society.

The sad part about the general public's view of engineers is that in many cases it is true. Many students of engineering feel that the only subjects in their curriculum that are worthwhile are the ones of a technical nature. Their attitude is one of disregard for subjects not directly related to their major field of study. They feel that their time is too valuable to waste on subjects that they will not directly need in their profession.

This attitude on the part of students can be attributed to several factors. One of these is the structure of our educational system. The student in engineering in the United States usually has his final two years in college completely filled with technical courses. Because he knows this, the student usually tries to get as much background as possible by taking as many technical courses as possible in his first two years of college. This effectively eliminates many of the various other courses that the student may have had an interest in taking. In a way, the student is forced into a narrow path which traps him unless he actively attempts to escape it.

A second factor determining the attitude of

other engineering students is that of high interest towards the student's own studies. Because of the very nature of an engineering education the student must possess a high degree of interest in his studies lest he become discouraged and decide to change his major. The student that possesses the motivation to succeed in engineering often lacks interest in other fields because he sees his own as being the most important. This leads to a rejection or avoidance of courses that may be far removed from the subject of engineering.

Another determining factor for some students is based on a practical approach. They feel that taking courses outside of their major will be wasting valuable time which could be spent on their engineering courses. Because of the difficulty of most engineering curricula many students need all the time they can get just to do well in their required courses and thus could not take additional courses even if interested in them.

Because of all these factors, it is not hard to see why the average engineering student is more or less trapped in the narrow path of his curriculum. What most students don't understand is the need to attempt to escape it.

The engineer must constantly strive to learn all fields; not just his own. He needs to understand his surroundings and to interact with others in a way which will be a credit to his profession. While it is true that he cannot learn all this at college, he must start there or he will not possess the basis for future understanding.

ROBERT K. BRADEN

## **How about** teaming up with the king of the road?

International Harvester. We take a back seat to nobody. We're the world's largest producer of heavy-duty trucks. One out of every three on the road today is an International. Roll with us. We're rolling in high gear in farm and construction equipment, too. There will be another three billion mouths to feed in this world in your time. And by the time you reach middle age, the new construction will dwarf today's most ambitious projects. It's a mushrooming world, with International Harvester right on top of it. Our biggest challenge for tomorrow is to provide an ever-increasing number of machines to meet the world's increasing demands for basic mechanical power. If you're graduating now, you couldn't have picked a better time to join us. Ask your College Placement Office more about us.



AN EQUAL OPPORTUNITY EMPLOYER



# the Social Engineer

by

dennis faulkner

In spite of man's increasing sophistication in the world of science, he is still living in a primitive society. From the earliest of man's societies, where witch doctors attempted to control the actions of the tribe by imposing taboos and rituals, man has attempted to control his society. Today much time and effort is being expended toward this end in the field of social science.

Social science is supposedly concerned with defining and controling man's social systems. It calls itself a science, but is it really? The social scientists have created a large and superfluous terminology in an effort to create a science dealing with social systems, but have not met all the qualifications necessary for a science to exist. First they have never defined a deterministic system to describe society, and second there is no method of implementing social philosophies into working ideas. The social scientists are actually social philosophers, the counterparts of the physical scientists. What is lacking in social science is the counterpart of the engineer, a so called social engineer.

The job of the social engineer would be to implement social philosophies into actual working methods used to control the social system. To do this, one would first have to define a deterministic system through which to work. In such a system human whims and desires would be inputs instead of the variables that define the system. Under such a system one could determine the outcome given a certain set of conditions, and determine controls which would give desired outcomes. Therefore one could discover how a society would be affected without actually experimenting with the society itself. Once the necessary controls are decided upon, they could be introduced into society to produce the desired results.

Basic to this approach would be the determination of the variables of the system. Since it is the humans in a society that must be "controlled", human factors could not be chosen as variables. These factors would instead be introduced to the system as inputs which would be acted upon by control variables to give desired outcomes. Choosing variables to relate these inputs to actual outcomes would probably be the hardest task required to set up this deterministic system, but not an impossible task.

The feasibility of applying this approach to a social system can be judged by looking at how it has been applied to other fields. An example is its application to economics. Kaines did this in his theory of games and economic behavior. He formulated a general model where one could study the relative effects and properties of the economic system. Setting up such a system for a social system should certainly be no less possible than it was for an economic system.

Steps in this direction have already been taken. Perhaps the best example of this is the book *Games People Play* by Eric Berne. Here the relations between people are defined so that individual human traits can be introduced as inputs to find the relations between certain people. Enlarged and extended such a system might be applied to society as a whole, using the very powerful mathematics of game theory.

In its present state, social science is just a plaything for philosophers, people who dream of changing society but have no way of accomplishing their dreams. Until a system of implementing ideas into working plans is developed, it will remain that way.

#### COMPUTER-CONTROLLED BALL GAMES?

### COMPUTER DISPLAY

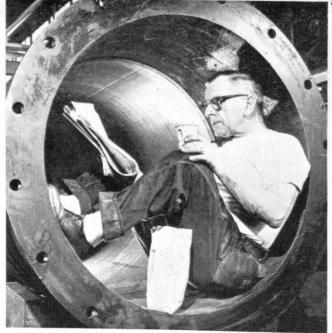
### CONSOLES

Selected classrooms at the University of California at Santa Barbara have been equipped with computer display consoles to help students and teachers solve a variety of problems in mathematics, engineering and the sciences.

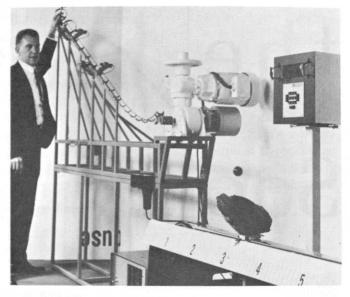
An IBM computer, a System/360 Model 50, has been installed to implement an advanced research and instructional system. Classrooms in five departments have been equipped with display consoles for experimental use in a variety of courses including calculus, electrical engineering, sociology and psychology.

Using a technique called on-line computation-developed by Dr. Glen J. Culler, Director of the UCSB Computer Center, and Dr. Burton D. Fried, Professor of Physics at UCLA-a time-sharing system eventually will link various other universities throughout the country to the computer via a network of telephone lines. At present, consoles at UCLA and the Harvard Computation Laboratory, Cambridge, Mass., are lined to this computer.





This photo of a man eating his lunch inside a piece of hose is simply a photographer's way of showing just how big a rubber hose can be. Hand-built at Goodyear's Industrial Products Division plant in Akron, Ohio, this hose has an inside diameter of 38 inches, is nearly two and one-half inches thick and 12 feet long and contains more than a ton of rubber. Steel wire reinforcement and metal end fittings raise its weight to nearly 5,000 pounds. The hose will be used to dredge river and harbor bottoms.



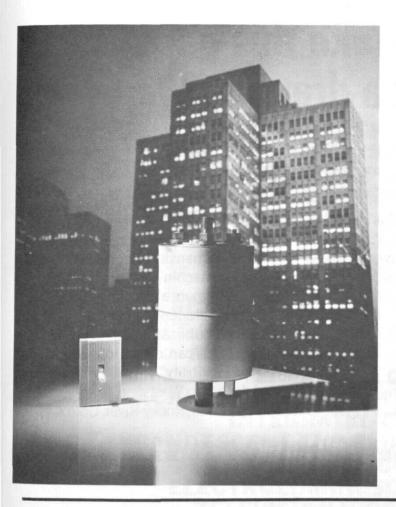
Big league ball players don't have to worry about their jobs being taken over by a computer-yet. But Westinghouse Electric Corporation has put together what could be the world's most complex ball catcher to demonstrate the split-second decisions and actions possible through industrial process control computers. A ball is rolled down the incline, a Prodac<sup>®</sup> computer uses information from sensors along the incline to decide where the ball will land, and dispatches the ball glove to catch it-unerringly. During demonstrations of the system at the Chemical Industries Exposition, the ball is sent down the incline at different speeds and angles in futile attempts to confuse the computer.

The display consoles, called "teleputers", consist of a calculator-like keyboard labeled with mathematical symbols and a screen similar to a television tube. A student or researcher enters his problem into the computer through the keyboard. Each step toward a solution may be displayed on the screen in numerical or graphical form, as desired by the user.

The capabilities of this system will broaden the boundaries which have traditionally limited the study of mathematics and the sciences. For the student, the system will help provide a better grasp of the abstract concepts common to these fields. The student who is able to see successive steps in an experimental solution of his problem gains many insights not available with the traditional theoretical approach.

For the researcher, the speed and advanced problem-solving capability of the new system will enable him to extend his investigations into areas which have been too complex for solution using ordinary techniques.

Teachers, by means of a master console, will be able to monitor each of the students in a classroom and review their progress. The teacher can also construct examples of problems on his console and display the images on all other stations in the classroom.



# FUTURES

Career opportunities unlimited in the Malleable castings industry.

Fatigue Life Analysis. Eutectic Cell Size. Carbon Equivalent Determinations. Those titles represent just a few areas of current investigation by Malleable foundries into methods of improving their product and its method of production. Research has produced literally volumes of new and useful data in recent years... so much so that there is a dearth of engineering talent to put this knowledge to work.

Many important changes are just

around the corner. Computer control of melting cycles will soon be applied on a practical basis. Die casting of iron may be coming out of the theory stage. The pace of new discoveries will be just that much faster in the years ahead.

Take a hard look at a career in the Malleable castings industry. Malleable foundries are of a size where you will have the opportunity to put your top skills to use almost immediately. It's a growing industry, as witnessed by the \$75 million expansion program now under way. Its future is as bright as that of its major customers — producers of cars, trucks, and other transportation products, farm, construction and other types of machinery.

The image of the foundry laboratory as a cubbyhole is being shattered. Pictured above is one of several new laboratory facilities built by producers of Malleable castings in the last few years.

MALLEABLE FOUNDERS SOCIETY • UNION COMMERCE BUILDING CLEVELAND, OHIO 44115



#### SUPER SWITCH

This new electrical switch, called a vacuum interrupter, can turn "on" and "off" as much as 12,000 amperes of electric current-enough to brightly light 2,500 six-room homes or several modern office buildings like those silhouetted behind it. Developed by the electronic tube division of Westinghouse Electric Corporation, Elmira, N. Y., the interrupter switches all of this current at 15.500 volts and in less than one-fiftieth of a second. In contrast, the wall switch beside it has a rating of 15 amperes at 125 volts. The new super switch, only about six inches in diameter and eight inches long, is used for the high-power switching of power line equipment, motor controls, radar transmitters and similar applications.

## Can you make this part without a drawing?

Casting is so versatile that a designer can often develop complex components that are almost too difficult to draw . . . That's why many prototype steel castings are developed directly from models.

Take this high-speed refrigerator impeller. Worthy of a sculptor's efforts, it not only looks good, but must perform faultlessly...And it does, at 12,500 rpm in subzero temperatures.

*Cast-steel* permitted the designer to choose the right composition for maximum toughness at low temperatures, without com-

promising for machinability or weldability. Cast in a ceramic mold, the impeller has fine surface finish and close dimensional tolerances, thus eliminating costly machining.

Want to know more about *cast-steel*? We're offering individual students free subscriptions

to our quarterly publication"CASTEEL"..Clubs and other groups can obtain our sound film "Engineering Flexibility." Write Steel Founders' Society of America, Westview Towers, 21010 Center Ridge Road, Rocky River, Ohio 44116.

#### STEEL FOUNDERS'SOCIETY OF AMERICA



Cast-Steel for Engineering Flexibility

SATELLITE TRACKING SYSTEMS EARTH STATIONS FOR COMSAT RARE EARTH PHOSPHORS VIDEO TELEPHONES MICROWAVE CARRIER SYSTEMS **COLOR TELEVISION** LASER RESEARCH CABLE TELEVISION ELECTRONIC SWITCHING EOUIPMENT FLASHCUBES MISSILE TRACKING SYSTEMS ENERGY STORAGE BLACKBOARD BY WIRE TEACHING SYSTEMS **INTEGRATED CIRCUITS** INCANDESCENT AND FLUORESCENT LAMPS SEMICONDUCTORS ELECTROLUMINESCENT DEVICES **TELEVISION PICTURE TUBES RECEIVING TUBES ELECTRONIC SHIELDS** MISSILE LAUNCH CONTROL SYSTEMS INDUSTRIAL CONTROL SYSTEMS DATA TRANSMISSION SYSTEMS **AIRPORT LIGHTING** 

## And you still call us a phone company?

#### We really don't mind.

After all, it wasn't that long ago that we were just in the telephone business. But now, because we're involved in so much more, we need bright college graduates with practically any kind of degree, whether it's in Engineering or Commerce. Ask your placement director about us. The misunderstood phone company at 730 3rd Avenue, N.Y. 10017.

## **General Telephone & Electronics**

SYLVANIA ELECTRIC PRODUCTS · LENKURT ELECTRIC · AUTOMATIC ELECTRIC CO. · TELEPHONE COMPANIES IN 33 STATES · GENERAL TELEPHONE DIRECTORY CO. · GT&E LABORATORIES · GT&E INTERNATIONAL



The young executive had taken \$100,000 from his company's safe and had lost it playing the stock market; he was certain to be discovered. In addition, his beautiful wife had left him. Down to the river he went, and as he was clambering over the bridge railing a gnarled hand fell upon his arm. He turned and saw an ancient crone in a black cloak, with wrinkled face and stringy gray hair.

"Don't jump," she rasped. "I'm a witch, and I'll grant you three wishes for a slight consideration."

"I'm beyond help," he replied, and told her his troubles. "Nothing to it," she said cackling. "Alacazam!" The money is back in the vault. Alacazam! Your wife is waiting for you at home with love in her heart. Alacazam! You now have a personal bank account of two hundred thousand dollars!"

The man, stunned to speechlessness, was finally able to ask, "What-what is the consideration I owe you?"

"You must spend the night with me," she smiled toothlessly.

The thought of staying with the old crone repulsed him, but he decided it was worth it. In the morning, the distasteful ordeal over, he was dressing to go home when the old crone asked him, "Say, sonny, how old are you anyway?"

"I'm forty-two years old," he said. "Why?"

"Ain't you a little old to believe in witches?"



"My girl got a new car." "Chevrolet?" "Naw." Statistics show that Vassar graduates have 1.7 children, while Yale graduates have 1.4 children on the average. This proves that women have more children than men.

ЭE

A woman saw an elephant in her yard and immediately called the police. "Chief," she said, "there's a queer-looking animal out here in my backyard. He's picking flowers with his tail."

"Yes," said the sergeant, "and what does he do with them after he's picked them?"

He: "Pardon me, but you look like Helen Brown."

She: "Yeah, and I don't look too groovy in blue either."

### SE

Wisdom: Knowing what to do. Skill: Knowing how to do it. Virtue: Not doing it.

## SE

And then there was the tugboat that committed suicide when it found out that its mother was a tramp and its father was a ferry.



A covey of fledgling pilots was given physical examinations at the induction center. After being poked at, thumped, weighed, listened to, the doctor at one end of the room announced: "There are a number of bottles on this table. I want a sample from each one of you."

"From here?" squeaked one of the boys in disbelief. (Q) was low and Smith suffered little lost work content in knocking him out to infinity with a severe blow on his negative charge. Eddy made a quick comeback with acceleration (a) stripping off Smith's outer electrons; this so upset the villain's equilibrium that he was converted into cosmic radiation and vanished in the realms of space, leaving Eddy the resultant vector in the combat.

Old Cat Ion, attracted to the spot by Smith's oxidation, beamed upon the young dipole. "Brave young lad," he emitted, "you have satisfied the boundary conditions and by the theorem on uniqueness are the only one for my daughter."

"Our love will not be transient," said Eddy as he formed a closed circuit about her.

"Darling, we'll raise a one parameter family of second order infinitesimals," murmured Anne happily. As time (t) approached infinitely, they lived happily.

## SĚ

A young engineer took his girl to an open air opera one beautiful warm summer evening. During the first act he found it necessary to excuse himself. He asked the usher where the men's room might be found.

"Turn to your left, and walk down to the big oak tree, and there it is."

The young engineer did as he was told and in due time returned to his seat.

"Is the second act over yet?" he asked his girl.

"You ought to know," she replied, "you were in it." jokes . . .

Socialism: You have two cows, keep one, government takes other for poorer people.

Communism: You have two cows, government takes both, gives you some milk.

Fascism: Government takes both cows, shoots you.

Unionism: Two cows go on strike for more hay. No feed, no milk.

Capitalism: Sell one cow to buy bull.

Modernism: Shoot the bull and breed artificially.

The best way to get through Engineering is to be like a swimming duck. Keep calm and cool but paddle like hell underneath.

Girl: "You play the piano beautifully. When did you take it up?"

E.E.: "I started playing the piano the day my glass of beer fell off my violin."

## Se

The other day I took a test and my head was as empty as the breakfast room in a hotel at Niagara Falls.

## Se

Definition of a nervous guy: A man with a wife, a girl friend and a bank note—all a month past due.



Did you hear about the sleepy French bridegroom who fell asleep the minute his feet hit the pillow?

## Research opportunities in highway engineering

## The Asphalt Institute suggests projects in five vital areas

Phenomenal advances in roadbuilding techniques during the past decade have made it clear that continued highway research is essential.

Here are five important areas of highway design and construction that America's roadbuilders need to know more about:

1. Rational pavement thickness design and materials evaluation. Research is needed in areas of Asphalt rheology, behavior mechanisms of individual and combined layers of the pavement structure, stage construction and pavement strengthening by Asphalt overlays.

Traffic evaluation, essential for thickness design, requires improved procedures for predicting future amounts and loads.

Evaluation of climatic effects on the performance of the pavement structure also is an important area for research.

2. Materials specifications and construction quality-control. Needed are more scientific methods of writing specifications, particularly acceptance and rejection criteria. Additionally, faster methods for quality-control tests at construction sites are needed.

3. Drainage of pavement structures. More should be known about the need for sub-surface drainage of Asphalt pavement structures. Limited information indicates that untreated granular bases often accumulate moisture rather than facilitate drainage. Also, indications are that Full-Depth Asphalt bases resting directly on impermeable subgrades may not require sub-surface drainage.

4. Compaction of pavements, conventional lifts and thicker lifts. The recent use of much thicker lifts in Asphalt pavement construction suggests the need for new studies to develop and refine rapid techniques for measuring compaction and layer thickness.

5. Conservation and beneficiation of aggregates. More study is needed on beneficiation of lower-quality base-course aggregates by mixing them with Asphalt.

For background information on Asphalt construction and technology, send in the coupon.



THE ASPHALT INSTITUTE College Park, Maryland 20740

OFF	ER OPEN TO CIVIL ENGINEERING STUDENTS AND PROFESSORS
THE A	SPHALT INSTITUTE, College Park, Maryland 20740
	Gentlemen: Please send me your free library on Asphalt Construction and Technology.
Name_	Class or rank

I vanite			-
School			_
Address			
City	State	Zin Code	

## How good are you on the turns?

A strong stroke isn't enough to win in freestyle swimming. Experts say: "Watch the turns." "A champion won't touch with his hand," they tell us. "He begins his overhead tumble with a downward stab of his right arm, twists as his feet hit, then explodes forward with a powerful pushoff." Their conclusion: "Experience and smart coaching develop a championship turn." We believe it. That's why we've put together the most experienced and best-coached team of bearing and steel engineers in the world. To make doubly sure that Timken bearings give our customers a perfect turn. If you're up to facing the challenges of modern industry, if you've got the initiative, ingenuity and training to thrive on tough problems, join the team. Write The Timken Roller Bearing Company, Canton, Ohio 44706. Tell our Manager of College Relations that you'd like to talk it over.



THE TIMKEN COMPANY MANUFACTURES TAPERED ROLLER BEARINGS, FINE ALLOY STEEL AND REMOVABLE ROCK BITS.

# Join a firm that'll give you executive responsibility your first day at work.



Now, that's a pretty funny thing for a civilian firm to say. A boss? Right out of college? The first day?

But the Air Force can make such offers. As an officer in the world's largest technological organization you're a

leader.Engineer.Scientist.Administrator. Right where the Space Age breakthroughs are happening.

Or how about the executive responsibility of a test pilot clocking 2,062 mph in a YF-12A jet?

That could be you, too.

But you don't have to be a pilot in the Air Force to move fast. With your college degree you zip into Officer Training School, spin out an officer, speed on your way as an executive, in the forefront of modern science and technology. Right on the ground.

The Air Force moves pretty fast.

Think it over. A man's career can sometimes move pretty slow.

### United States Air Force

Box A, Dept. OEC-84 Randolph Air Force Base, Texas 73148

 NAME
 AGE

 PLEASE PRINT

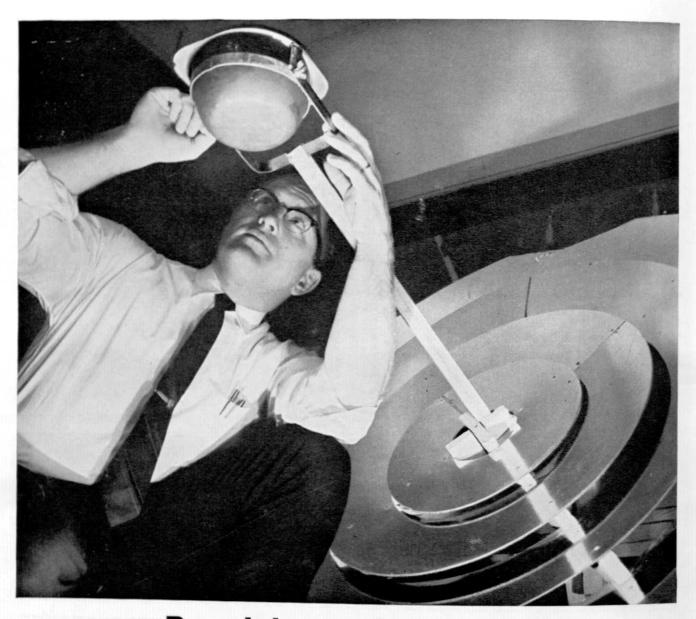
 COLLEGE
 GRADUATE DATE

 MAJOR SUBJECT

 CAREER INTERESTS

 HOME ADDRESS

 CITY
 STATE



# Dan Johnson has a flair for making things.

Just ask a certain family in Marrakeck, Morocco.

A solar cooker he helped develop is now making life a little easier for them—in an area where electricity is practically unheard of.

The project was part of Dan's work with VITA (Volunteers for International Technical Assistance) which he helped found.

Dan's ideas have not always been so practical. Like the candlepowered boat he built at age 10.

But when Dan graduated as an electrical engineer from Cornell in 1955, it wasn't the future of candlepowered boats that brought him to General Electric. It was the variety of opportunity. He saw opportunities in more than 130 "small businesses" that make up General Electric. Together they make more than 200,000 different products. At GE, Dan is working on the design for a remote control system for gas turbine powerplants. Some day it may enable his Moroccan friends to scrap their solar cooker.

Like Dan Johnson, you'll find opportunities at General Electric in R&D, design, production and technical marketing that match your qualifications and interests. Talk to our man when he visits your campus. Or write for career information to: General Electric Company, Room 801Z, 570 Lexington Avenue, New York, N. Y. 10022



AN EQUAL OPPORTUNITY EMPLOYER (M/F)