

5/1/35 AB-9

NEWS LETTER
GENERAL ENGINEERS
IOWA STATE COLLEGE
AMES, IOWA

Technical Training in Management, Business Operations,
Factory Production, Sales, Including Subjects in
Valuations, Industrial Management, Industrial
Economics, Business Administration,
Personnel, Human Relations,



Published by the Students in General Engineering
Ames, Iowa May 1, 1935
Joseph Porter, Editor

1871

1872

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To Alumni and Students
General Engineering

Greetings,

It will be of interest and also gratifying to you and others interested in General Engineering to learn that as this department grows, the interest in engineers with business and management training also grows. This increasing demand for graduates of this department is due to a realization that there is a need for men who have the training and ability to consider the human factor in management, the economics of production and marketing. Furthermore, there are perhaps 2500 factories or industrial plants that formerly have not employed engineers, but now appreciate that young men with this training can make a definite contribution to the solution of many problems.

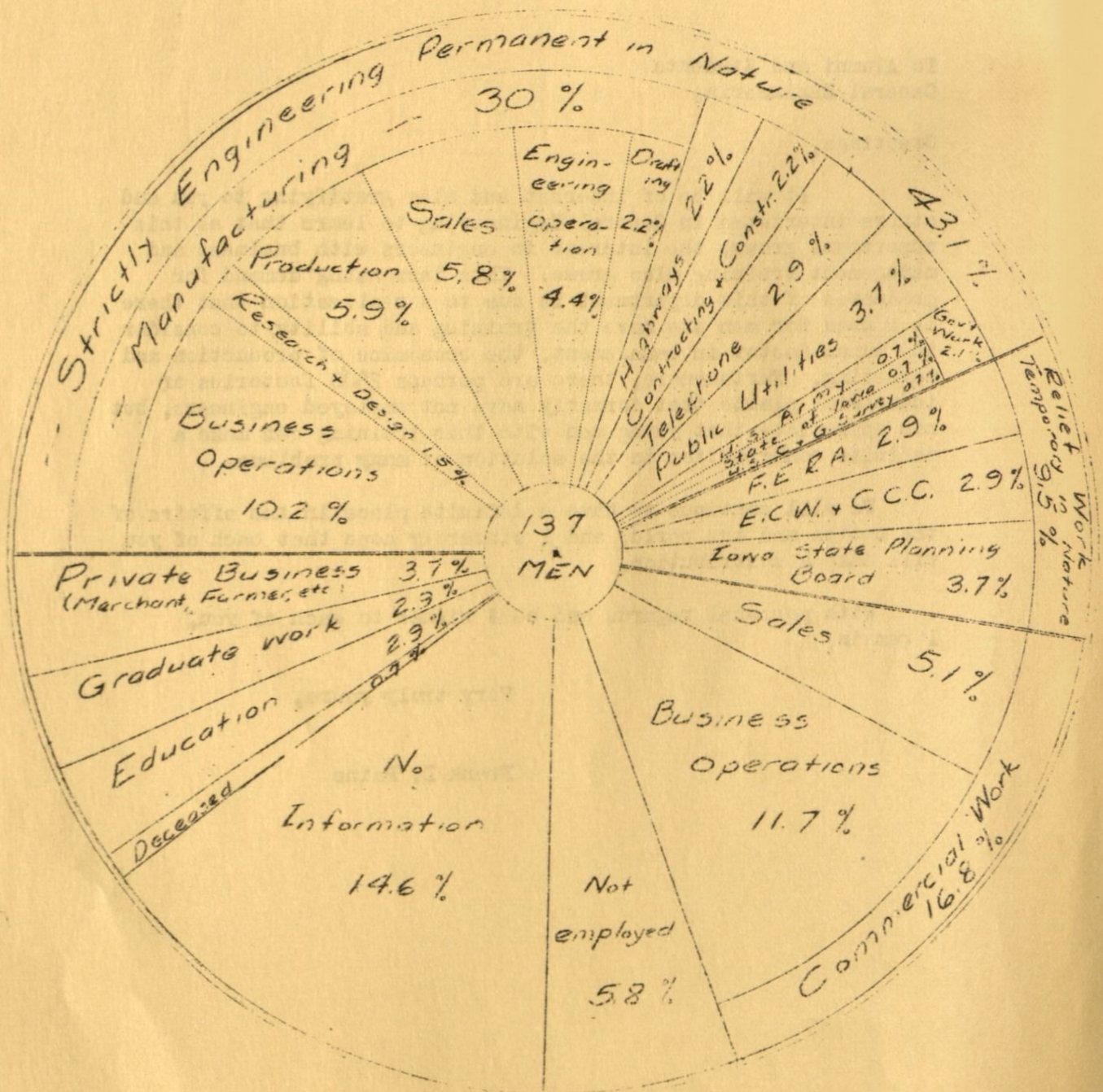
We will continue to have a definite place in the affairs of the nation and the world, and I sincerely hope that each of you will make a contribution.

With personal regards and best wishes to each of you,
I remain,

Very truly yours,

Frank D. Paine

PLACEMENTS OF GENERAL ENGINEERS Classes of '31, '32, '33, '34



April, 1935

Engineering Personnel Office

EMPLOYMENT FORUM

Iowa State's senior engineers should have a better chance of getting a job this year. All during the winter and spring quarter the Employment Forum has been meeting each Thursday at eleven in the Engineering Assembly.

Devised by Prof. Paine, the Forum brought before the graduating engineers a clear picture of things as they are in the office-to-office search for a job.

Mock interviews were held in several cases, using John Ames, CE '11, city manager of Ames, and O. W. Crowley, CE '13, of Des Moines, as executives. Prof. Paine reviewed "The Do's and Don'ts of Job Hunting", and Professors Meeker and Starbuck gave two lectures on the use of letters. The Chem. E's showed the Forum how some of their boys have landed jobs.

The students took great interest in the Forum, and it will probably be continued next year. If any of you graduates can recall any peculiar instances in your job-hunting, Mr. Paine would like to have a description of them. They might help to get another job for someone, so, send them in, please.

—*—

COMBINATION ENGINEERING AND LAW DEGREES POSSIBLE IN SIX YEARS.

Under a plan recently instituted, it is now possible to complete three years in an engineering curriculum at Iowa State College, then upon completion of the first year of the law curriculum at the State University of Iowa, the Degree of Bachelor of Science in the engineering curriculum taken at Iowa State College will be granted. The degree Juris Doctor will be granted upon completion of two more years in the law school.

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GE ALUMNI-STUDENT BANQUET

If the response of you alumni to a letter of inquiry is any indicator, and we hope that it is, the projected GE Alumni-Student Banquet will be held at the Kirkwood Hotel in Des Moines at six
(concluded on page 3)

WE'RE GETTING THE JOBS

Business is not insensible to the feasibility of taking on young college men, and several of the 1935 graduates are already placed, lucky dogs.

Business operations of General Electric offered jobs to Rees D. Paine of Ames, and Charles Roy of Evanston. Paine has accepted, but Roy has decided to take the offer of the Allen-Bradley Company of Milwaukee, manufacturers of electric control devices. The factory division offered jobs to Ray Rich of Des Moines, and several EE's and an M.E.

Goodyear has offered a place to Rich, but he has accepted none of them yet. Norris D. Frantz, March graduate, is already on duty at Goodyear, and Roy O. Weston, of Des Moines, will work for Firestone as soon as he graduates.

Robert E. Spry has been employed by the Electric Equipment Company of Des Moines.

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CHANGES IN CURRICULUM

Industrial Economics 568, a five hour course in Industrial Marketing - merchandising channels, sales organization, sales engineering and co-ordination of sales and production - has been developed by Prof. G. M. Fuller and is now required in the winter quarter of the senior year.

Public speaking 311 (formerly 30a) has been changed from 2 to 3 credits and is now required in the winter quarter, sophomore year. The second course 312, 3 credits is added and is required in the fall quarter of the senior year.

Beginning in the fall quarter 1935 all freshmen interested in Engineering will be enrolled in "Engineering" and take identical work for the fall and winter quarters. At the beginning of the spring quarter the student will choose the field in which he wishes to study and classify in the department which offers this work.

What do you think of these changes?

—*—

GE Alumni-Student Banquet concluded o'clock, May 11, the Saturday night of Veishea.

Ray Rich, GE senior, and WOI announcer par excellence, put on a night-owl ballyhoo program for the banquet on Saturday night, April 27, after KFI had signed off. Requests came in all during the program which lasted from 2:30 to 4:00 a.m. We hope you were listening in.

Don't forget, the Kirkwood at six on Saturday. Come back to Iowa State for Veishea and the GE Banquet.

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THE GE OPEN HOUSE

From the report to Chairman of Engineering Open House made by our Chairman, Myron G. Busch, come these statements.

The General Engineering Open House this year will be built around the main functions of General Engineers in their work after graduation: Sales, Business Operations, and Industrial Management.

Displays and exhibits will be under the direction of about twenty students. Rural Electrification and Power Use, Business Machines, and Time Study Operation are only a few of the attractions.

An engineering valuation project, the personnel service, and functional analysis of our graduates in industry are other projects under way.

All visitors will have an opportunity to carry away the many souvenirs and prizes which will be given, and a public address system will be used to attract them to our exhibits like bees to honey.

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GOSSIP BY HEMPSTEAD

Since our last news-letter to you all, many changes in the personnel of our faculty have occurred. Mr. Ernst, who has in the past year done a great deal of research on the behavior of high strength reinforced concrete under continued stress, has left us for the T & AM department. He is continuing his research and teaching mechanics. He and Mrs. Ernst recently became the parents of a daughter, Mary Jane, who is a thoroughly lovely young lady.

(concluded on page 4)

WANT AD---If you know of any good "Human relations" problems send all details to Mr. Paine. No reward.

GENERAL ENGINEER WANTED - Keep your ears open for any job that may interest a general engineer. Notify the Engineering Personnel office at once. Send a telegram collect if immediate action is necessary.

WANTED - Names of prospective students interested in general engineering. Send names and address to Mr. Paine.

HELP WANTED---Alumni keep the Engineering Personnel Office informed, they should know of any change in address, change in position, advancement, etc.

LOST---The following alumni are "lost." Send in your correct address and present occupation.

1927

Robert R. Strayer (July '27)

*Marion, Iowa

1928

Robert E. Paterson

*897 Dayton Avenue

St. Paul, Minn.

Carl J. Schwarzer

*1637 Fargo Avenue,

Chicago, Ill.

1929

George R. Gregg

*450 Tatepaha Blvd.

Fairbault, Minn.

John T. Hoyt

Leland Kelsey (Aug. '29)

*Adel, Iowa

Lester C. Lande

*Northwood, Iowa

1930

Robert C. Larson (Dec. '30)

*CCC, Oskaloosa, Iowa

William J. Rolfs (Dec. '30)

*Nebraska Power Co.

Omaha, Nebr.

(concluded on page 4)

Gossip by Hempstead Continued

Mr. G. H. Van Winkle, or "Rip", has taken the post left vacant by Mr. Ernst. A native of Montana, he graduated from the University last June, with a Bachelor's Degree in Mechanical Engineering. Interests are Heating and Ventilating, Photography, and ?- He brings a fine Western atmosphere into the department though he occasionally tires us with complaints about "no mountains for 1500 miles".

Miss McCulley, one time secretary to Dean Beyer, and for the past year secretary for the Industrial Economics staff, is now holding forth in the office. An efficient person, she has been able to take care of both offices with occasional stenographic help. That reminds me; the Economics group is now next door to us in the old CE surveying and recitation room, and we get along famously together.

We were all saddened by the death of the Willmarths. Mrs. Willmarth, who had been in ill health for some time, passed away the latter part of August. Professor Willmarth became ill shortly after the opening of school in the fall, contracting a throat infection. His resistance to the disease was weak and he died in October. Both are buried in the Ames Cemetery. The department misses a devoted and loyal colleague, and a conscientious teacher.

Mr. W. B. Stiles, an Iowa State graduate in Electrical Engineering, 1932, is now instructor in Engineering Problems. He pleasantly fits into the work of the department and seems to be a seeker of complicated mathematical problems. Unlike Mr. Van Winkle, Mr. Stiles is married. Living in Ames proper, he seems to enjoy his morning walk out the cinder path.

Mr. Paine continues to be the same as ever. He has, as always, numberless jobs to do, such as Chairman of the Iowa Farm Bureau Exposition in Des Moines, editor of the new bulletin, "Education in Engineering", chairman of the Public Service section of the Iowa State Planning Board, as well as heading up two offices at the college. Since our last letter, he has

Lost (continued)

1931

Ralph W. Williams (Dec. '30)
*405 N. 9th St., Marshalltown, Ia.

Boxwell, Forest C.
*Martelle, Iowa

Theodore, Jordan (July '31)
*Y.M.C.A., Norfolk, Va.

Thomas J. Rhodes (Sept. '31)

*Not recent information
1932

Edward Cade
*154th St., N.W.
Oelwein, Iowa

Donald F. Colletine
*412 Duryer
Waterloo, Iowa

Harold H. Eason
*North Bend, Nebraska

John M. Heffner
*Clear Lake, Iowa

Merle W. Heskett (Aug. '32)
*1231 - 21st, Des Moines, Iowa
1933

Homer F. Clark (July '33)
*850 Polk Boulevard
Des Moines, Iowa

Charles Hughes
Training Course
Montgomery Ward & Co.
Dickinson, N. D.

James A. Maurice
*Monticello, Iowa

Leslie E. Sandvall
*Alcester, S. Dakota

Robert B. Schwertley
*Missouri Valley, Iowa

Paul F. Zimmerman
*555 East 11th Avenue
Denver, Colorado
*Not recent information
1934

David J. Jameson
*Wetumka, Oklahoma

*Not recent information

Gossip by Hempstead Concluded

acquired a new daughter, via the marriage route--son Rees, having found "the one and only".

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Who's Your Boss?

Have you noticed the pie chart on the inside front cover?

The 14.6% "No information" means 20 of you are loafing so far as we know.

Why don't you get your boss' name in right away?

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Advanced Valuations Interest

Grows

Those alumni who are interested in valuations will be interested to know that the advanced section under Asst. Prof. Jean C. Hempstead numbers twelve students this quarter. The grade book is being marked up (or down) on the basis of the work that the class is doing in valuating The Collegiate Press over in the basement of Ag Hall.

Complications have arisen because the audit made after the first year of operation resulted in the throwing away of a number of invoices on equipment purchased that first year. But Jean seems confident that they will be able to work it all out to the satisfaction of the owners, The Student, the Agriculturist, The Engineer, and The Homemaker.

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Three in a Row

It would seem that executive ability engendered by the General Engineering curriculum has been recognized at least on the campus. Robert Cliff of Ames, senior Engineering Council Representative from our department has been named president of that Council. His term follows that of Charles Roy, GE '35, who followed Frank Mettler, GE '34 in the same office.

What have the ME's, the CE's, and the EE's to say to that?

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Lost (concluded)

Herbert J. Meyers (Dec. '34)
*2838 Jackson St.
Dubuque, Iowa

Joseph J. Walter (Dec. '34)
*2625 Carroll Street
Dubuque, Iowa

Kenneth G. Wessling
*921 Rosemary Terrace
Deerfield, Illinois

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Banquets Without Speeches

On last November 21, the General Engineers, 87 strong, held their first banquet of the year at the Memorial Union Oak Room. Purposes of the meeting, as advertised, were to promote acquaintanceship between the Junior and Senior College members and to have a good time.

No prepared speeches were delivered, but such notables as Frank D. Paine, Jean Hempstead, G. M. Fuller, Bill Schramper, and Tru Manning obliged the assembled audience with laughable stories from their rather extensive repertoires. The program was rounded out by group songs and after-dinner table games.

March 13 brought the Winter Quarter Banquet with Johnny Sandham, as toastmaster, introducing our favorite guests plus the personable Registrar Sage, Dean Helser, and Dr. J. F. Edwards.

Again stories and songs proved popular with the main event of the evening an early departure because of a drama in Des Moines.

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NEW GE BOARD

March 26 saw the election of a new General Engineering Board to take the place of those who served so well last year. With retiring president Rees D. Paine as chairman, the junior and sophomore generals elected these officers:

*Not recent information

OUTSTANDING MOVIE OF THE YEAR

We are sorry that you could not be here for the showing on April 11 of the pictures lent the General Engineering Society by The Ford Motor Company and shown at the New Ames Theatre through the Cooperation of Joe V. Gerbracht.

We have shown other pictures in our Seminars, but "The Rhapsody in Steel", to which all the Engineering School was invited, ranked them all. The development of the Ford V-8 was shown in swift scenes of flashing sparks and gleaming steel, and the special music which accompanied the picture was an education in beauty applied to industry.

All thanks to the Ford Motor Company.

New GE Board Concluded

President, John H. Sandham,
Omaha, Nebr.
Vice President, William Cameron,
Des Moines, Iowa
Secretary-treasurer, William Murphy
Ottumwa, Iowa
Senior Engine Council,
Robert Cliff, Ames
Junior Engine Council,
Scovell Fry, Keokuk

President Sandham tells me that a new plan of action has been laid out for the coming year; and that the new officers hope to do a lot for the department.

GENERAL ENGINEERING
at
Iowa State College, Ames, Iowa

General Engineering at Iowa State College was established as a major department in engineering, leading to a Bachelor of Science degree, at the request of the Iowa Manufacturers. These industrial men stated that engineers who entered the field of production, sales, management and business operations needed more training in economics and other business management subjects. In 1927 one General Engineer received his degree. During the past seven and a half years the number of graduates from this department has increased rapidly as shown by the attached curve. In 1935 we will graduate 42 men from this department.

It is apparent at this time that the present status of all affairs will demand readjustment of economic, social and public problems. The college graduate of today will become the leader in this program if he coordinates his training and ability with intelligent insight into these problems and their inter-relationship. The engineering graduate is particularly fitted for such because of his method of attack. He is trained (1) to gather facts involved, (2) make an analytical study of these facts and (3) derive the solution.

During this period of readjustment those who contribute to the solution of the many intricate problems will be those men who have a basic and fundamental knowledge of these problems which deal with human beings, materials and money. Social and economic security can be accomplished through the proper handling of all interactions of the factors which influence these groups.

In a recent publication "Engineering, A Career, A Culture" published by the Engineering Foundation, this statement appears -

"The engineer should have a sympathetic appreciation of the world in which he lives. His education should enlarge his understanding of that world, through study of its cultures, past and present, and of economics, philosophy, psychology and sociology. He needs this broad cultural training in order to get a perspective of human society so that he can properly locate himself in it, contribute a maximum to

its progress, assist in a solution of its many perplexing problems, and disturb the flow of the stream of its evolution as little as possible by the devices that he launches into that stream".

More and more industrial enterprises are calling for men of broad engineering training. Manufacturers of machinery, manufacturers who use mechanical processes, public utilities, communication systems, petroleum companies, industrial departments of insurance and bond houses, state and federal departments offer opportunities in management, business operations, production, sales, engineering planning, valuations or statistics to general engineers.

Young men who have studied their aptitudes and found that they have an interest in business and economic problems; who have a desire to be occupied in a position which involves the control of men and the handling of materials, can secure the fundamental training offered in preparation for these positions by the General Engineering Department at Iowa State College.

Men of these aptitudes include those who are interested in developing plans, methods and evaluating results; those interested in producing machinery or goods in an economical way and who appreciate the importance of human relations; those who seek assignments in accounting and financial departments of industry or business; those who have native ability to analyze statistics, operation costs, and make valuations.

The men who acquire the education offered to General Engineers should be those who have aptitudes and a marked attitude of interest toward the occupations in management, business operations, production or sales, not only in industrial organizations but also in those fields of private or public business enterprises which have industrial problems. General Engineers supplement their strictly engineering and scientific training by a broad knowledge of the problems of human relations, business and industrial management, accounting and finance, economic movements, marketing and distribution.

NUMBER OF GRADUATES PER YEAR

