

Centers and Quarterbacks

A GOOD basketball center or football quarterback knows more than the resources of his team. He knows what resources to call upon at decisive moments. To him, the condition of his opponents, their weight and style of play, the time left to go—all dictate a strategy, which he follows.

There is in industry a group of engineers whose position resembles that of field general. They keep their eyes continuously upon all fields of human activity. They observe how each is affected by changing economic situations. They calculate what demands the future will make upon each. Then they bring to its aid new discoveries and beneficial methods.

In 1886, George Westinghouse saw that industrial growth could not be furthered by direct current alone. The "game" required a new style of play. So when the rudiments of a transformer came along—

opening the way for alternating current, Westinghouse adopted both, perfected them, and paved the way for the electrical era of the present time.

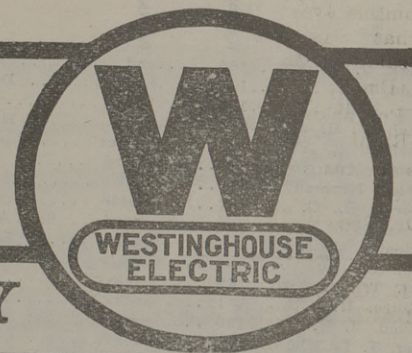
In an organization like Westinghouse, these "quarterbacks of industry" are called "application engineers". They are mechanical and electrical engineers who apply the forces of electricity to every variety of human need.

Westinghouse application engineers first applied motors to the steel industry, the textile industry, the automobile industry. They introduced electricity to railroads and ships. They developed it for heating purposes.

Application engineers are needed in industry—they fill an important and expanding place. Westinghouse service to industry starts with their efforts.

Westinghouse

ACHIEVEMENT & OPPORTUNITY



SOUTHERN METAL TRADES ASS'N. HOLDS MEETING

Twenty members of the Texas division of the Southern Metal Trades Association met at A. and M. on the seventh and eighth of this month for their annual convention. The first meeting was called on Friday morning when the members listened to address-

ses by Prof. E. J. Fermier, head of the A. and M. Department of Mechanical Engineering, E. F. Billington of Meridian, Miss., president of the Association, and George C. Holmgreen of San Antonio, and W. C. Trout of Lufkin, vice-presidents.

The early part of Friday afternoon was spent watching students at work in the foundry, the forge shops and

the lathe room. Later the delegates attended the football game with T. C. U. as guests of the Athletic Department. Friday night a banquet was tendered to them at the Mess Hall. Saturday was spent visiting the various engineering departments.

H. L. "Cootie" Roberts, last year's cadet colonel and a graduate in mechanical engineering, represented the

Oil City Iron Works of Corsicana, in the conference. W. C. Krueger of San Antonio, also a graduate of the College, was likewise a delegate.

The pharmacy blush so often seen
On the girl who has danced 'till dawn

Is the same as painting the bare
ground green
And saying you have a lawn.