

Jack C. Brady Wins Top Prize In ME Contest

Jack C. Brady, senior mechanical engineering major from Dallas, won top honors at a regional conference of the American Society of Engineers held in Lubbock during the weekend.

Brady defeated competitors from Rice, Texas University, Texas Tech, Louisiana State University, Tulane and Southwestern Louisiana Institute to win first place for his presentation of a technical paper, which pocketed him \$50.

He will compete in the national ASME conference in San Francisco, Calif., in June.

Brady's topic was "Experiments with the Hilsch Tube", a device which takes compressed air and divides it into hot and cold parts. In his work with the tube, he built one for his tests and the college was given another by a research company. Considerable library research also was behind his prize winning paper.

Other A&M student delegates were Jack Ettinger and Thomas Goldstone. Dr. C. M. Simmang of the Mechanical Engineering Department attended as faculty sponsor.

Winners Named In CHS Talent Show

Carolyn Wilson, the "Tritones" and the "Three Notes" won first places in the three divisions of the A&M Consolidated High School Talent Show Friday, according to Robert Boone, master of ceremonies.

Miss Wilson, a CHS junior, won the \$10 prize in the high school division with two songs. A "rock and roll" band called the Nitelites from Stephen F. Austin High School in Bryan took the \$5 second prize.

In the junior high school division, Consolidated's Tritones, a vocal trio made up of Mark Luther, Tommy Letbetter and Jack Armistead, won first and James Badauf got second with his sleight-of-hand demonstration.

In the adult division the \$10 prize was given to The Three Notes, a local instrumental group.

Engineer Societies Hold Meet Tonight

Tonight at the meeting of the student branch of the American Society of Heating and Air Conditioning Engineers and the Society of Automotive Engineers, a panel discussion on the air conditioning industry will be presented at the Triangle Drive-In Dining room at 7 p.m.

CHS Contestants Take Top Honors

Taking 10 first places and amassing a total of 140 points, A&M Consolidated High School easily took leading honors in the District 21A Interscholastic League literary events held Saturday at Blinn Junior College in Brenham.

The nearest competitor to CHS was Cypress-Fairbanks High School with 101 points, according to Blinn Dean James Atkinson, director of the meet. Other schools in the district and their totals were Navasota, 52; Bellville, 50 and Caldwell, 15.

Winners of first and second places will compete in the regional contest to be held later in the year.

First places were registered by Charles Delaplaine, senior boys declamation; Ann Hite, senior girls declamation; David Dulaney, junior boys declamation; Cyndi Drake, junior girls declamation; Charles Gentry, boys poetry reading; Jas. Couch, boys extemporaneous speech; one-act-play cast, Charles Delaplaine, Bill Hite and Patsy Williams; ready writing, David Webb; Johnny Barger, number sense and Junius Clark, Slide rule.

Second place awards went to Rosanne Phillips, girls extemporaneous speech; Charles Delaplaine, ready writing; and James Couch, slide rule. Taking third places were Sharon Manning, junior girls declamation; Marilyn McElroy, girls poetry reading and Jo Anne

Walker and Ann Stiles, shorthand. Those winning fourth place awards were Jeanette LaMotte, junior girls declamation; Bill Farrar, boys poetry reading; Charline Matejka and Anita Mowery, spelling and plain writing; David McGuire, number sense and Don Patton, slide rule.

In addition to being a member of the winning one-act play by CHS, Bill Hite was chosen as the outstanding actor of the district.

Brazos Ag Club Seeking Members

A membership drive was launched by the Brazos County A&M Club last Wednesday night at its monthly meeting.

"There are more than 1,000 men in the Bryan-College Station area who are eligible for membership in the Brazos County A&M Club," P. L. (Pinky) Downs said in initiating the drive. He gave members five names of prospective members for contacts in an effort to get 100 new members by the April meeting.

A family barbecue was discussed for April 10 to be held on the A&M Plantation.

Vet Checks Ready

Veterans can start signing forms for their checks tomorrow, according to Bennie Zinn, veterans advisor.

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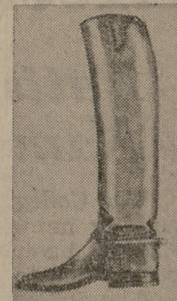
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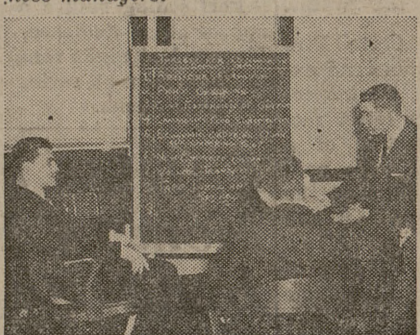


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Gene outlines programming test

Then began a 13 months' training program marked by merit salary increases. First—3 months' schooling and observing operations in Pittsburgh (Gene's hometown). Next—2 months' studying the applications of IBM's electronic data processing machines in business, science, government, and defense. Followed by 7 months' practical training in the field, with customer contact. Followed by IBM's famous course in selling methods. Finally, assignment to a sales territory near Pittsburgh, responsible for about 14 companies and their executives who used IBM equipment, and a dozen or so more who were logical prospects for it.

Makes first sale
Gene's first sale, to a bank, required thorough study; consultations; a written recommendation. The climax came, Gene remembers, when he submitted his analysis to the vice president and received that gentleman's signature.



Discussing customer's installation

Gene's latest sale was to a large industrial corporation. He's now preparing this customer for the installation of an IBM electronic system designed to simplify financial procedure; inventory and other systems problems. At 27, Gene finds himself top man on an important account. He's educator, salesman, administrator.

How would Gene define selling?
"We feel the best way to sell is to be able to consult. The best way to consult is to know something of value your customer doesn't. IBM's 'something of value' is profit through automation."

Gene's thoughts on competition:
"The entire Office Machine Industry feels the lead pencil is the biggest competitor. You've no idea how many time-consuming clerical jobs can be mechanized, thus freeing people for important, creative jobs. IBM's success in the field is due to service, knowledge, 'know-how'."

Does Gene find his youth a handicap?
"It's what you know—not how old you are—that counts. I deal with executives twice my age on a basis of

equality, because they respect my training and my business judgment."

Future wide open
"I'm getting married soon, and I was amazed to realize how much security IBM's growth (sales have doubled on the average every five years since 1930) and benefits represent. But I think my real security lies in the chance to use my own ability fully and freely. There are nearly 200 Branch Managerships, 15 District Managerships and executive positions in 5 other divisions ahead of me. IBM is introducing new machines, systems and concepts so fast that, every Monday, we have a 'new idea' meeting just to keep up."

IBM hopes this message will give you some idea of what it's like to be a salesman at IBM. There are equal opportunities for E.E.'s, I.E.'s, M.E.'s, physicists, mathematicians, and Liberal Arts majors in IBM's many divisions—Research, Product Development, Manufacturing En-



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What's Cooking

The following clubs and organizations will meet tonight:

5:00 p.m.
San Antonio Hometown Club will meet on the steps of the MSC to have picture taken for the Ag-gieland. Class "A" uniform will be worn.

7:15
AICHE will meet in room 104 of the Petroleum Engineering Building to hear a Du Pont speaker talk on statistical experiment design.

7:30
AGC will meet in room 404 of the Academic Building to prepare final plans for trip.

Phi Eta Sigma will meet in the Brooks Room of the YMCA. Society of American Military Engineers will meet in the Civil Engineering Building Lecture Room to hear speaker.

Accounting Society will meet in the Social Room of the MSC to see football film.

Pan American Week Committee will meet in the Birch Room of the MSC.

Poultry Science Club will meet in the MSC to hear Fred Jeyrich speak on acronization program.

Education & Psychology Club will meet in room 2-D of the MSC to hear speaker from Bryan High School.

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A fascinating new book "THE THREE FACES OF EVE" has just arrived. It is the fantastic story of a housewife who was three women in one body. This is a TRUE story told by the two doctors who helped her find her real self. There was Eve White, the demure housewife, Eve Black, an erotically mischievous girl and the well adjusted, mature Jane. This book is as exciting as a suspense novel and as fascinating as a case study.

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The Battalion

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