

Six stories, one plot: The Romance of Our Age is Technology.



Rendezvous In Spain.

You're a software applications specialist.

When you picked this career, you never dreamed that one day you'd rendezvous in Barcelona, Spain with two Navy destroyers.

But when your company is Texas Instruments and one of your customers is the U. S. Sixth Fleet, you learn to expect the unexpected.

The destroyers are equipped with TI computers and they need new software fast. You come aboard and sail with the Fleet until your job is completed.

Not a bad assignment for a software specialist named Susie. You're glad you got into technology.



The Incredible Talking Chip.

You're an integrated circuit designer at TI.

You've helped find a way to make a chip talk, something no integrated circuit has ever done before.

First application: an electronic aid that helps children learn to spell. The world's first talking textbook.

And that's just the beginning. The talking chip's potential is mind-bending. You're glad you got into technology.



The Salesman's Dream.

You're a TI sales engineer. You've got what is probably one of the most irresistible

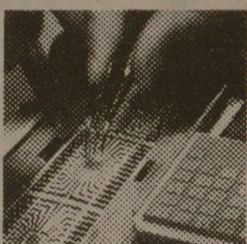
selling messages in the history of salesmanship.

It goes like this: "Hold this TI-59 Scientific Calculator in your hand. Now, let's compare it to the most popular computer of the 1950s — the IBM 650.

"The 650 weighed almost three tons, required five to 10 tons of air conditioning and 45 square feet of floor space. And it cost \$200,000 in 1955 money.

"Now look at the TI-59 Calculator you're holding in the palm of your hand. It has a primary memory capacity more than double that of the 650. It performs its principal functions five to 10 times faster. And it retails for under \$300."

With a story like this, the hardest part of your job is holding onto your sample. You're glad you got into technology.



The Joy Of Complication.

You're in semiconductor design at TI. You love it when people at parties ask you

what you do. You say, "I make things complicated." (Pause.) "In fact, I got promoted recently for creating some major complications."

What you mean (but seldom explain) is this: the more active element groups (AEGs) you can put

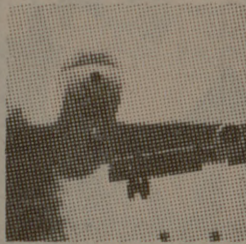
on a single chip of silicon, the more the average AEG cost goes down.

In short, you make things cheaper by making them more complicated.

Your work made it possible for a TI consumer product that sold three years ago for about \$70 to sell today for \$14.95.

Your future looks wonderfully complicated. You're at about 100,000 AEGs per chip now and 1,000,000 is in sight.

You're glad you got into technology.



Outsmarting Smog.

You've always designed airborne radars for TI customers.

Now, all of a sudden you know your next radar design is going to stay at the airport. On the ground.

It's on the ground that traffic controllers at Los Angeles International Airport have a problem. They can "see" incoming and outgoing airplanes on their radar just fine, so long as the airplanes are in the air.

But when the airplanes are on the ground — touching down, taking off, taxiing, parking — they are sometimes impossible to see and control. Ground smog obscures them.

You believe you have an answer to the smog problem. You dig out the plans for an airborne ground-mapping radar you helped design. You adapt the design so the L. A. controllers can use it to see through smog. It works beautifully.

Today your smog-piercing radar is widely known as Airport Surface

Detection Equipment (ASDE). It's standard equipment at L. A. International and at the airport in Geneva, Switzerland. Other airports with smog and snow problems are expected to have it soon.

You're glad you're in technology.



Oil Sleuths International.

You're a geophysicist. A good one. You could be with any of the big oil companies. But

you wanted to get with a company whose specialty is the same as yours. Exploration.

That's why you're at TI, in Geophysical Service.

TI explorer ships, TI photo-geologic aircraft and TI truck- and tractor-mounted vibrator systems are working all over the world. They're finding oil. And they're identifying areas where no oil exists, thereby saving huge losses in drilling costs.

Also, TI's worldwide computer network and its Advanced Scientific Computer is making 3-D recording and processing possible. This exclusive exploration technique is the only practical way to unscramble "no-record" areas on land and sea.

You're a happy sleuth. You're in on the biggest hunt in history. And your team is out in front.

You're glad you got into technology.

**If you're not in technology yet, think it over.
If you are in technology, talk to Texas Instruments.**

Campus Interviews

**Jan. 29-30, Feb. 19-20,
25-26, 28-29, March 4-5**

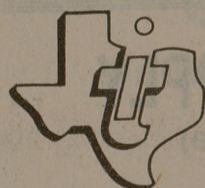


Send for the 34-page picture story of TI people and places.

Write: George Berryman, Texas Instruments Corporate Staffing, P. O. Box 225474, M. S. 67, Dept. CG, Dallas, Texas 75265

See what TI is doing in:

- Microcomputers and microprocessors
- Semiconductor memories
- Linear semiconductor devices
- Microelectronic digital watches
- Calculators
- Minicomputers: hardware, software and systems featuring software compatibility with microprocessors
- Distributed computing systems
- Electronic data terminals
- Programmable control systems
- Data exchange systems
- Advanced Scientific Computers
- Digital seismic data acquisition systems
- Air traffic control radar and Discrete Address Beacon Systems
- Microwave landing systems
- Radar and infrared systems
- Guidance and controls for tactical missiles
- Worldwide geophysical services
- Clad metals for automotive trim, thermostats, and electrical contacts
- Interconnection products for electronic telephone switching systems
- Temperature-sensitive controls for automobiles and appliances
- Keyboards for calculators and for many other products



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