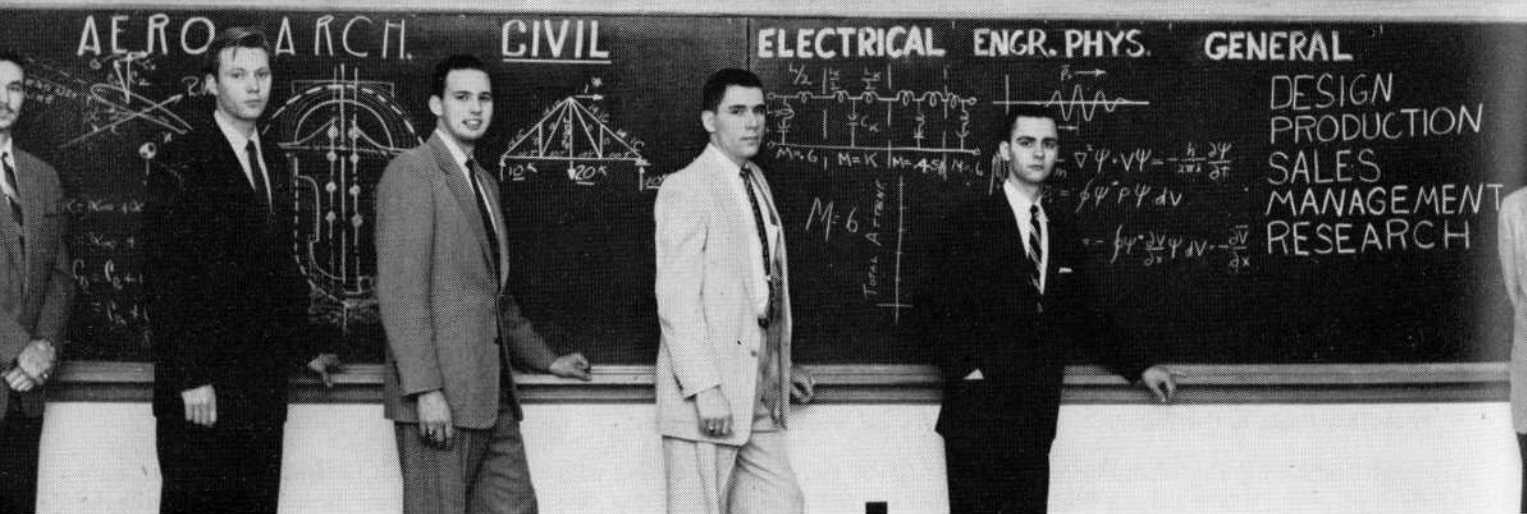


## THE BIG PITCH

# Industry Bids for Engineers



Ranking seniors indicate areas of industrial competition: Ralph Capshaw, Richard Gamble, Roy Hann, Richard Waddell, Jack Abernathy, James Brady.

Companies, realizing continued progress depends to a large extent upon engineering, are actively bidding for the services of the nation's graduating crop of engineers.

The eleven young men on these pages face an unprecedented future. The eleven, representing the 200 graduating seniors in the College of Engineering, are being wooed with an ardor that Priscilla would have found encouraging.

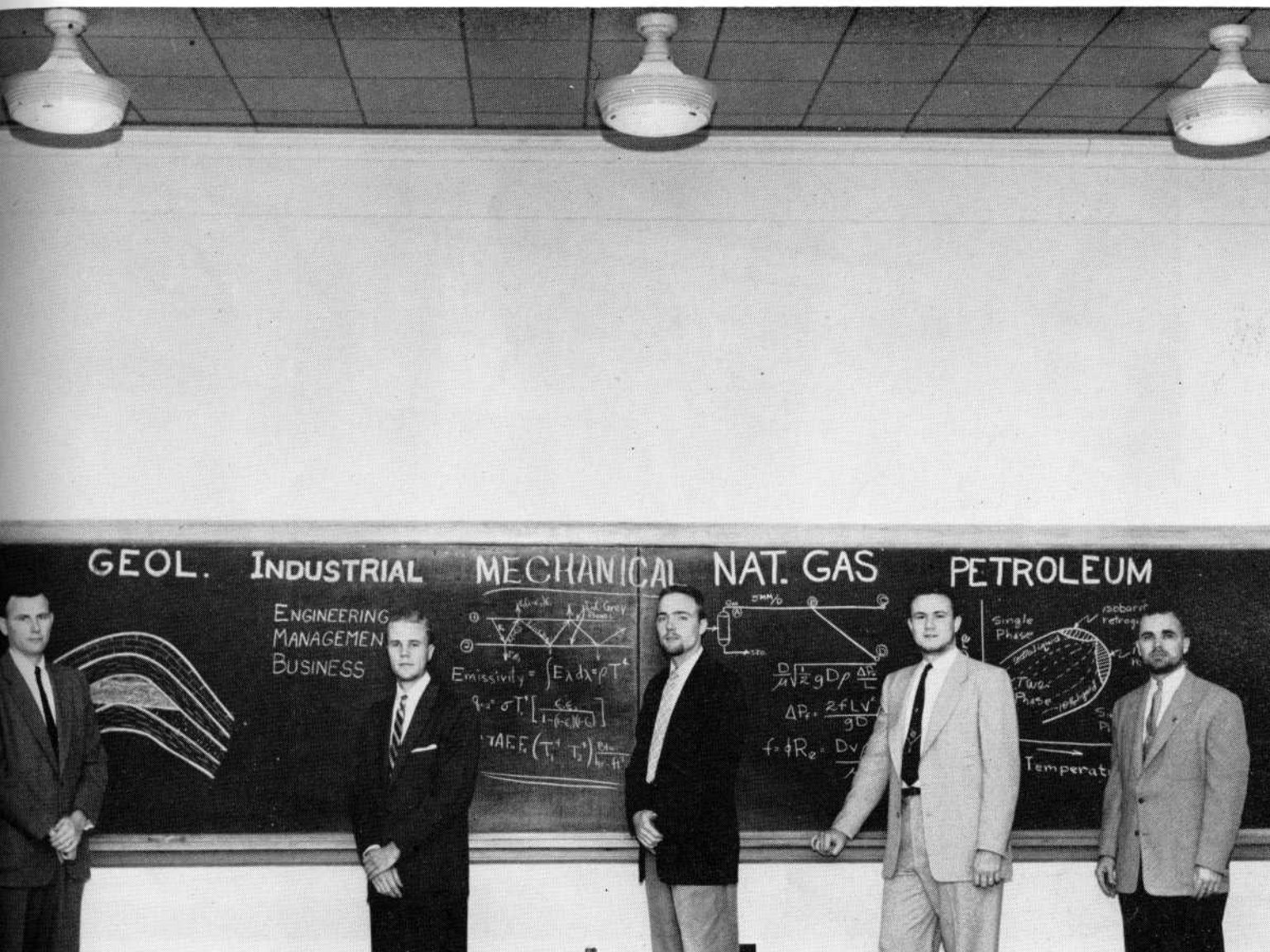
Industry, gearing itself more and more to the technical necessities of survival, wants them. And wants them enough to put the cart before the horse—companies are trying to sell themselves to the student.

More than 300 interviews are scheduled for 1955-56 for companies interested in the competition. Dean W. H. Carson estimates that each interview would result in four placements if there were enough seniors to go around. In other words, 1,200 seniors could be placed and only 200 available. The competition is keen.

If you are a graduate of the depression years, it will be hard to conceive the changed job climate. There was a time

when college graduates walked from employment office to employment office, putting their best credentials forward. College seniors in some areas still face an uncertain future but not the engineers.

One senior who has been interviewed several times remarked, "I'm getting the opinion that most seniors who want a job can get one. We're not sweating jobs. Most of the companies that are coming here are trying to sell themselves to the engineers in-



With their engineering school listed behind them, these seniors face a fine future: Harold Pruner, Ed Ligon, John Holtzclaw, Don Ellis and Bob Knox.

stead of making the engineers sell themselves to the company.”

Another senior told the story of a student who graduated in January. “He said the interviewer asked him what he wanted to do. The engineer said, ‘Listen, I’m not here for a job. I want you to offer me a position.’ And he got it—assistant to the vice president of an oil company.”

While most stories are not as abrupt as this one, it points up the fact that companies NEED engineers. They know they are bucking competition from hundreds of companies. To sell themselves they talk in terms of good jobs, good opportunities and good salaries. The student who is pri-

marily interested in initial pay can be persuaded by attractive starting salaries—\$400 to \$450. Those interested in good opportunities are appealed to on the basis of rapid advancements, additional responsibilities, etc.

And the engineering senior understands his changed status. Interested companies plan campus-to-plant-site trips for seniors they are interested in. It is not unusual for Christmas holidays, time between first and second semester and week ends to be filled with jaunts to Houston, New York, Chicago, St. Louis and other industrial areas—all on the interviewing company’s expense account.

During the past Christmas vacation, one graduate student was offered an expense-paid trip and invited to bring his wife along at company expense. The company that issued the invitation knew it might be losing the expense money; there was no commitment and the competition was fast. But it was worth it to make the attempt for his services.

It is small wonder that the engineering senior is beginning to understand his worth. The seniors represented here by eleven of their number face a future of unusual opportunity. And the companies face the prospect of competing all over again next year.