



A personal and (let us hope) encouraging message to an
ELECTRONICS ENGINEER IN A QUANDARY:

When Dame Destiny crooks her finger at you and says, "Let's go with Bendix in Kansas City, old boy!" you face a set of small problems that are well worth solving . . .



There is an excellent possibility that very soon we shall be offering you the position you've been waiting for. It could be a position at a higher level than the one you now hold and—have little doubt about this—you'll be tempted.

You may, during this period of decision, suffer torments like the engineer we picture above. (We sympathize with him . . . most of us have been through it ourselves.) We'd like to help you then but we know that you yourself must measure these personal cataclysms and weigh them against the advantages of your professional future here. We can only suggest that Kansas City abounds with other potential playmates or sweethearts, other teams hopefully waiting for a star player, and—who knows?—your new drapes may need only slight alteration to fit Kansas City windows.

We're supremely confident that *somehow* you will find the resolution and ingenuity required to solve these problems *if we give you sufficient incentive.*

So let's talk about incentive.

Because Bendix, Kansas City, is a long term prime contractor for the AEC, we can say little here about our products except that they are advanced electronic, electro-mechanical devices designed and manufactured to extraordinarily high levels of reliability. After only ten years we have become the city's largest manufacturer, and we're still expanding. Recently-inaugurated programs make most likely that we can offer you a position that will fully utilize your talents in design, production or supervision.

You should find our salary offer of more than passing interest.

In general, we need *electronic engineers* with at least a BS degree, although

in some openings a degree in *physics* is acceptable. Experience should range upwards of 5 years.

We welcome *design and development engineers* qualified in the design and development of miniaturized airborne electronic equipment, radar, servo, video, IF amplifiers or vacuum tube applications.

Automation engineers with a degree EE or physics would be well-advised to learn about our current major expansion into fully automated testing of electronic assemblies.

Vacuum tube application engineers will find us attentive when they speak of their work in ruggedized sub-miniature tubes, planar triodes, thyratrons or special purpose micro-wave tubes.

Reliability engineers (preferably with an electrical degree and at least 7 years experience, including some statistical work) will discover that our ever-increasing emphasis on reliability assures them a place in the sun.

We wish we could present all the facts you'll need to weigh, but we find we've barely started. There's much more to say . . . how the Bendix environment stimulates professional creativity and personal progress, how this area provides pleasant, easy-going, economical living, educational advantages, cultural and recreational facilities, etc. . . . but these can wait. For the moment let us simply assure you that—in far less time than you think—you and your family will feel at home here.

We're ready to get very specific regarding your financial incentive. We must first hear from you. May we, soon?

Write Mr. T. H. Tillman, Professional Personnel, Bendix, Box 303-GL, Kansas City, Missouri.



Sooner Scene

By R. BOYD GUNNING
 Executive Secretary
 O. U. Alumni Association

IN February President G. L. Cross distributed to the University staff and faculty a statement on "The Image of the University." People on the campus have been very interested in the ideas contained in this statement and I believe that you will be too. Here are some of the "images" which characterize the University of Oklahoma.

The University of Oklahoma has an intelligent, highly qualified and industrious faculty dedicated to the teaching of youth. In addition to being a community of teachers, it is a community of scholars, engaged in the search for truth and knowledge through research, for the ultimate enlightenment and benefit of all mankind.

The University of Oklahoma aspires to be the capstone of education in Oklahoma and the whole southwest.

It wishes to be known as an institution which manifests a warm personal interest in

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Hal Muldrow Agency

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Insurance of All Kinds

Bonds

117 E. Comanche

Norman

individuals; mere size is no bar to courtesy and individual interest.

It is an institution of high standards maintained by the integrity and example of its own good teachers.

This University is an agency of the State of Oklahoma. It has special trained and qualified personnel ready to work with other state agencies and with the public at large.

The University is forward-looking, boldly experimental, bound only to live traditions and willing to depart from dead ones.

Here there is courage and spirit. It takes adventurous leaps into high-speed computers, nuclear reactors, adult education centers and other activities with the mark of the future.

This institution is interested in all the people of the State. Adults as well as youth may find here opportunities for personal development through study and investigation.

There is a premium on excellence at the University of Oklahoma, whether it be a scholarship, athletics, research, libraries, publications or what.

Finally, the University is measured, as all such institutions must be, by the conduct and proficiency of its graduates and by the contributions which they make to the society in which they live.

These ideas are not intended to be quotations, though most of them came from the statement referred to above. How does your "image" of O.U. differ from this? The "image" you hold of the institution is very important. People not connected with the University form their "image" from what you, the alumni, do or say about it. You actually have a tremendous influence in shaping the reputation of your alma mater. I would be interested in hearing from you if you have other ideas on the subject.

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