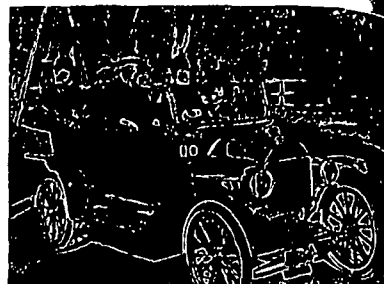


George Edwards' Scrapbook



Said H A Winne, VP of Engineering for G E at diamond jubiles of Case Inst of Tech, "In a large power plant, cost of equipment per electrical kilowatt capacity is \$75 to \$100. Corresponding atomic pile costs in 1950 were \$10,000. In 1952 estimate for first nuclear-powered submarine was \$1,400. Figures for land-type plants might be lower, around \$500 to \$600. This is above \$100 goal, but encouraging part is cost is dropping so rapidly."

Here's a classified ad from a Virginia newspaper that reader John Corrie sends in:
Wanted, Engineer—first class
No experience required.

As you might expect, Mr Corrie is upset because he holds both American and British licenses. They took plenty of experience and even some book learning. Now he wonders if the effort has been worth while. What do you readers think?

Success or failure in business is caused more by mental attitude even than by mental capacities.

—WALTER DILL SCOTT

Recently I heard W S Pellini, of National Research Lab, Washington, D. C., give a talk at Notre Dame in South Bend. He talked on welding failures. "Of 5000 welded ships built during the war, about 1000 had fractures of some kind. And of these, about 200 developed major cracks. This isn't a bad record when we suddenly mass-produce with a radically new technique. Yes, and with Tom, Dick and Harry—and Pauline welding with electrodes."

"I won't argue whether industry does a swell job of welding," mused George Keeler, my consulting engineer friend. "But where's the romance in structural steel work today when you can't watch a guy toss a red-hot rivet up in the air and see another guy perched up on a girder catch it in his bucket."

This old photo from my family album brings back many happy memories. And the model T Ford pictured here has an important lesson for all engineers. From 1909 to 1928 Henry Ford built 15 million of these gas buggies. His mass production method dropped prices from \$900 to only \$350 a car—almost everyone could own a "tin lizzy".

But I still visit plants where mass production methods started by Ford 50 years ago evidently haven't been heard of.

"If you can't get along with a few people it may be their fault. If you can't get along with many, it's almost your own fault"—PHIL SWAIN, from his "New Proverbs for Young Engineers."

When my friend Julian Boone, sales promotion manager of POWER, sent me his new Industrial Advertising Handbook, I got some inside information on how well a well-written ad is read as compared with editorial material in the same magazine. Here are results of one readership survey:

"In a study by Advertising Research Foundation, ads of US Industrial Chemicals were given a 'read some' rating of 78 percent (nearly double next rating ad)—more than the most popular editorial feature. Readership of ads has steadily increased—last year they averaged 750 inquiries per insertion."

I've been reading ads in technical magazines all my life and know this firm gives enough technical information to interest the right readers, instead of telling in general terms how "good," or how "efficient," or how "modern," their product is. Wish some ad men would learn that we busy engineers expect to LEARN something when we read an ad.

George Edwards

ARE CLOGGED LINES LIKE THESE CUTTING YOUR WATER SUPPLY?

Over 1½ Miles of Buried Water Line
Chemically Cleaned IN PLACE by Dowell Service



You don't have to dig up water lines in order to clean them! The case of a major railroad that had over 8600 feet of buried water lines, ranging from 2 to 12 inches in diameter. The capacity of these lines had been greatly reduced by scale deposits. Dowell Service used liquid solvents to clean all the lines, in place, during a period of only six days with a minimum interruption in service.

Dowell Service offers fast, effective chemical cleaning of pipelines of all kinds—water lines, disposal lines and product lines. And, whether these lines are underground or above, indoors or out, no digging or dismantling is necessary. Dowell solvents are designed to dissolve the accumulated deposits, and are introduced through regular connections. Because they are liquid, Dowell solvents reach wherever steam or water can flow, cleaning places

inaccessible by other methods—angles, curves, valves, complicated surfaces and hook-ups. Experienced Dowell engineers do the job using Dowell-designed truck-mounted pumps, mixers and control equipment.

Many other types of equipment can also be cleaned chemically by Dowell. If you have boilers, condensers, evaporators, hubble towers, water wells or other operating equipment where deposits are reducing capacity, let Dowell Service save you time and money in maintenance cleaning!

FIND OUT ABOUT CHEMICAL CLEANING! There are many places in your plant where Dowell Service can clean equipment faster and better than out-dated mechanical methods. Call your nearest Dowell office for a fact-filled book. Or write direct to Tulsa, H-23.

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