AMA probes marketing problems

The American Marketing association is the largest professional group covering all fields of marketing in this country. It is a division of the international organization, dedicated to the advancement of science in the field of marketing; the international association composed of more than 3500 members in the United States, Canada, and fourteen foreign countries. Chicago's chapter—one of twenty-four in the United States and Canada—was organized in 1937, and now serves 500 members.

At the close of last semester, the American Marketing association was introduced to the student body of IIT; the Illinois Tech Student Marketing club was officially launched October 4. Under the sponsorship of its international parent organization, Tech's chapter will enable its members to hear eminent marketing men discuss current problems, participate in field trips to member concerns, and develop valuable contacts with the marketing profession. Subscription to the "Journal of Marketing" at half price (optional) and utilization of national and local placement services round out the association's benefits.

Students may attend the weekly after-luncheon discussions on specific phases of marketing and the more comprehensive monthly after-dinner talks by nationally prominent men; both functions are offered by the Chicago AMA chapter.

One of the Marketing club's immediate activities is the furtherance of industrial recognition for IIT's training in the various spheres of business management. In this regard, AMA is the first professional organization on campus to respond to IPC's new program, and already has had its placement team members accepted by Harold Minkler, director of placement.

All undergraduates and graduates, regardless of their majors, are eligible for membership in Illinois Tech's Marketing club.

The organization also is contemplating affiliation with the National Federation of Sales Executives.

Man of the week

Schlosser likes TV, dirty hands

By John H. Sayles

While at the tender age of six George Schlosser, now an 8th term EE, began his explorations into the realm of science. At that time he received his first pocketknife. Later, at 12, he began using power tools and seemed destined to become an ME.

Fate deemed otherwise, for George opened a copy of Popular Science and became engrossed in a design for a two-tube radio set. Then and there George's career in electricity began. Since that time he has graduated to bigger things, namely, television sets. He was intrigued by the wrestling matches; it was cheaper to build a set rather than buy it.

SCHLOSSER

George graduated from Lakeview high school in Chicago in June, '43. He went to Wright for a year, transferred to Tech and spent one year here until Uncle Sam caught up with him. He served 14 months in the Army, most of the time being spent at the Fort Lewis Engineering Training Center at Washington.

After his discharge he returned to IIT to resume his studies in ohms and amperes. Although he diligently pursued his studies to obtain a 2.45 overall average, George has been active in organizations too.

At the present time he is president of Etta Kappa Nu, past secretary of Rho Epsilon, past president of the Radio club and member of Tau Beta Pi, the I.R.E. and A.I.E.E. On top of this, last Junior Week he found time to be the chairman of the EE committee on open house.

Inasmuch as George does not like the "monastic seclusion of a research lab," he would like production and control work when he graduates. As yet there is no particular woman in the picture, but as hard a worker as George is there probably will be one eventually.

Concerning school, George has two ideas that merit consideration by students and faculty alike. One is that he would like to "see more student interest in activities"; the other, that more "dirty hands," or practical courses in engineering, be offered simulating industrial conditions.

tech timetable

Items appearing in Tech Timetable are those which have been scheduled with the Dean of Students' office.

FRIDAY, OCTOBER 28
Phi Lambda Upsilon, 5 p.m., 103MC

MONDAY, OCTOBER 31
Sigma Iota Epsilon, 5 p.m., 103MC

TUESDAY, NOVEMBER 1
ARe luncheon, 11 a.m., Exec. conf. room
ASCE, 1 p.m., 131MC
ASME, 1 p.m., NU Aud.
Delta Zeta, 1 p.m., 202MC
Hygiene lecture, 1 p.m., 115CB
Israel club, 1 p.m., 101MC
Lutheran Students association, 1 p.m., AH conf. room
Model Airplane club, 1 p.m., 105C
Dinner—Dean Deakins, 5 p.m., Exec. conf. room
Senior Class, 5 p.m., Execu. conf. room

WEDNESDAY, NOVEMBER 2
Barton Foundation, 11 a.m., Execu. conf. room
SAM movies, 2 p.m., 131MC
Junior Class, 3 p.m., Dean's conf. room
Food Mechanics, 4 p.m., 131MC
Newman club, 5 p.m., 103MC
Sigma Iota Epsilon, 5 p.m., 103MC
Phi Lambda Upsilon, 6 p.m., 109MC
Mr. Selheimer, 6 p.m., Execu. conf. room
Sigma Xi, 8 p.m., 115CB
White Collar girls dance, 8:30 p.m., NU Aud.

THURSDAY, NOVEMBER 3
ACS, 1 p.m., 118CB
ASME, 1 p.m., 115CB
Co-op club, 1 p.m., 108CB
FPE society, 1 p.m., 101MC
IVCF, 1 p.m., 105C
Radio club, 1 p.m., 102MC
SAM movies, 6 p.m., 131MC

FRIDAY, NOVEMBER 4
Tau Beta Pi, 6 p.m., East dining room
Tau Omega, 6 p.m., NU lounge
Chess club, 6 p.m., SU lounge
Chicago Psych. club, 7 p.m., 115CB
Chicago Psych. club, 7:30 p.m., Exec. conf. room

ARF projects $4 millions worth in '49

Industry and government agencies invested appropriations amounting to $4,116,500 for scientific research at the Armour Research Foundation during the year ended August 31. Haldon A. Leedy, Foundation director, reported these figures recently in his annual report to the board of directors.

He explained that this amount was received for the performance of research and development for industry and government agencies, and from license fees on Foundation patents in magnetic recording.

The ARF is a non-endowed, nonprofit scientific research and development organization founded in 1936 to provide a confidential research and experimental service to industry. Any excess of income over expenses is used to finance fundamental research in the public interest and to pay for the Foundation's continuing public service activities, according to Dr. Leedy.

His report stated that Foundation scientists worked on 296 research projects (107 were started during the year) during the fiscal year. Of this total 169 were sponsored by industry, 73 by government agencies, and 54 by the Foundation itself.

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