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Looking at the future through a little iron bowl!

1) This little iron bowl helped shape the pattern of industry today; it holds the key to much of the progress that is to come. For in it Dr. E. G. Acheson created the first man-made abrasive, silicon carbide, to which he gave the trade name "Carborundum"—52 years ago. From that discovery in turn came the super refractories which opened the way for the economical development of modern metallurgical processes.

2) For instance, one of these super refractories is vitally important to the process by which our huge naval and coast defense guns are annealed under closely controlled conditions.

3) To withstand other specific service needs covering a wide range of conditions over 65 varieties of Carborundum Brand Specialized Refractories are available. Used in furnaces, kilns, retorts and refining equipment, they are helping to speed output of thousands of war essentials.

4) After the war, these super refractories will help produce new and better materials. When you encounter a refractory problem in the field, remember Carborundum Refractory Specialists stand ready to help you solve it. The Carborundum Company, Perth Amboy, New Jersey.

Carborundum is a registered trade-mark of and indicates manufacture by The Carborundum Company.
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your Electric Light
and Power

The Charles A. Coffin Foundation
confers a special citation for
distinguished wartime achievement
on the
ELECTRIC LIGHT AND POWER INDUSTRY

"Faced with unprecedented demands, the Electric Light and Power Industry has met every war-production re-
quirement without delay and without impairment of its peacetime services to the public. This achievement merits
the appreciation not only of American industry but of the entire nation."

FROM THE CITATION

THIS CITATION is richly merited—for
here is a branch of industry that has done a
remarkable war job that has not been gener-
ally recognized.

If electric power should fail, or if it be too
little or too late, the disastrous effects would
startle all America. Vital machines would
be motionless. Millions of homes would be
cold—and an eerie blackout would descend
over the land.

But electricity has not failed. Rather, in
1943 twice as much power was produced as in
the year before the war—with the minimum
of new facilities—and despite large losses of
skilled employees to the Armed Services.

In the words of J. A. Krug, Director, Office
of War Utilities of W.P.B., "Power men—
public and private—should be proud of the
job that has been done in providing power sup-
ply. Power has never been too little or too late."

We of General Electric, who have built a
large part of the electric equipment which
generates, distributes, and uses the electric
power of America, take pride in the way this
equipment is standing up under the strain
of "forced draft" wartime operation.

Many of the men and women responsible
for this remarkable record are your neigh-
bors—the manager or meter reader who
lives across the street, the girl in the account-
ing department who is in your bridge club,
the lineman with whom you bowled last
night. A word of appreciation from you to
them will lend added significance to this well
deserved citation. General Electric Company,
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