

The Knowledge Bank at The Ohio State University

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LARGE CROWD IS ANTICIPATED FOR ENGINEERS' PROM

A large crowd is anticipated for the annual Engineers' Prom which will be held on December 4th in the Men's Gym. Jimmy Joyce and his band will furnish the music, it was announced by Ed Driscoll, chairman of the band committee.

The prom is being sponsored this year by the Engineers' Council, and Texnikoi is helping with the arrangements. Walter E. Hendricks is general chairman of the dance. Hendricks has asked each department to decorate a part of the gym with something characteristic of their own activities.

What kind of Future should a man prepare for ?

One thing is certain: The future is going to be very different.

Now, as you finish your training, many of you with your war participation fully determined, the future of peacetime seems very remote.

It is a bridge we're all going to have to cross when we come to it. Nobody knows exactly what it will look like. But we do know that what lies on the other side will be largely what all of us together make it.

Even now, responsible men in industry are thinking how to make jobs for the men coming back from the services, and for the men now in war applications. It will be done by dreaming up new things to make, and new ways to make old things better.

This is being done by a combination of imagination and engineering, industry by

industry. Here at Alcoa Aluminum we call it Imagineering. It is the thing that made our company the leader in its industry—that got aluminum ready to do the great job it is doing in this war. All our people practice Imagineering, as second nature, whether they are called engineers, or salesmen, or production men, or research men.

The future isn't going to be made out of laws, or pacts, or political shibboleths. The only kind of future worth having will come out of freedom to produce, and out of the *Imagineering* of men who make the things that civilization rests on.

If we could go back to college again, we would get ready to be an Imagineer, in whatever particular field our interests lay. The opportunity for young men with imagination is going to be unparalleled.

A PARENTHETICAL ASIDE: FROM THE AUTOBIOGRAPHY OF



ALCOA ALUMINUM

• This message is printed by Aluminum Company of America to help people to understand *what we do* and *what sort of men* make aluminum grow in usefulness.