

# Portland Asks To Be Air Stop

WASHINGTON (AP)—Representatives of four Pacific Coast cities asked the Civil Aeronautics Board today to give them stops on a proposed Pan American World Airways route between the West Coast and Tokyo.

The requests were made by spokesmen for Los Angeles, Portland, Seattle and Tacoma during argument on Pan American's application to fly the Great Circle route from Los Angeles, San Francisco, Portland and Seattle-Tacoma to Tokyo and the Orient.

Harold B. Say, Washington representative of the Portland Chamber of Commerce, asked that Portland be included as a stop on the proposed route.

After outlining Oregon's growth in population and personal income, its position as a major export area and the No. 1 ranking of Portland airport in the Pacific Northwest for commercial airline departures in 1956, Say told the board:

"We are of the conviction that these figures do not justify Portland being eliminated from any West Coast Great Circle route to Tokyo."

Senators Morse and Neuberger and Rep. Green, Oregon Democrats — in a statement read by Morse's administrative aide, William Berg — took no position on Pan American's application. But, they said, that if it is granted, Portland should be a passenger and cargo stop.

## Chairmanships Open For Greek Week

Petitions for Greek Week committee chairmen may be picked up at the Student Affairs office in room 207 of Emerald Hall. They are due March 1, at 5 p.m.

Committees seeking chairmen are publicly, dance, refreshments, civic project, and special events. Greek Week will be held April 12 this year.



**BEAUTY IN DUPLICATE** — Reflection on surface of a nearby lake reproduces the scene during traditional sunset ceremony of "beating the retreat" in New Delhi. Illuminated buildings are the central secretariat of the Indian Union.



## "What's it like to be in BUSINESS ADMINISTRATION AT IBM?"

Two years ago, Robert Everett asked himself this question. Today, as Administrative Assistant to the Divisional Controller, Bob reviews his experience at IBM and gives some pointers that may be helpful to you in taking the first, most important step in your business career.

"What's it like to work for a big, expanding company like IBM? What would I be asked to do? Would I get ahead fast?" These were some of the questions that filled Bob Everett's mind as he faced up to the big problem, "How can I put my M.B.A. training to the best possible use?"

Bob came directly to IBM from Cornell in July, 1955, with an M.B.A. in finance. He was immediately assigned, with twenty-nine other M.B.A.'s, to a Business Administration training program. This six months' program comprised general orientation in the entire IBM organization, a six weeks' field trip to the



Filtering out the "hot" projects

### Promoted the same year

By December of the same year, Bob was promoted to his present job—Administrative Assistant to the Controller of the Data Processing Division. "The first function of an Administrative Assistant," says Bob, "is to filter out the 'hot' projects from those that can be handled later. You follow through on projects assigned by the controller and keep



Developing a new system

Syracuse branch office and several months at the Poughkeepsie manufacturing facilities. There he gained a functional knowledge of IBM machines, particularly the 700 series of giant electronic computers.

His training completed by January, 1956, Bob was assigned to the Methods Department as a Methods Analyst at IBM World Headquarters in New York City. Here, with the cooperation of operating department personnel, he worked on the development of systems and procedures for the various Division areas. In addition to normal methods techniques used in developing systems and procedures, he studied these projects in terms of possible machine application for either IBM high-speed giant computers or conventional accounting equipment. One project was the study of the Machine Ordering procedure with the objective of simplifying and mechanizing it and at the same time improving the source information to provide for a more complete analysis of sales and production backlog.



Keeping the boss posted

him posted on their progress." Bob's new position affords a pleasant diversification of work: charting divisional responsibilities of the controller's function . . . plans for decentralization . . . costs of regionalization . . . summarizing key financial and statistical information for presentation to top management.

Bob points out that there are many areas in Business Administration at IBM for men with an M.B.A. or a B.S. in accounting: corporate, general, and factory accounting; internal audit; methods; payroll and taxes. Administrative and management positions constantly open up at World Headquarters, IBM's 188 branch offices, many plants and laboratories.

### Why Bob picked IBM

Bob made a careful study of existing opportunities before selecting IBM for his career. He had a dozen campus interviews; took nine company tours. IBM's M.B.A. program interested him—because, as he says, "It gave me a chance to review the entire company before starting an actual line assignment." He was intrigued by the increasing use of data processing equipment in finance and he knew that IBM was a leader in this field. Salary-wise, he found IBM better than many, but it was company growth potential that motivated his choice. "Opportunity certainly exists



"Opportunity certainly exists at IBM"

at IBM," he says. "Growth factors alone will account for many new executive positions. A second factor is the trend toward decentralization, which also creates new jobs. These factors, plus IBM's 'promote-from-within' policy, add up to real opportunity."

IBM hopes that this message will help to give you some idea of what it's like to be in Business Administration at IBM. There are equal opportunities for E.E.'s, M.E.'s, physicists, mathematicians and Liberal Arts majors in IBM's many divisions—Research, Product Development, Manufacturing Engineering, Sales and Sales Assistance. Why not drop in and discuss IBM with your Placement Director? He can supply our latest brochure and tell you when IBM will next interview on your campus. Meanwhile, our Manager of College Relations, Mr. P. H. Bradley, will be happy to answer your questions. Write him at IBM, Room 10002, 590 Madison Ave., New York 22, N. Y.



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