

You a Mate?

a button and let science be the matchmaker!

minutes for the electronic sorter to produce a number of compatible companions. Right now the cupid computer is averaging about two marriages and three engagements a week.

A match does not necessarily mean the couple have the same personalities. A pushy personality may be matched with someone more passive. A man who likes to talk can be paired with a girl who is a good listener. Often compatible persons have different traits but similar opinions.

Most of Dr. Riss' customers are neither lonely nor maladjusted. Not long ago a pretty psychologist in her late 20s went to the Institute. "She had seen so many marriages that hadn't worked, and she didn't want it to happen to her," Dr. Riss recalls. The IBM sorter selected an associate professor of history for her. When last heard from they were happily married.

The Institute's emphasis on scientific method makes it popular among people with systematic minds. Men seem to be more partial to it than women. "Perhaps men are more hesitant about marriage than women and feel safer when a screening organization takes some of the blindness out of courtship," Dr. Riss says.

Bringing together compatible couples is the first problem tackled by the Institute. Helping a couple, through interviews, to reassess their unrealistic expectations is a second goal.

RECENTLY a divorcee in her 30s went to the Institute. She had been seeing one man steadily for two years and spoke of him as the "rarest of persons." The trouble was he didn't want to get married.

"At first she wanted only to meet someone like him, but soon she started dating men who were basically more compatible," Dr. Riss says. There were more counseling sessions. She began to view her boyfriend more realistically. She realized he wasn't the only person in the world for her. She is now engaged to another man.

When an IBM match is found, the man is sent a letter with the name and phone number of the girl and the best time to call her. The girl receives a letter telling her to expect the call. After the date, they are asked whether they were relaxed, felt they were liked, and were attracted to the other person.

Sometimes changes are made on the punch card from a dater's comments. If someone thinks he has found the right person to marry but is not quite certain, the Institute stands ready to offer its counsel through a guidance program.

Frequently counseling is the most important part of the service. Some time ago

By MARYA SAUNDERS

an attractive, 26-year-old baroness came to the United States—and to the Institute. She was introduced to a suave man-about-town. As the vice president of a large business firm, he was much sought after, but he was holding out for a wife who would be a career and social asset.

The baroness and the vice president both traveled in bright society circles and were polite and proper, materialistic and status conscious. After a few dates she wrote Dr. Riss: "I have fallen for this man hook, line, and sinker, but maybe he is only interested in a quick fling, while I'm interested in marriage. Can you advise me what to do about him?"

A counseling session was arranged for her, and a staff member phoned the man immediately. When they asked how his recent selections had worked out, he said he wished his card to be removed from the file because he had become seriously interested in one person—the baroness. They've been married two years now.

THERE ARE all sorts of people stacked away in the Institute's electronic sorter: Miss America finalists, psychiatrists, dentists, lawyers, engineers, college professors, accountants, and writers. Eighty-five percent of the men have some college education, and 75 percent have one or more degrees. Eighty percent of the women have some college, and 52 percent have one or more degrees.

Within three years, the number of filed and coded cards will reach 100,000, Institute officials believe.

Some critics of the Institute object to the mixing of science and love. They say it takes away all the romance. When I asked Dr. Riss about it, he pulled out a stack of letters—all testimonials to IBM matchmaking. "Read these if you're looking for romance. When couples feel safe, they are free to fall in love deeper and faster," he said. Dr. Riss agreed that all an IBM sorter can do is match coded cards. "The rest depends on the sensitivity and the skills of the interviewers and, of course, the individual."

If an individual is emotionally healthy and realistic about marriage, says Dr. Riss, he can have a good marriage, providing he meets a basically compatible mate.

The virtue of the IBM sorter is that it often can help unmarried persons find other unmarried persons with whom they can live "happily ever after" in compatible, computerized bliss. "Hopefully the day will come when most people will turn to science for love and marriage as they do already in so many other aspects of their lives," says Dr. Riss.

WHY DOES GOD ALLOW SUFFERING?



School children die when a bus tire blows. Cancer takes a young mother. A President is shot. Why? Where is God when these things happen?

In the depths of blind anguish, some people lash out that maybe God is a tyrant. Maybe He *wants* people to suffer. Or maybe human wretchedness is beyond His control!

For many, saying "It is God's will" is enough. For many others it is not. Who's being punished for what? Dogged by misfortune, failure, long illness, people often lose faith. Even if you're not personally involved, you wonder, "Why?"

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