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TCA Drive Bests Last Year's Mark

The T.C.A., despite the inclement weather and foot-deep snow, collected more blood in this year's drive than last year's total of 250 pints. Nearly 250 students had pledged to give their blood. Because of the snowstorm, many appointments were missed, but Mike Rosner, vice president of T.C.A., serial service and head of the blood drive, said he felt sure MIT had far surpassed last year's mark.

Dr. James M. Faulkner, MIT medical director, credited the success of the drive despite the storm to the complete cooperation and willingness of everyone involved.

The only "casualty" involved in the drive was a slight faint experienced by one student.

PREVIEW

WTBS announces the premiere of the TECH ENGINEERING NEWS SHOW, Tonight at 9:00. Concert Hall will be brought to you as a service of your undergraduate technical journal. Listen for fine music and information of interest to all students.

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"The biggest challenge a man has to face is himself" 

"Men and businesses are alike in one respect," says Gerald A. Parsons, 40-year-old marketing and personnel development specialist. "Their success depends to a great extent on how well they respond to challenges. And I've found that the biggest challenge a man has to face in his job is not the competition of others—but the far more important one of developing himself to his fullest capabilities.

"During my four years with General Electric, I've had plenty of opportunity for self-development. Challenging training assignments at five different locations within the company have given me a broader understanding of my career area. In my present job I have the benefit of working with experts, both in establishing long-range goals and in helping to achieve them. I've found that working toward future potential is vital in the development of successful men—successful women.

Young men such as Gerry Parsons are important to the future of companies like General Electric and to the growth of America's dynamic, competitive-enterprise economy. Our nation's progress will depend more and more upon those forward-looking individuals who continue to develop to their fullest capabilities during their lifetime.

That is why General Electric provides a climate for individual progress—with opportunity for increasing knowledge and skills—for all of its employees, including 30,000 college graduates. For it is only as individuals meet the challenge of self-development that there continues to be progress for a business, an industry, or a nation.

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