Dear Mr. Galvin:

I speak of the future—the vacuum of invisibility of the computer age. The future is one certainty: the total acceptance by big business of the computer as a replacement for the office worker. Business has the capability to even pace the times. Therefore, the speed, accuracy, and flexibility of developing computers cannot be denied by future business.

The clerk, the bureaucratic non-entity of business, will be replaced by the complexity, yet practical simplicity of the computer. A computer gathers and stores data in a way man has never done before. It can duplicate in the machine what man used to do in a lifetime.

The computer's primary code could essentially simulate man's life. A rolling function regulated by the mysterious DNA amino acids code. When researched, as at the University of Chicago, refines its DNA investigation, and applies it to cybernetics, the machine could achieve the creative function it now lacks. Thus, it is conceivable the machine could invent an item or develop a thought well beyond man's creative limits.

The final determining force unfortunately is man's selective programming input of data. Will man thus fear the power of the machine? Will computers be the machine? Will man thus fear the power of the machine? It's a tool for the businessman, in the hands of business. Why should business fear the power of the machine? It's a tool for the office worker.

Yours sincerely,

Arnold Shelby
Latin American Studies, Tulane

Mr. Galvin:

Will Men Fear the Power of the Thinking Machine?

Dear Mr. Shelby:

Why should man fear the machine? It's a tool for the elimination of duties. It's a tool for freeing people from limiting routine. Each demonstration of the sophisticated application opens another door to exciting new functions for the individual. As to business' acceptance of the apparent philosophical implications of a machine being better than man, let's expand your question to include society as a whole. Your suggested potential of the machine's inventiveness, after all, would not only affect the structure of business and its practices but self-adjustment—the every institution of the community—education, government, the professions. In fact, man's day to day living environment. Already many of these changes have been manifest.

Think of the brigades of bookkeepers trapped through the years into peering from under their green eyeshades at mounting columns of figures. With perfection of the adding machine and comptometer, their work waned into a whole new dimension. No more scratching out monthly statements with a steel-tipped pen. Instead, many have assumed functionally more interesting responsibilities by applying the skills, and wider knowledge, needed to use these tools. As a result, the individual gained more capabilities, and industry, more capacity.

The computer has broadened the horizon much further. With its characteristic abilities for sensing, feedback, and self-adjustment—we are able to determine changing requirements without human intervention. The driving force of the machine learns how to take over the machine.

Its applications already have had a profound effect on almost every phase of our daily lives. Look, for example, at its employment in education: programmed lesson plans in a dozen subjects, which are digestible and analyzed, and complex calculations made, to meet the needs for which it is programmed.

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Its uses in long-range economic policy planning by government, and financial services. A projection of population growth is a characteristic. But I am confident that during the intermediate evolutionary steps, man will intellectually sophistication will continue to outpace the machine, and we control over production of the product of his own making. Certainly there's no real cause for worry, however, until the machine learns how to plug itself in.

Sincerely,

Robert W. Galvin
Chairman, Motorola Inc.

Arnold Shelby

Robert W. Galvin

IS ANYBODY LISTENING TO CAMPUS VIEWS?

BUSHINESSMEN ARE.

Chief executive officers—The Goodyear Tire & Rubber Company's Chairman, Russel DeYoung, The Dow Chemical Company's President, H. O. Butcher, and Motorola's Chairman, Robert W. Galvin—were responding to serious questions and viewpoints posed by students about business and its role in our changing society... and from their perspective as heads of major corporations are exchanging views through means of a campus inter-organizational Dialogue Program on specific issues raised by leading student spokesmen.

Here, Arnold Shelby, in Liberal Arts at Tulane, is exploring a point with Mr. Galvin. Keenly interested in Latin American political and social problems, Mr. Shelby toured various countries in the area last summer on a "shoe-string" budget. He plans a career in journalism.

In the course of the entire Dialogue Program, Arthur Klebanof, a Yale senior, will probe issues with Mr. Galvin; as well as Mark Baskoun, a Chemistry major at Ohio State, and David G. Clark, an graduate student at Stanford, with Mr. DeYoung; and similarly, David, M. Butler, Electrical Engineering, Michigan State, and Stan Chess, Journalism, Cornell, with Mr. Down.

All of these Dialogues will appear in this publication, and other campus newspapers across the country, throughout this academic year. Campus comments are invited, and should be forwarded to Mr. DeYoung, Goodyear, Akron, Ohio; Mr. Deen, Dow Chemical, Midland, Michigan; or Mr. Galvin, Motorola, Franklin Park, Illinois, as appropriate.