Bethlehem officer lauds corporate, university ties

(Ed. Note: ... the following article was made as our office from Bethlehem Steel's recently and deemed of sufficient community interest to warrant its publication.)

A plea for greater recognition of the close and valuable bonds of interest between the college campus and the corporation was made in Detroit recently by Stewart S. Cort, president and chairman-elect of Bethlehem Steel Corporation.

Addressing a noon meeting of the Economic Club of Detroit, Mr. Cort executive asserted that the flow of assistance from society to the college campus must be intensified.

"We depend on our colleges and universities, and they, in turn, depend on us. We need their help... and today -- right now -- they most urgently need ours. It is the latter part of the equation that appears to be in jeopardy today."

Citing the business community's need for well- educated young men and women, he pointed out that it could not survive without such talent because of a reliance on ever more sophisticated technology and advanced techniques of business management.

"Young Look"  
"But, in a larger sense, college students are equally important to us because they are influential representatives of that fast-growing portion of the total population known as the younger generation. Our population has acquired a new look, and it is a young look. As recently as ten years ago all individuals over thirty years of age slightly outnumbered those under thirty... but today the under-thirties are forty percent more than the over-thirties who are over thirty... and, within only five years, young people under thirty will outnumber old-timers by fifty-seven percent.

"This is something to think about, hard and long, especially in view of the forthcoming 18-year-old voting age."

Revolutionaries  
Touching on "the highly publicized" young people who raise our hackles by taking full advantage of the liberties and material benefits of our society to preach its overthrow," the speaker said officialy identified them as "only a tiny fraction of the total college population." He said the national major polls show that college students have some comprehension about the fundamental role of business and industry. He regards this as a reason to be hopeful but not complacent.

"I am mindful of the finding that 44% of college students subscribe to the view that business is overly concerned with making a profit, and too little concerned with social responsibilities. This does not, of course, discourage me unduly, because I am too intellectually honest to think that it would result from a combination of idealism and a lack of knowledge of the facts. Speaking from my own experience, young critics are invariably astounded when my associates and I describe my company's aggressive involvement in such programs as recruiting of minority group employees, educating and training the disadvantaged, and improving and preserving the quality of our environment. Most likely your own observations have been similar to mine.

MECHANICAL ENGINEERING--Engineering or mechanical maintenance departments of steel plants, fabricating works, mining operations, and shipyards. Fuel and combustion departments, supervision and training in production operations. Marine engineering assignments in Shipbuilding Department. Also: Sales or Research.

METALLURGICAL ENGINEERING--Metallurgical departments of steel plants and manufacturing operations. Engineering and service divisions. Technical and supervisory positions in steelmaking departments and rolling mills. Also: Research or Sales.

CHEMICAL ENGINEERS--Technical and supervisory positions in coke works, including production of by-product chemicals. Fuel and combustion departments, including responsibility for operation and maintenance of air and water pollution control equipment. Engineer- ing and metallurgical departments. Steelmaking operations. Also: Research or Sales.

INDUSTRIAL ENGINEERING--Positions in steel plants, fabricating works, shipyards, and mines. Engineering and maintenance departments. Supervision of steelmaking, rolling, and manufacturing departments. Also: Sales.

CIVIL ENGINEERING--Fabricated Steel Construction assignments in engineering, field erection, or works management. Steel plant, mining, or shipyard assignments in engineering, construction, and maintenance. Supervision of production operations. Sales Department assignments as line salesman or sales engineer (technical service to architects and engineers).

ELECTRICAL ENGINEERING--Steel plant, fabricating works, mining operations, and shipyard electrical engineering, construction, and maintenance departments. Technical and supervisory positions in large production operations involving sophisticated electrical and electronic equipment. Also: Research or Sales.

MINING ENGINEERING--Our Mining Department operates coal and iron ore mining operations and limestone quarries, many of which are among the most modern and efficient in the industry. This 10,000-man activity offers unlimited opportunities to mining engineers. Also: Research.

NAVAL ARCHITECTS AND MARINE ENGINEERS--Graduates are urged to inquire about opportunities in our Shipbuilding Department, including the Central Technical Division, our design and engineering organization. Also: Traffic.

OTHER TECHNICAL DEGREES--Every year we recruit loopers with technical degrees other than those listed above. Seniors enrolled in such curricula are encouraged to sign up for an interview.

ACCOUNTANTS--Graduates in accounting or business administration (24 hours of accounting are preferred) are recruited for training for supervisory assignments in our 3,000-man Accounting Department.

OTHER NON-TECHNICAL DEGREES--Graduates with degrees in liberal arts, business, and the humanities are invited to discuss opportunities in the Sales Department. Some non-technical graduates may be chosen to fill openings in steel plant operations and other departments.

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OCTOBER 19, 1970

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