Neither Rhyme nor Reason

Rhymes and Reasons — Carole King (A&M)

Carole King is back again, and that will probably be enough reason for a lot of people to go right out and buy this new set of songs. However, Rhymes and Reasons give us a perfect opportunity to prove that you can’t judge a new album on the basis of past successes. Tapestry, to be sure, was Carole King’s crowning achievement — the beautiful mixture of public music and personal words. Music came along in the same vein, but fell a little short of the expectation of more Carole King magic. So now we have Rhymes and Reasons, which leaves as looking for both items referred to in the title.

Carole King has always written songs that exhibited her emotions on a personal level wrapped in her aggressive piano melodies. Well, she is still trying to do that, but she is getting a little too complex about it; her lyrics still stand by themselves, but they don’t match her groping, wandering piano style. Her innovation may be the mark of artistry, but they don’t match up. She is not outstanding, but quite pleasant, of those draped in a pretty rolley melody. I agree with those who claim Carole King is still a first rate musician, but she is just halving a hard level wrapped in her aggressive piano style. Her phrases are becoming too long and she has failed to hide this with intriguing syncopation. Some songs have failed to hide this with intriguing syncopation. Phrases are becoming too long and she has failed to hide this with intriguing syncopation. Some songs have failed to hide this with intriguing syncopation.

There is one song which stands out on the album as far as subject matter is concerned. “I Think I Can Hear You” is Carole King’s answer to George Harrison and all the other people who have been recently engaged in serious song writing about their own ideas about God. This makes for a rather interesting song which, fortunately, is not one of those draped in a pretty rolley melody.

Carole King is back again, and that will probably be enough reason for a lot of people to go right out and buy this new album. You heard it all Summer long on the car radio, a melodiocly yet moving song, with much of the guitar licks courtesy of James Griffin. The other 11 cuts are not outstanding, but quite pleasant. I listen to, and, if you’re in that down-the-mind mood, downright jarring. Like “Aubrey.” But there are rockers like “Don’t Tell Me No” and “Fancy Dance.” A Boyswood piece called “Tecolote,” a couple countrysides, and an especially fine Elton John imitation entitled “Let Me Go.” Their new single, “Sweet Surrender,” is a bit more up-tempo than most Bread 45’s, but a fine tune none-the-less.

Bread is a complete band, the four members sharing writing chores and are all competent musicians. Their music employs no gimmicks, just hard, solid, artistic compositions and lyrics which are often anything but shallow. If you’re like me, consciousness geared to the professional level, They have been recently engaged in serious song writing about their own ideas about God. This makes for a rather interesting song which, fortunately, is not one of those draped in a pretty rolley melody. I agree with those who claim Carole King is still a first rate musician, but she is just halving a hard level wrapped in her aggressive piano style.

Aside from informal visits, this fall will be the first time Boeing has been on your campus since 1969. A lot has happened since then. It was a tough period. One which saw the aerospace industry plagued with manpower re- cessions. It was a period of belt tightening, soul searching, and finally, accomplishments.

Now the airline in- dustry has turned the corner and jetliner orders are coming faster than we ever predicted. Orders for the 727-200 have passed the 1,000 mark, and the sale of ten 707’s to China represents a break-through which gained worldwide attention.

Boeing continues to pursue vigorously a number of major aerospace programs, including a short takeoff and landing (STOL) aircraft, helicopters, the Airborne Warning and Control System (AWACS), and space vehicles and equipment, among others.

Boeing Computer Services, Inc., a wholly-owned division of Boeing, is engaged, as a broad based company with services not only in consulting, training, computer system de- signing, programming, and data processing, but also in management, operations research, and management of customer computer facilities. While the major elements of our business continue to be commercial jet transport, environmental and transportation defense and space require- ments, we have begun activities outside these traditional areas. Measured on the scale of total company operations, these diversification activities don’t loom very large yet. But we believe they have potential for the future and could represent as much as 25 percent of total sales in a decade. A few of these programs are: 1) People moves to unclog traffic conditions in our cities; 2) hydrofoils to move people and freight over water faster; 3) a 100,000-acre test site where we’re growing crops in a desert that has been stabilized with garbage from a nearby city; 4) a pollution control process that has application in de- salination and as a treatment of industrial waste; and 5) aerospace programs that can lead to a better understanding of how to use this planet’s natural resources more efficiently.

The point is — today Boeing is a lean, ambitious, and very inventive company. A place where the need to recognize that we share a responsibility to our fellow men is an attitude prevalent that nothing we did before is good enough for tomorrow. An organization of that’s rebuilding, looking for new ways and devoting itself to the development of new systems that can keep planet Earth on course and the people who live here healthy. If you are interested in the kind of company you can grow with, let’s get together. The place to start is with your Placement Office.

INTERVIEWING Aeronautical and Electrical Engineering Graduates November 6 and 7