

142 Maiden Lane,
New York, N. Y.,
August 1st, 1933.

To the Engineers of

Gentlemen:

The American Association of Engineers has been endeavoring for some seven years past to elicit and edit a book on "Vocational Guidance in Engineering Lines," and succeeded in so doing last May. The book, which is for sale by The Mack Printing Company of Easton, Pa., and the Association's headquarters in the Willoughby Tower, Chicago, is the work of half a hundred authors, composed of leading engineers in all the main lines and the important specialties of the profession. The project has been explained officially by the A.A.E. in one of the Editorial Committee's reports as follows:

- A. The undertaking is on an absolutely altruistic basis, for nobody except the printer of the book (who is temporarily its publisher) will make a single dollar out of the enterprise.
- B. The project is not confined merely to placing a most useful treatise on the market at unusually low prices (viz., single copies, postpaid, in the U.S.A. and Canada \$2.50, and \$3.00 elsewhere, with a reduction of 25¢ per copy for bulk orders of five to nine copies and 50¢ per copy for larger bulk orders, including transportation); but it will include also the bringing of the book by lectures, annually for a period of ten years, to the attention of the students in practically all of the worth-while high schools and other preparatory schools in the principal centers of population of the U.S.A. These lectures are to be given by local engineers of the said centers on the subject of "The Engineering Profession" with the book in hand. The formation of these lecture groups was started two or three months ago by the Association's standing Committee on Engineering Education; and the work thereon will be continued by both it and the Board of Direction until the list of chairmen of the said lecture groups is complete. It is the policy of the Association to leave entirely to these chairmen the selection and number of the members of the said groups and also the modus agendi of lecturing; but they will be furnished with some printed matter containing a few pointers about the work, which they may utilize as they see fit, also with one or two copies of the treatise.

While the members of the various chapters of the Association (scattered all over the United States) will be expected to "do their bit" on this lecturing, engineers in the various lines of activity who do not belong thereto will be asked to serve on these lecture groups. This is as it should be, because the book treats of all the main divisions and most of the recognized specialties of technical activity.

- C. The principal objects of the undertaking are as follows:

First. To encourage the brightest, most active, most ambitious, and most suitable of the youth of our country to come into the Engineering Profession, and to discourage from attempting to enter it the indolent, unambitious, un-intellectual, and otherwise incompetent or undesirable young men.

Second. To provide for the students in our technical schools a treatise that will describe in full detail the profession of which they are striving to become members, and at the same time to put before them numerous examples of unusually fine engineering English, in order to serve them as models for their future techno-literary work.