



## STUBBORN

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**STUBBORN** - - How long would your production lines run if you froze your designs today? Two years? Three years? No matter how good your products, you must constantly improve them. Such is the stubborn law of competition. For this, America will need many more young professional engineers and scientists—for many years to come. For this, more young people in high school must be encouraged to prepare themselves for entrance into our engineering

colleges. A good beginning has been made by many companies and by the Advertising Council's "Engineers Wanted" Campaign. Your company, too, can help promote engineering as a career. To learn more about the Advertising Council and its "Engineers Wanted" Campaign, write for the booklets "The Advertising Council, What it is—What it does" and "How your company can help promote engineering as a career.".....



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