



PUBLISHED BY
THE AMERICAN CHEMICAL SOCIETY

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Summit, New Jersey 07901
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B. J. Luberoff, Editor

MEMO TO: Chemical Engineering Students

Once I asked an old pro if I should become a chemist or a chemical engineer. He responded "Chemical engineering's too big for any one person to grasp. What you've got are mechanical engineers who know some chemistry and chemists who understand engineering". That was in '45. Things have changed a good deal since. Now there is a recognizable discipline that's uniquely ours: Chemical Engineering Science. It's what most of our profs do best; and if you want to be a Professor you better be pretty good at it.

But Chemical Engineering Science is not what most chemical engineers do.

What do they do? Well its like I was told. Many do mechanical engineering related to chemical plants. Others are, on the surface, indistinguishable from chemists. (Except they tend more to continuous processes run under more extreme conditions; they work in metal and on a big scale). Then there are a load of us in economic pursuits, in marketing, customer service, in law and in government agencies. And a lot of us are in businesses that aren't even thought of as part of the Chemical Process Industries - computers - software and hard, cosmetics, office machines, foods, drug and bio med engineering.

Do you know what these guys read? They read CHEMTECH. Three years ago the American Chemical Society created it expressly for them. Its the multidisciplinary magazine made expecially for the mission oriented pro. He's never sure where the mission is going to take him, but he knows he better be prepared to function there.

If you're going to be one of those pros, when are you going to start? Oh, you'll need the Chemical Engineering Science you learn in class; but you'll need a lot more besides. Believe me I know. So does the Board of Directors of the American Chemical Society who authorized me to offer you - students - a preferred subscription rate for CHEMTECH: Only \$4.50 for 12 issues.

Why don't you let me start sending you CHEMTECH? It's written to be read because its written for the busiest men in the field, and they make time to read it.

It's written by authorities in all the fields these fellows have to keep on top of. The ones you better - and can - start to keep on top of now. (I listed some back in the second paragraph.)

Just send \$4.50 with the coupon below. Then look inside CHEMTECH. If you don't think its giving you your money's worth, tell me and you'll get your money back on the unused portion of your subscription.

B. J. Luberoff, Ph.D., P.E.
Editor, CHEMTECH

P.S. And - Good Luck!

WHAT CAN YOU BUY TODAY FOR \$4.50? NOT MUCH!
But your students can get a whole year's worth of CHEMTECH. It's the magazine that helps them prepare for their futures as chemical engineers. Please show them this memo!

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