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B P A

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On Line

The Faber of Printed Circuit Boards

If you think that 15 years in the printed circuit board industry is a long time, consider the life of Paul Eisler. He is generally thought of as the "Father of Printed Circuit Boards" because of his development and application of PCB technology back in the 1940s. Thanks to Eisler's perseverance, the printed circuit board found its way into an American radio set, and life hasn't been quite the same since.

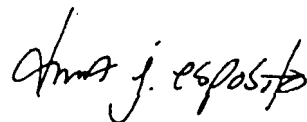
In 1989, Eisler wrote a book titled *My Life with the Printed Circuit*. As Eisler admits in his preface, the book is actually a discussion of the patent system. He did not fare well financially as a result of many of his inventions, and it's clear that he has been upset about the situation for the past 50 years. He writes: "My book describes the bureaucratic impediments, which accompanied the attempts to put my ideas into practice. It is a tale of a lonely struggle to guide my inventions past the internal rivalries of large corporations. . . ."

Still, the book contains interesting historical information about the PCB industry and the life of Mr. Eisler. The style of writing is very formal, and at times it sounds more like a technical paper than an autobiography. History buffs and engineers will enjoy it, and it would be the perfect gift for the person who has everything.

I've never met Paul Eisler, but I am certainly grateful to him for his efforts to develop our industry. And I hope he's getting lots of royalties from this book. Why not buy a copy just to thank him? You can order the book, which costs \$29.50 (including shipping), from Associated University Press, 440 Forsgate Drive, Cranbury, NJ 08512, tel. 609/655-4770, fax 609/655-8366.

Another book you might want to buy for a holiday gift is our own *Printed Circuit Board Basics*. This reference, written by Michael Flatt of Continental Circuits, describes the printed circuit board manufacturing process in very simple terms. It's a great book for new employees, designers, customers, and spouses. Plus, we can customize it for you, i.e., put your company's name in the front of the book, if you'd like to buy in quantity. To order the Basics book, which costs \$29.95, contact Matt Kelsey, Miller Freeman Books, at 415/905-2367.

FAB



Donna J. Esposito
Publisher