THE SCHOOL OF TECHNOLOGY

TECH NEWS

CITY COLLEGE OF NEW YORK

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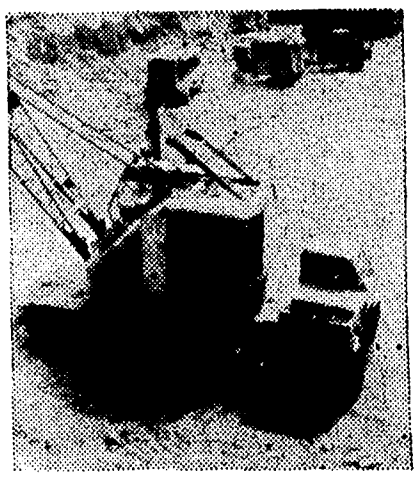
Digging Resumes At Building Site

By FRED BREN

After a long delay, excavation work has finally been resumed on the site of the new tech building. The present blasting and drilling is a prelude to the actual construction of the structure. An effort is being made to remove the concrete formation left as a result of the demolition of the old Drill Hall and Bowker Library.

The new building is scheduled to be opened in January 1961. However this date is only an estimate. No major problems have arisen which cannot be coped with. The main reason given for the slow progress thus far is that a long period of preparation was necessary and, in addition, financial approval by the City Fathers was a lengthy process.



The new structure will be 200 feet by 141 feet. There will be two main entrances: one on St. Nicholas Terrace opposite Shepard Hall, the other on St. Nicholas Avenue and 141 Street. The framework, similar to that of the Cohen Library, will be of reinforced concrete with glass and glassblock outer walls.

This new expansion of facilities will be very welcome, according to Associate Dean Hyman who is in charge of the College's end of this relocation process. "In addition to the badly needed office and working space, the new building will offer a greater opportunity for engineering research for both the student body and faculty. Also, the new structure will greatly add to the prestige of the College." The six-story building with two basement levels will mostly house laboratory classes.

The City College undergraduate engineering school is the third largest in the nation. The curriculum is fully accredited by every association.

In further commenting about the new building, Dean Hyman declared that the College's physical facilities compare favorably to that of other engineering schools. He atributed the architectural incongruity of the new structure with respect to the present tech campus, to the social changes of our times. The College moves with time. It is very noteworthy that the College is expanding in a time when college enrollments are vastly increasing. Furthermore, few homogeneous campuses exist throughout the country; our new tech building will compare to north campus in the same way Cohen Library compares to south campus."

Reps Meet, Air Views

Two weeks ago TIIC met to consider nominations for next term's officers. Because of the unpreparedness of the organizations to fulfill this purpose it was decided to devote the meeting to an "airing out session." The session was devoted in the main to the question, "Is there a need for TIIC?", and, if so, what should be the scope of the activities performed by the body.

In opening the discussion President White outlined several ideas that a group in TIIC's position might institute. Among them were the fostering of a theatrical performance at the College, a fall event to balance E-Day, a fall social event, speakers, political standing on matters of interest to Techmen, and a publicity campaign which would encourage school betterment and inspire spirit.

After this, Professor Avallone said that perhaps the reason for the poor attitude shown this term is that the organization is trying to do more than the group as individual organizations wants to do.

As part of the business at the meeting the idea of a perpetual trophy to be held by the winning slide rule league team was discussed, but the necessary number of votes were not present and the idea was dropped until a future date.

This week's meeting was almost a repetition of the previous. The same ideas were thrown out and discussed again. Nominations were made for the various offices, but Council members seemed to think the jobs more of a chore than an honor, not showing much enthusiasm.

Faculty Changes Slated for June

With the coming of June several hundred students will be graduated from the School of Technology. This June also brings the departure of a number of members of the faculties of the four engineering departments and the Department of Drafting. The drafting department holds the unique position of losing two-and-two-thirds intructors.

The largest engineering department, Electrical Engineering, will show a net loss of three instructors. Eleven men are leaving and of these, eight will be replaced. Professor Taub, the chairman of the department pointed out that while this might appear to be a large drop on paper, it is not overly so in view of the normal turnover in the department. He pointed out that last year saw a change of seven instructors.

The Mechanical Engineering department will show a drop of three men. No new instructors will be hired to make up for three resignations.

According to Professor Hartman, chairman of the Civil Engineering department, the C.E. staff will show a net change of one man next term. He declined to say how many men are leaving overall.

The Chemical Engineering department, which is the smallest of the engineering departments will show no change in instructional staff.

The Drafting Department has four full time instructors leaving and one instructor who carries a two thirds teaching load. This accounts for the loss of four and two thirds instructors. The department plans two replacements.

Various reasons for the losses have been expresed. Among them are the lure of industry and a drop in engineering enrollment now being felt by the departments.

The Technology Intersociety Interfraternity Council will hold elections for officers next Thursday, May 21. All old reps along with the new reps and Presidents should attend.

ASCE Fete

By BRUCE PODWAL

On the night of April 17, just about the time that Beta Aquarii was in upper transit, the City College student chapter of ASCE held its semi-annual induction dinner and dance in the Grand Ballroom of Finley Center. The affair proved to be a big success in spite of the fear that many of the CEs had that the Burns guards would chase them from the South Campus because they were tech students.

Mike Sherman, President of ASCE, administered the oath to one of the largest gatherings of new inductees in many years.

The professors of the CE dept. put on a skit proving that even though an instructor fails half a class he can still have a good sense of humor. The student's skit; written by Bernie Spirgel, Irwin Tyler (nee Tabachnik), and Marty Engelhardt; could easily have been the zenith (or was it the nadir) of the evening.

In the skit, various students did take-offs on different members of the CE faculty. The professors that were imitated took it in good spirits and later admitted privately that the student actors did so well that it was almost a shame that they were all suspended. All the students took the suspensions in stride as they were failing anyway. The student that portrayed Prof. Bekay in the script stated that he didn't want to be a CE anyway—he had received many offers to play professional softball and would accept one of them.

Prof. Hartman, Chairman of the CE Dept., and Dean Allan gave short talks to the gathering who listened anyway—oops, I mean attentively. Mrs. Allan, wife of the Dean of the School of Technology, was made an honorary member of ASCE.

Beavers Burrow

By MURRAY BURGER

Tech men who walk through the tunnels beneath Goethels and Compton Halls have been witnessing a great deal of activity and hearing much noise. The persons responsible for the noise are employees of the Beaver Concrete Breaking Company, the firm which the BHE has contracted for the renovation of the boiler plant and mainttainance shops, DC to AC conversion, and the lighting redesign.

By September, the old steam generators, coal burning boilers and coal storage bunkers will have been removed. They will be replaced by three oil burning boilers which will be smaller and more efficient. Rectifiers to supply DC to the labs from AC to be purchased from Con Edison are also to be installed.

Five new chemistry labs and eight maintainance shops will also be built on the mezzanine beneath Compton.

The power and fuel conversions are to be completed by September. The labs and maintainance shops should be ready about nine months later.

Vector Review

By DAVID KATZ

In view of Vector's financial plight, it is unfortunate that this month's edition is a mediocre effort.

The selection of topics is uninspired and rather slim, making this, in content, one of the thinnest Vectors to reach the student body in years.

The lead story, a four page eulogy of Charles Kettering, inventor of the automatic starter and Director of Research for General Motors, is reminiscent of the "Abe Lincoln in Illinois" stories. Replete with such phrases as "Every step in young Charlie's career was blocked by many seemingly insurmountable obstacles," and "In all his work, Kettering invariably preferred traveling down uncharted by-ways to taking the road others had taken before him," this article traces Kettering's career from early childhood to inevitable commercial success. The author does manage to portray clearly some of his hero's problems and the commercial innovations he perfected to solve them, but this success is more than overshadowed by the pervasive dullness of the writing.

The other two articles included are of a semi-technical nature. "Investment Casting as a Design Tool" is an interesting description of what is basically a simple process, the casting of intricately shaped or otherwise difficult to machine forms. Beginning with a wax model of the shape desired, a plaster cast is formed from which more desirable materials may be molded. It is obvious that the process is, in practice, much more difficult than outlined here, and these difficulties, and steps that may be taken to surmount them are ably covered in this piece.

"SNAP III," the final feature-length article of the magazine, deals with a five pound nuclear generator, "boasting no moving parts," that operates on the thermocouple principle. Detailing the

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CCNY Fund

This is the time of the year when graduating seniors devote almost 100% of their time to daydreams of impending jobs, new cars, homework-free weekends and, of course, money in their pockets. But there is a scheme afoot to extract a little of that anticipated wealth from their pockets.

If they will interrupt those daydreams and reflect for a moment, they will discover that this "plot" is not nearly as insidious as it may first appear. They will reflect on the tremendous opportunity that has been theirs for the last four or five years—that of a fine higher education at a free institution. They may also consider the many services made available to them at the College; the great student center, etc. And, if they carry this musing far enough, they may reach the inevitable conclusion that the only equitable thing for them to do is to see that these opportunities are allowed to continue at City College. Hence the "plot" merely provides the chance to fulfill this equity.

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TECH NEWS

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"A Word to the..."

From our own parochial corner down the hall from **O.P.** and **Campus** we feel impelled to give to print a sentiment which it is our impression has gained standing among the general student body in the past few months.

There seems to be a rising feeling among a large number of students that there is little reason to pick up the daily College papers; this feeling has manifested itself as piles of unread copies at the end of many issue days this term.

The dissatisfactions of students, as we understand them, resolve into a feeling that there is not going to be any real news in the paper that day—any day. Another complaint, voiced most strongly by people working on many of the social and other activities on campus is a dearth of publicity. Now this is a noise that has been made quite often in the past, but more often than not it was just the anguished refrain of a director or chairman of an unsuccessful gambit. This term, though, on evidence, we conclude that our compatriots must bear blame.

Basically, there seem to be two factors involved. The first is compounded of both circumstance and inadequate planning. It is true that the total number of issues published each semester has been cut in recent terms because of a shortage of student fees. But, with this situation known at the beginning of the term, it wouldn't seem too much to expect that issues be planned to give more or less uniform —at least adequate—coverage over the entire term. The sporadic appearance of the O.P. and Campus lately could not be expected to be very effective in whatever service or publicity they might have tried to perform. Too many of the allotted issues were spent early in the term, leading to the present situation.

An even more serious charge that can be leveled at the daily papers, is a lack of cooperative responsibility in upholding their parts in making successes of College events. A number of times lately, publicity on activities of topical interest has been neglected although space could certainly have been found, as evidenced by space devoted to features which might more judiciously have been rescheduled. We have heard gripes about this even from students having no connection with these activities but who would have liked to keep informed on a particular event and found news of it lacking. Even more vigorous in their complaint, and with more obvious reason, are those who work at making successes in the many activities with which students occupy themselves, only to taste partial or complete failure, due in part to a lack of newspaper puffing. The boatride just lost about four hundred dollars.

Perhaps the papers' editorial boards have lost some perspective lately as to what constitutes the "important" things they should cover. There is a point beyond which sophistication may conflict with responsibility. Since we make no question of the intellectual powers of the College journalists—"A word to the . . . "

De Rerum Natura

By HENRY HIRSCHBERG

The first concerns of man and flea,
Are Shelter, food, and tum de dee.
But man believes that he transcends
These basic biologic ends.
So man(or men if you like plurals)
Invented laws, taboos and morals.
Thus men have looked from early time
Askance at vanity and crime
And spoken sermons till they'd bust
Extolling virtue, jeering lust,
And telling in a general way
At certain "games" we ought not play.

Have morals, art and Westinghouse
Set man apart from bug or mouse?
Alas my friends it's plain to see
That's applesauce and brocolli.
We all respect our "fathers' " bed
And women "waiting" 'till their wed;
Our neighbor's wife, his lawn and gold,
His little daughter 12 years old.
Preferring in the main abstention
To hanging on to penatention!

The Art of Politics

Last Wednesday, Student Council conducted its semi-annual honors-and-awards meeting. Student Government awards are given each term to students who have, in their stay here, shown outstanding qualities of service and leadership.

The Student Government Honors and Awards Commission is charged with evaluating the applications submitted by candidates and presenting recommendations, so that Student Council has more to go on in voting recognition than just the applications.

The commission recommended fifteen of the applicants for citation. Council is in no formal manner bound to follow the recommendations of the Commission. But certainly it may usually be assumed that when a parliamentary body assigns a small group to look into a problem, it is committing itself at least to be guided by the conclusions this group reaches. In the past the recommendations of the Honors-and-Awards Commission have held up quite well when debated by Council.

This term, however, it seems things have changed. Four of the Commision's recommendations did not gain the minimum number of votes among Council reps that is necessary for citation. In this group of four are individuals who we can only conclude were victimized by some Council members in their votes. Their qualifications are, we feel, unquestionably deserving of the awards they applied for.

These four students are all members of the same political party—P.L.S.—and, considering in retrospect the course of debate on the worthiness of their applications, it seems that a willful, petty few on Council succeeded in keeping from them this minimal recognition for the services they have rendered the College and their fellow students during their stay here.

We wonder if these "representatives" possess the grace to feel at all sorry or apologetic for their actions.

Thanks!

As this is the last issue of the term for TECH NEWS, we feel that we owe thanks to the many people who have made these past issues possible. We want to thank the whole staff, the printers, and all those people who have contributed so much to the success of this venture. We are sorry we cannot thank them individually, but there are too many.

STAN GROSSEL, HOWARD WHITE
Co-Editors in Chief

Engineers And Unions

By BARRY SCHLEIN

Those seniors that will soon be entering the engineering profession in industry may have to ask themselves if they are going to join a union. The question will take on added urgency if the AFL-CIO succeeds in mounting its latest drive to enroll engineers and scientists. Opposing the unionization are the professional engineering societies.

The unions realize that the needs of the scientists and enginers they wish to represent are different from those of their present membership and they intend to act accordingly. At the AFL-CIO's conference on Labor in a Changing World these points were made:

In contract bargaining demands must be made for better utilization of patent rights, time off, and expenses for meetings.

Future educational needs must be served by the offering of courses on the graduate level.

However, they claim that the large number of engineers and scientists now employed in industry makes their professional standing questionable. This is the sore spot of the conflict.

Doctors and lawyers have traditionally had professional standing. Do engineers? Should the PE license be used as a criteria? On this last point the professional societies are divided. Some hold that this licensing is the same as for doctors and therefore should entitle the engineer to professional standing. Others claim that the du-

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Homecoming

By ARLENE ROSENBERG

Over 1000 alumni are expected to return to the College on May 16 for their 107th annual Homecoming and meeting. The spotlight will be on such notables as Bernard M. Baruch, class of '89, Dr. Jacob Theobold '98, Dr. Joseph Klein '06, and Borough President Hulan Jack.

The returning alumni will be greeted by something new on the program this year. The enthusiastic response to the recent Kennan lectures at the College has led to an experiment with forums dealing with "Great Issues of the Day." These forums will be led by Alfred Kazin '35, of The New School, Dr. Milton M. Klein '37, Professor of History and Chairman of the History Department at Long Island University, Irving Gitlin '39, Director of Radio and TV Public Affairs—CBS News Division, and Earl Ubell '48, Science Editor, New York Herald-Tribune.

After a box luncheon on the lawn ,the alumni will meet to dedicate Remembrance Rock, which will be located near the Cohen Library, Bernard Baruch, Dr. Theobold, Dr. Klein, Borough President Jack and Admiral William J. Wright will sprinkle earth from various battlefields on this rock to "memorialize the sons of City College who made the supreme sacrifice for the United States in defense of our democracy." President Gallagher wil also participate in the ceremony, in memory of General Alexander Webb, second President of the College. Baruch, with his classmates, will be celebrating his 70th Class Reunion.

TECH LIFE

By MARK LEEDS

Since this will be our last publication for this semester, we feel that it is "altogether proper and befitting," to turn about and review the activities of the organization of the School of Technology, Spring, 1959.

However, before we plunge into history, we will not express the usual "Good Luck on your Final Exams." After all, it isn't a matter of **luck,** true?

TIIC - R.I.P.

Over the course of the semester the representatives of the component organizations in TIIC skillfully managed to metastase their apathy affliction to the officers of the body. At the onset of the term, the then ambitious and dynamic president, Howard White, supported by a competent and conscientious staff, optimistically anticipated the restoration of TIIC to a level of respect. However, despite their heroic efforts to establish a sound, working organization, the end of the semester finds the aforementioned crew at the verge of capitulation to their tormentors. The very existence of TIIC seems to be doomed to a merciful death at the hands of the Goddess of Dissolution.

AIChE

Perhaps the most outstanding accomplishment by the AIChE student chapter was the initial work done on the formation of the AIChE brochure. This effort alone, merits acknowledgement by the entire School of Technology. We congratulate the Chem 'E's, and wish them success in this their endevour.

ASCE

The officers and members of ASCE can hold their heads high. At the very least, the Spring semester of 1959 was nothing short of an outstanding one for the organization. Intelligent programming of events, adroit leadership, active participation on the part of its members, and a full schedule of activities, (both technical and social) were the main factors which contributed to the success of the body as a working organization.

AIEE-IRE

If the attendance at the meetings of the AIEE-IRE was a measure of how successful a semester the outfit experienced, then, by all means, the AIEE-IRE chapter prospered. Whatever credit is due to the body for its achievements this Spring, should certainly be given to those few persons who were entirely responsible for the well-rounded aggregate of activities.

ASME

Although often faced with lean attendances at their meetings, the leaders of ASME, inspired, managed to survive the indifferent, and maintained a high-level, functioning, organization. The activities offered to the membership over the course of the semester was second to none insofar as scope, effervescence, and value was concerned.

SOJS

The Spring semester of 1959 also saw the birth of a new technical body; namely, the "Society of Orthodox Jewish Scientists." We would like to take this opportunity to express our sincere "best wishes for success" to the neophytes.

SAME

Not to mention the Society of American Military Engineers at this time would be a sacrilege. Said organization, famous for its global expeditions, provided its membership and guests with an outstanding program of activities.

* * *

The past semester saw several of the members of the Tech faculty and a number of the outstanding students receive awards for their achievements; The Chem E. undergrads underwent a program change for the better; E-Day finished a slim margin ahead of the fiasco-set; The E-Day Ball was a more-than pleasing event; and Tech News came out with a brand new format.

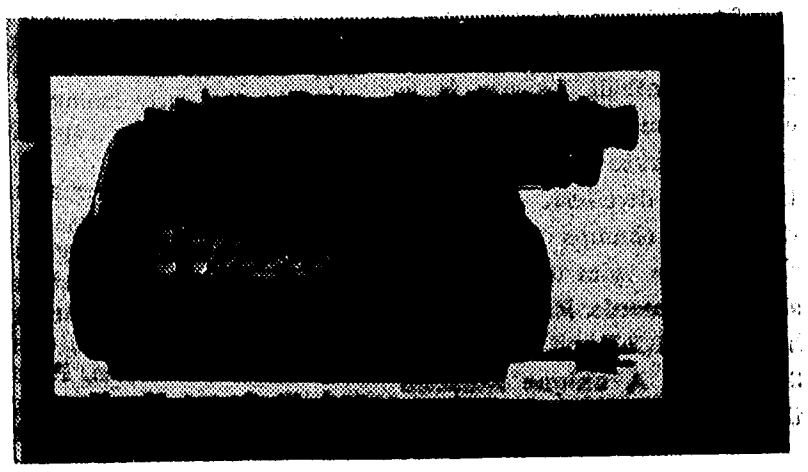
Stones were flung at the School of Technology, the Tech student body, and the administration. Among the perpetraters was Tech News, the student body, members of the faculty, and a few others who shall remain anonymous. About dissatisfaction with the curriculum, someone once said to me, "Ladders that point to the sky do have bottom rungs, don't they?" Rather than debate this point with my antagonist which would call for some applicable quotations from Montaigne's essays concerning custom, I prefer to reserve my thoughts on this matter for the moment and speak of lighter things. First, about engineering students and instructors being shallow and only possessing a technical "forte," I pose the following question to the lion-baiters: If say, the top one hundred students in the School of Technology, would, exchange their courses of study with the top 100 students of another of the Schools, for one semester, and, at the end of this semester, a comparison of grades received was made . . . need I say more? At any rate, I have noticed that the greater part of our undergraduate critics are ex-engineering students, who reached that status because of a lack of ability in the tech course of study.

What is indeed most unfortunate, is that the majority of the engineering students do not express an appreciation for the liberal arts subjects in the curriculum while they are enrolled in these, most vital courses. However, comes the dawn and the awakening, the wise and perhaps few, realize their error and make a sincere effort to overcome their shortcomings in the cultural realm. This is evidenced by the truly open-minded Techmen who are seen leafing through pages of Russell, Shakespeare, Freud, the Greek masters, etc., and not the likes of the authors of Peyton Place, Nude in Skin, I Was a Teen-Age Teenager, etc., etc., etc.

Industrial Design: Part II

The Compromises of Design: Beauty Versus Function

By ARTHUR APPEL



The first article of this two part series described briefly the rise of the art form, industrial design, and its socio-economic implications.

In this last article, the design of a product will be dealt with. Certainly, an engineer involved in any form of product design should be aware of the principles and techniques outlined in this article, and the layman, if aware of these considerations, should be better able to evaluate the products offered to him.

The industrial designer develops his designs in terms of two considerations: maximum attractiveness, and utility. The basic problem every designer must solve is the determination of what is attractive at the moment and how he can integrate attractiveness and utility.

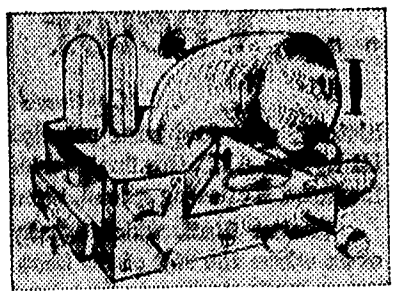
In the 1930's, when product design, as such, was in its infancy, utility usually dominated the design. Solid colors, simple geometric shapes, and limited decoration characterized the designer's handiwork. Today, texturing, sculptured forms with intricate curves, and patterning comprise the more common design elements. Of course one observes that, at the same time, both ornate styles and simple Scandinavian designs are on the market; but these items are designed to appeal to small segments of the population.

The general public taste, however, must be gauged in terms of its momentary taste and in terms of where it is going. The public taste may be thought of as being cyclic: at one time favoring decoration, at another favoring simplicity; now preferring solid colors, another patterns; etc.

But the designer cannot satisfy the public demands just by offering a specific color or form; he must design to satisfy the mass emotional needs. This facet of design is discussed adequately in Vance Parkard's book **The Hidden Persuaders.**

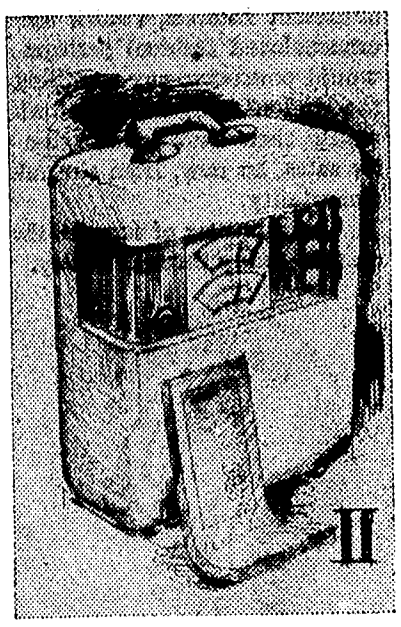
Very often the designer cannot satisfy both requirements of utility and public appeal. The public prefers chrome trim on the sides of automobiles even though this trim is often torn off in minor traffic scrapes. Consider the accompanying picture of the latest IBM electric typewriter. The machine is designed to look like an illustration for a science fiction magazine. It represents in one item a video screen, a computer, and spaceship controls. This is what the public wants, but does the public really want the higher cost of production, the hidden levers, and the dust which will be caught in the cracks and corners. Most often now, the designer will consider primarily the saleability rather than the utility of an article.

Perhaps the actual methods of industrial design can be best demonstrated by discussion of two typical design problems: the



first a demonstration of design for utility, the second, design for market.

Assume that the designer is hired to redesign an air sampling apparatus (I). The device as shown is operational, but has certain shortcomings. The controls are scattered and vulnerable; internal components are exposed, and projecting compon-



ents can be broken. Finally, such a machine will be impossible to transport. The designer, in this case, is not concerned with public appeal since the device will not be sold on the open market. the final design will be determined by scientific requirements, ease of handling and economy.

The first task of the designer is to rearrange the components of the device so as to occupy the least volume. At the same time, he may have to confer with scientific personnel who will authorize the rearrangement. It has become a practise among electronic manufacturers to locate power (heat) sources in an arrangement that promotes the most desirable heat transfer and minimum stray effects.

In arriving at the final form (II), the designer, for ease of handling, centralized the controls and gauges. The machine has been redesigned to fit into a rectangular carrying case with rounded corners. The original funnel was discarded in favor of a screened intake similar to the speaker on a radio and the case has been designed so that the

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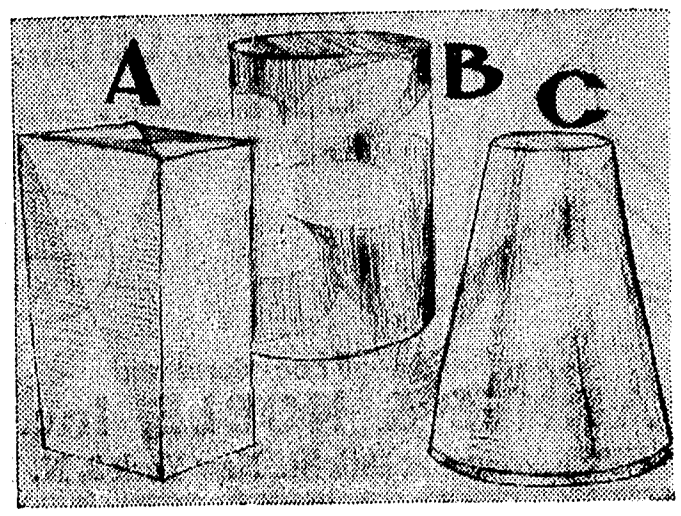

. . . Fund

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The plan (an entirely spontaneous one by the students) is to have each graduating senior pledge a donation of $10 to the City College Fund payable within three months of commencing employment. The money will be used by the Fund in its normal activities.

What are the Fund's normal activities? Well, first of all, the City College Fund is responsible for the furnishing and maintenance of the Finley Student Center, which in itself is a pretty large operation. The Fund also contributes about 50% of the support of the Placement Office. It is hardly necessary here to emphasize the tremendous help rendered by the Placement Office to all students. However, it should be emphasized that without the support of the City College Fund to this program, many of us may not be looking forward to a job yet. Other fund activities include a graduate scholarship aid program and a faculty lecture series.

The ostensible purpose of this drive then is to aid the City College Fund in these activities. But more than that, it is an opportunity for all graduating students to demonstrate that they are now responsible citizens and, as such, can show their appreciation and thanks for the greatchance provided to them. Starting this week, there will be students from each department approaching the seniors with the pledges to be signed. As responsible men, there can be little doubt that they will shortly have 100% of the signatures needed.

— Frank Haney

Sports

By AARON BURSTEIN

As of press time, the Slide Rule Basketball League is as close as you can get. Only two games seperate the leaders from the cellar dwellers. AIEE, the defending champs and ASCE, the surprise team of the league show 5-3 records. Right on their heels are AIChE and ASME with 3-5 marks. A unique situation thus presents itself, with two games remaining on each squad's schedule, every team has a chance for at least a tie for first place.

The CE's jumped into an early lead and have held on since. On the other hand, the EEs started out poorly by losing most of their early games. The EEs started to pick up steam after that as some of their newer men began to find the range. Consistant high scorer for the EEs was Walter Cascell, while the CEs were led by John Lopuch and John Bagely.

This season's tournament has seen the growth of new interest as evidenced by the large turnouts for these games. The leaders in this respect were the CEs who were always able to field a capable starting five and still have fresh reserves on the bench. There were only 3 forfeits all season long and these came on nights when there was bad weather.

...Unions

(Continued from Page 2)

ties and responsibilities of some engineers are such that a PE is not necessary. Another standard is salary, now in use in applying the Federal minimum wage and overtime laws. Here the engineering societies object on the grounds that this elevates some that are unqualified to professional status while about 7% (1958) of the engineers do not qualify.

At the present time under the Wage-Hour law, an employee must meet set standards of duties and responsibilities and receive a minimum wage of $95 a week, to be considered a professional and be exempt from the minimum wage and overtime rules of the Fair Labor Standards Act. Doctors and lawyers are excluded from this test.

In surveys that the various societies have taken, 70-80% of their members have opposed joining unions. The companies have contributed to this opposition with the large amount of fringe benefits and regular promotion review programs they offer to their engineers. However, the unions have made a challenge and the professional societies must take it up or loose by default. The professional organizations can raise the prestige and possibly the pay of its members on a national level but can they be effective at the company level? Their most important attack should be against the hurding together of large numbers of engineers in plants so that the engineer looses his identity. In order for an engineer to feel that he is a professional he must have some individuality.

The final decision rests with the engineer. He must decide as circumstances and his conscience dictate. A little thought is due the matter.

EE Student-Faculty Game

By MORTON COHEN

Last Thursday, the electrical engineering students defeated their instructors in baseball. The teachers kept the game close in the early innings, but could not hold the opposition off long enough.

Because the undergraduate turnout was so large, fresh teams were sent in every three innings. Those who furthered the cause of the EE department were Professors Brown, Clemens, Deltoro, Hansteen, Parker, and Shulman; Mr. Nagelberg, Mr. Smith, Mr. Thanos, Mr. Toporoff; and lab assistants Mr. Tillman and Mr. Schuchman. The surprisingly large audience was treated to an exciting, and sometimes unorthodox, game.

...Vector Review

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history, uses and basic principles in the construction of the SNAP III by the AEC, this final Vector effort, was, by comparison with the featured Kettering spread, a gem of semi-technical reporting.

Stolen Stuff, which usually comes through with a few laughs even when the rest of the issue is poor, showed several examples of remarkably bad taste. The Youth March and Castro anecdotes, both cribbed without explanation from the April Fool's Editions of Campus and OP, are distressing and very unfunny when divorced from their original context.

Vector Volts, biographies of some leading Techmen, editorials (unfortunately not included in the gallies sent to this newspaper for review) and other squibs make up the remainder of this effort.

In addition to the mediocre performances of some of the writers, and the bad taste displayed in including the Stolen Stuff anecdotes, the insipid showing of our Technical Magazine seems to be due in part to a policy of exlusion: the exclusion of articles with real technical content.

Although it may be argued that pieces of a very technical nature would not appeal to lowerclassmen, I feel that subjects of sufficient interest, (which are impossible to cover in the present emasculated fashion) perhaps connected with curricular material, would overcome any unwillingness possibly present on the part of the student to figure out just what the author is talking about. Vector would then have actual value to its readership, instead of making its sales, as now, from students motivated by school spirit or sentimentality.

As a matter of support, though, I would urge buying this issue on sale today through Friday.

...Industrial Design

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controls, the gauges, and the intake are exposed for use by removing one section of the carrying case. On the back of this removable section are located necessary operating instructions and data. In this form the mechanism can easily be carried and used in the field, exactly as intended. The carrying case is simple, unadorned and can be bought almost as is, thereby saving the manufacturer the cost of special production.

Our second design example will demonstrate the technique of designing for sales; the formulation of a package for a moderately priced perfume. The package is to be designed for maximum attractiveness and any cost involved in the construction of the container will be borne by the customer, hence economy is not essential. [sic]

The bottle, because it is cylindrical, can fit containers of various shapes: rectangular prisms, A; cylinders, B; and cones, C, are three possibilities. As is often done in the mass production of luxury consumer goods, just as much effort may be put into the design of the package as was involved in the design of the product itself. The designer who was assigned this problem will, with the help of many assistants develop many possible package shapes and package decoration.

This particular consumer item can be thought of as having a very undependable market. That is the market, which conists in the main of women, but with a range of tastes, cannot, at present, be effectively predicted. An additional complicating factor is a substantial male contingent among the potential customers. What will most probably happen in cases imilar to this is that the industrial designer, in conjunction with a market research specialist, will choose from all the possible designs he has evolved, the few designs which seem most promising. These packages will be shown to a cross-section sampling of the type of person who will buy the item, in this case women of the middle and lower income levels. The design which the public indicates the most preference for will be used. Only by this method can a manufacturer have confidence in his product and its probable sales.

It has been shown that the design approach of the industrial designer is much more varied than an engineers. He can, like the engineer, search for the most efficient and economical design or going to the other extreme, he will sacrifice all reason and common sense to the market. Let it not be misunderstood that the designer lacks integrity, but rather that his goals are different.

Tech Dinners

Chi Epsilon

The CCNY Chapter of Chi Epsilon (Honorary Civil Engineering Fraternity) celebrated its Tenth Anniversary and Twenty-First Semi-Annual Induction Dinner on Friday, May 8, at the Hotel Barbizon. Faculty member Dr. Ming Pei was elected as

Mrs. (Dean) William Allen being inducted into Chi Epsilon.

the nineteenth Chapter Honor Member, and undergraduates Walter Boge, Edward Garcia, Donald Griff, David Laredo, Howard Miller, Fred Moses and William Sorrentino were initiated.

Eta Kappa Nu

On Saturday, May 2, Eta Kappa Nu held its semi-annual induction dinner at the Shelburne Hotel. Highlight of the evening was the induction of Professor Mauro Zambuto. Along with the professor, twenty-two undergraduate and graduate students were accepted. Guest speaker was Professor Sas, Romance Languages, who spoke on existentialist literature. Also in attendance were Dean Peace, Student Life, and several members of the electrical engineering faculty. The entertainment, provided by the initiates, was accepted as one of the finest in recent years.