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# TECH NEWS

CITY COLLEGE OF NEW YORK

OL. XX — No. 6

WEDNESDAY, APRIL 29, 1964

STUDENT FEES

## Campaigns Begin; Elections In Two Weeks

By KEN SANDLER

Election fever is gripping South Campus as Student Government election time approaches. With just two weeks, candidates are racing furiously trying to make deals and

up votes. A long time observer of S.G. told TECH NEWS. "The executive positions are up for an unprecedented full term, some candidates are nervous because they know that if they lose there won't be another chance to run next term. This election is shaping up to be the election of the century."

The only announced candidates for the highest elected office, the Presidency, are Danny Katkin '65, and John Zippert '66. There is talk however, of another candidate making a last minute announcement of his intention to run for the presidency. In the contest for presidency of the senior class two candidates are opposing incumbent Isabel Cooper.

Informed sources are predicting the largest voter turnout in the history of Student Government elections with almost four thousand students expected to vote during the election. The polls will be located in front of Knittle Hall, 152 Finley and in the lobby of the Cohen Library and will be manned by the brothers of Alpha Phi Omega.

Voting will start on Tuesday, April 28th and will run through Wednesday, May 6th. In order to vote

## S.C. Passes Food Bill

The drive to get kosher sandwich vending machines installed in the College's cafeterias has reached the point where the Student-Faculty Cafeteria Committee will "look into the matter as far as possible." Last Wednesday night, acting on a motion by Avi Landsman, '67, Student Council voted unanimously to recommend to the Committee that the machines be installed.

The drive has been spearheaded by Ruben Margules, '67. Margules, who is currently circulating a petition on campus, claims that most people are in favor of the idea. He said that "the fact that 1250 signatures were obtained so far, is a petition for the machines, mostly by non-orthodox Jews, shows that besides the minority who are orthodox, the students as a whole realize the need for kosher food and would like to see the administration do something about it."

According to Margules, kosher lunches are sold at Long Island University and Queens College. He also has facilities for the sale of kosher food. It is felt by many that such measures are long overdue at the College, where the overwhelming majority of students are Jewish, many of whom are orthodox and eat only kosher food.

—Gottlieb, Bock



Bob Rosenberg ... endorses Danny Katkin.

a student must present his validated identification card and his (Continued on Page 2)

## Prom Goes To Fair

By SHELDON ZAKLOW

This year's Senior Prom will be held at the New York World's Fair, according to Prom Committee Chairman Andy Lien. Mr. Lien said that plans for having the prom at the Cafe Sahbra have been cancelled and that the graduation celebration will now be held at one of the World's Fair international pavilions.

The Cafe Sahbra date was cancelled because of poor student response during the first two weeks of ticket sales.

The Prom Committee chose the Israeli nightclub because it was easily accessible, had "a very good show," offered an attractive price package and had adequate dancing facilities.

Some problems with the Sahbra were that the Prom would have to be held on a Thursday night, that the management would not close the doors to the public unless they were guaranteed a minimum of one hundred couples; and that many students felt the Sahbra would not have the right "atmosphere" for the Prom.

Final arrangements are now being made at the World's Fair and details will be announced by this Friday afternoon. The cost of a ticket will be about \$25 and the Prom will probably be held on a week evening. If formal dress is required, students will be able to rent tuxedos at an excellent discount.

Seating capacity will be very definitely limited and Mr. Lien warns the students to buy their tickets as soon as they go on sale. Admission to the Fair is included in the price of the tickets.

## Library Building Architecture Collection

Since the formation of the Architecture Department at the College in February 1961, the Tech Library in Steinman Hall has been accumulating material on the subject.

The library had available to it material acquired previously by the Cohen Library on South Campus. Publications which are of an artistic or historical nature are housed in the Cohen Library while those which are more scientifically orientated are in the Tech Library.

Dr. Whitford of the library said, "We are buying books on the recommendation of Professor Rapoport, Chairman of the Architecture Department. "We try to get our hands on all publications that are not odd or historical."

The library subscribes to The Architectural Records and the amount of journals it receives is ever growing. Dr. Whitford stated, "I recall about 35 new architec-

(Continued from Page 3)

## IBM 7040-All Systems Go

By ELAINE BOGAL

According to Professor Ming Pei, CCNY's Computer Center Director, the new IBM 7040 Computer was received on April 3, and "is working quite well with only fine adjustments necessary. At the present time it is turning out 120 programs in a six hour day."

There is continuous preventative maintenance through a service contract with IBM. One man is on full time duty at the computer center replacing worn out parts before they cause trouble and making the fine adjustments which make the computer work better."

Professor Pei is now working on a complex subroutine for the solving of simultaneous equations for the computer library. These source program steps will be put on magnetic tape, and will be available for use in any program which incorporates simultaneous equations. "No longer will a programmer have to write out the steps in the solution of a simultaneous equation, but instead he will be able to call on the subrou-

(Continued from Page 3)

## ASME Host Conference

By SHELDON ZAKLOW

The College's chapter of the American Society of Mechanical Engineers was co-host last Wednesday at ASME's annual Regional Student Conference, held at the United Engineering Center in New York City. Highlights of the conference were the presentation of student technical papers, the awards luncheon, and the Structure design contest.

Colleges represented at the conference were CCNY, NYU (the other host), Newark College of Engineering, Rutgers University, Columbia University, Pratt Institute, and Cooper Union. Industry and Education representatives included Lawrence Schmerzler, President of General Energy Inc., George Bernard, Chairman of the Executive Commission of ASME's Metropolitan Section, Prof. W. Vopat, Chairman of Cooper Union's Mechanical Engineering dept., and Professor K. B. Lawrence, chairman of the M.E. department at Manhattan College. Mr. Schmerzler and Professor Lawrence were the judges of the

(Continued on Page 2)

## Job Offers Still Down

### Many Big Companies Cut Quotas for Hiring Engineering Graduates

#### Cutbacks in Defense Spending Prompt Reductions; But Top Students Are Still in Demand

By FRED L. ZIMMERMAN

Staff Reporter of The Wall Street Journal

"An engineering student can't sit in the fraternity house this year with a can of beer in his hand and wait for a company recruiter to come and get him."

This statement, from A. A. Canfield, head of campus recruiting for Bendix Corp., sums up the dramatic change in the job outlook for engineering students. In recent years, the number of job offers to engineering graduates at some colleges exceeded the number of offers to students in all other fields put together. But this year's crop of engineering graduates is likely to find that employment pickings are much slimmer.

The drop in demand is taking place mainly in the space and defense industries where a number of firms are trimming manpower needs as a result of announced or anticipated cutbacks in Government contracts. "What's wrong?" says George R. Hickman, technical employment manager of Republic Aviation Corp. "Nothing that a \$100 million contract wouldn't solve."

Republic is looking for only 12 engineering graduates this year, compared with 30 last year and

"about 100" three or four years ago. The company is interviewing engineers at 13 schools this year, down from 50 a year ago.

#### Cutbacks from 1963

Douglas Aircraft Co. plans to hire 350 engineering graduates this year, down from 565 last year. Mr. Canfield of Bendix says he will be hiring only "60% to 75%" as many engineering students as the 300 he hired last year. And North American Aviation, Inc., plans to hire "25% or 30% less" than the 800 to 1,000 engineering graduates it took on last year.

As might be expected, the students hardest hit by the decline in job openings will be those whose grades are just average, or below. Some such students "may not be getting any offers at all," says T. J. Johnson, chief of college relations for Boeing Co.

Top ranking students are still in demand, even though in some

(Continued on Page 4)

## Placement Office Comments

By HARVEY HOFFMAN

There has been a steady decline in the demand for engineers since the peak demand in 1962. Even so, some of our daily newspapers continue to draw rosy pictures about the employment situation. But, in recent weeks *The New York Times* and *The Wall Street Journal* have published a number of articles explaining the situation as it actually exists.

When this reporter showed the accompanying article ("Many Big



Charles Meyer

Companies Cut Quotas for Hiring Engineering Graduates" from *The Wall Street Journal* to Mr. Charles Meyer of the City College Placement Office, he commented, "This is one of the best articles that I've read. It doesn't underplay the situation and it doesn't overplay the situation."

He further stated that the statistics offered in the article are "Just about right" although in

(Continued on Page 4)



# TECH NEWS

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## Lab Fees

President Gallagher's announcement that the bursar's fee is to be raised to twenty-seven dollars next term represents a ten dollar increase over the present term's fee. Ten or twenty-seven, you will have to admit, is a small amount to pay for a college education. We see no danger, as has been suggested by some, of intrusion on free tuition's basic tenets. What we do object to, however, is the use of misleading and prejudicial figures to justify an apparently needed sum of money.

Part of the ten dollar increase will go towards an increase in student aide wages. This is long overdue and welcome now. The six dollar lab fee for every student is highly prejudicial to many and gratuitous to a few. The liberal arts student takes two or three lab courses during his four year stay. It will cost him forty-eight dollars for these two lab courses. Engineer's and architect's pay the following laboratory fees:

	Arch.	Ch.E.	C.E.	E.E.	M.E.
Total Lab. Fees	\$26	\$81	\$32	\$45	\$49

They will now pay \$60 over a five year period. Only the chemistry and biology majors pay more than forty-eight dollars over the four year period. They alone, among liberal arts students, will be the beneficiaries of the new system of equality.

If higher lab costs necessitate an increase in lab fees, then an increase in the fees paid by the students actually taking lab courses is justified. The average student is a myth. He doesn't really exist.

## Kosher Sandwiches

Every once in a while, some group or individual suggests that facilities for the sale of kosher food be made available at the College. They speak to the College's administration; they discuss the matter with the cafeteria management; and they always have the support of many of the College's students.

But this is as far as it goes. The suggestion goes through miles of red tape, at the end of which someone promises that the situation will be "looked into soon." "Soon" becomes "later" — so much later that everyone concerned becomes so tired of waiting that the matter is forgotten.

This term a movement to have kosher sandwich vending machines installed in the College's two cafeterias has been started. The suggestion has been placed before the Student-Faculty Cafeteria Committee. The Committee says that it will "look into the matter as soon as possible."

We hope this does not mean that the Committee will "humor the fellow who made the suggestion and forget about it as soon as possible."

The vending machine idea is a good one. There are hundreds of orthodox Jewish students here who would be glad to see it carried out. Many students, even non-Jews, are in favor of the idea, as evidenced by the response to Rubin Margules' petition, and by the fact that Student Student Council voted unanimously to recommend the idea to the Cafeteria Committee.

We see no good reason that the cafeteria management can give for not installing kosher sandwich vending machines. There are vending machines in all parts of the College; most of them are in the cafeteria. From these machines one can purchase candy, soda, fruit, and cigarettes. Why not kosher sandwiches?

And even if they do find that vending machines are not feasible, then some other means should be looked into. LIU and Queens College now have very satisfactory facilities for the sale of kosher food.

On Fridays the cafeteria fare includes at least one meatless dish for Catholic students. The same consideration should be given to orthodox students.

Let us see positive action on this matter. And let us see as little red tape as possible.

# Spring Honor Society Pledging

**Tau Beta Pi** is recognized as the leading engineering honor society in the United States. Seniors and juniors in the top fifth and top eighth of their respective classes in the School of Engineering and Architecture are eligible for election under rigid standards of scholarship, character, leadership, and service to the School.

The following have been elected to pledge **Tau Beta Pi** for the Spring term 1964:

**Upper Seniors:** Guido Brossoni EE, James Campanozzi EE, Barry Cohen ME, Stewart Cohen EE, Mark Cooper EE, Raymond Fields CE, Herb Freese EE, Harold Gilje EE, Martin Keller EE, Samuel Lenchner EE, Martin Mardenfeld EE, Vito Mannino EE, Frank Mastromonaco EE, Larry Milstein, EE, Jeffrey Phillips Ch.E, Michael Pickin EE, Donald Rogers ME, Stan Rosenblum EE, Steven Stark EE, Michael Urkowitz ME, Marvin Wachs EE, Andrew Mueller Ch.E.

**Lower Seniors:** Martin Agulnek EE, Anthony Codoluto Ch.E, Richard Comins EE, Richard Daniels EE, Richard Glatzel EE, Lawrence Horowitz EE, Sanford Krauk ME, Joseph Moran EE, Paul Pages EE, Joseph Yerushalmi Ch.E.

**Upper Juniors:** Robert Amantea EE, Alvin Bregman CE, Chau Yau Ching EE, Joel Falk EE, Herbert Geller, EE, Steve Harkawy Ch.E, Joel Hecker EE, Robert Henn ME, Jack Kapp EE, George Lewis, EE, George McGovern EE, Jonathan Shapiro EE, Joseph Sirota EE, Ira Spector EE.

The **Eta Kappa Nu** Association is the national electrical engineering honor society which has for its purpose the reward and stimulation of high scholarship and professional achievement. Outstanding senior and junior students in electrical engineering of the day and evening sessions are eligible for membership, but election is based on unimpeachable character and unquestionable technological ability, as evidenced by scholarship.

The following students have been elected to pledge **Eta Kappa Nu** for the Spring term 1964:

Robert Amantea, Ken Berkowitz, Michael Borsuk, Yau Chau Ching, Joel Court, Frank Dituri, Barry Eig, Thomas Gluszczyk, Richard Goldenberg, Ben Gotz, Joel Hecker, Jack Kurtz, Martin Mardenfeld, Joseph Moran, Adolph Putre, Seymour Ratner, Jonathan Shapiro, Joseph Sirota, Arthur Van Deredt, Terry Walzman, Haywood Young, Daniel O'Keefe, Leonard Hoffman.

**Pi Tau Sigma** is the national mechanical engineering honor society. Election is limited to the top quarter of the junior class and top third of the senior class, and is based on standards of character, service to the school, and promise of future success in the field of mechanical engineering.

The following have been elected to pledge **Pi Tau Sigma** for the Spring term 1964:

Barry Cohen, James Locker, Rene Oliveras, Robert Stone, George Slevin, Harold Michels.

**Chi Epsilon** is the national engineering honor society. Juniors and seniors in the top third of their respective classes are eligible for membership, but election is based on character, practical ability, and sociability.

The following have been elected to pledge **Chi Epsilon** for the Spring term 1964:

Irv Abcug, Ping Wau Ching, Rogers Gans, Karl Rubenack, John Selin, Larry Smith, Robert Stemper.

On December 23, 1963, **Chi Epsilon** was officially recognized and made a chapter of the national Chemical Engineering honor society, Omega Chi Epsilon. The name of the chemical engineering society at the College of New York will henceforth be officially referred to as Omega Chi Epsilon — Lambda chapter.

Pledges for the Spring term 1964 are the following:

Ian Bernstein, Alan Bogdan, William Lasko, Andrew Mueller, Jeffrey Phillips.

## Club Notes

### ASCE AND AIA

ASCE and AIA will have their annual meeting at the Chicago Marina, (World's best reinforced concrete building) Thursday, April 30, 12:30-3:15 P.M. The Civil Engineering Students wish to apologize to ASCE for their dismal showing in the annual CE student-faculty softball game held Thursday, April 29.

### BIOLOGICAL SOCIETY

This week the society will present Dr. Karl Maramoroch will speak on "The Present Status of Leafhopper — Borne Virus." This week the meeting will be held in room 306S.

### STAMP & COIN CLUB

Stamp and Coin Club will meet in Finley's Trophy Lounge at 12:30 on April 30, to take apart our beautiful display; at 12:30 in O'Connell's. All those interested in making money by mail, come.

### STUDENT GOVERNMENT

SG Training Seminar will hold its final meeting on Thursday, April 30th at 5 p.m. in Room 15.

### STUDENT ACTIVITIES DAY

The IEEE will serve as host for the Student Activities Day on Saturday, May 2nd. The program will commence at 1:00 p.m. in Steinman Hall Auditorium. A highlight of the day's activities will be the TENTH ANNUAL STUDENT PRIZE PAPER CONTEST at which the outstanding papers submitted will be presented and prizes will be awarded. This will be followed by a tour of Steinman Hall. The program will conclude with a dinner featuring a guest speaker, Mr. Robert Ketchledge from Bell Laboratories.

This event is sponsored by the Metropolitan Student Council, IEEE which consists of representatives from all colleges in the Metropolitan Area. Last year City College placed third in competition and this year we submitted two papers.

## Conference

(Continued from Page 1)

Technical Paper Contest. Total attendance at the conference was 194.

At the College, M.E. students were excused, by their teachers, from classes that were not having essential lectures or exams so that they could attend the conference. CCNY won the \$25 prize for highest attendance.

In the morning the students' technical papers were presented in the auditorium. The \$50 first prize was awarded to Robert Benson of Newark College for his paper on "A Study of the Wear Problems of Anodized and Chromium Plated Aluminum Gears." The second prize of \$25 went to Jeff Morehouse of Rutgers for his paper on "Experiments in Electrostatic Atomization." Bruce Hyman of CCNY won the \$10 fourth prize for his paper entitled "Proposed Design of a Small Car." The papers were judged for both content and presentation.

Following the presentation of papers, the conferees went to the Awards Luncheon where the awards for the paper contest were presented by U. Amel Rothermal, Region II vice-president of ASME. Also at the luncheon the students heard an address by Mr. Albert H. Budlong of Bell Telephone Labs. Mr. Budlong spoke on "Computer Logic." The talk outlined the design of computers and emphasized their importance for mechanical engineers.

After the luncheon a large group of students went on a tour of the Engineering Center. Following the tour a group came up to CCNY for the judging of the structure design contest. (The structures could not be tested downtown because the United Engineering Center's liability insurance does not cover student activities.)

The contest requirements were that the structure must resist an impact load and that it must exhibit a minimum of 1/4 inch plastic deformation under impact. The structures were also required to be exactly four inches high and to fit inside a six inch diameter cylinder. The first three prizes (\$31, \$30, \$29) were won by students from NYU, each of whose "structure" was a single piece of balsa wood. The judging criteria was that the product of the structure weight and the deflection should be a minimum. CCNY entrees were far more complex, being constructed of wire, sheet metal, wood, plastics, etc.

According to Professor Antonio F. Baldo (M.E.), chairman of the Student Sections Committee — ASME Region II, "The conference was a success. There was great interest in the technical papers and all comments I heard about them were good. The students also had an opportunity to meet people from other colleges, and being in the United Engineering Center lent a professional atmosphere to the whole conference."

## Election

(Continued from Page 1)

Bursars receipt. (Without both of these the student will not be permitted to cast a ballot.)

A surprising note in the campaign is that the S.G. Vice Presidency is being sought by only one candidate, Joel Cooper, who is endorsed by both Presidential candidates and by the current S.G. President, Bob Rosenberg. Rosenberg has endorsed Danny Katkin as the most able and qualified candidate for the Presidency. He has also endorsed Martin Kauffman for the Treasurership.

Election results will be announced Friday night, May 8th at a Student Government dance.



(Continued from Page 1)

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CHECK THE T-N-T DEALS ON CHEVROLET • CHEVELLE • CHEVY II • CORVAIR AND CORVETTE NOW AT YOUR CHEVROLET DEALER'S

The Architecture Department is expected to received accreditation from the state after its first graduating class this June. The New York State Regents already recognizes City College's architecture degree.

# ARCHITECTURE

By ENOCH LIPSON

Given any particular month, pick out the day with the worst weather. If it falls on a weekend as it usually does, wander around New York for a while and you will spot a small group of soggy or frostbitten architecture students clustered about their design instructor, Prof. Hanford Yang. It might not be wise to say that they don't mind the cold for sometimes their comments are quite audible, indeed almost visible as a purple haze over their heads.

Last term our hardy adventurers made a trip down to the neighborhood stressed in the first article of this series, the lower tip of Manhattan. Any student of architecture, or for that matter any individual interested in city planning might do well to retrace their route.

Meeting at 2 Broadway, they began by walking south into Battery Park, a good point from which to view the entire area as a unit. The buildings form an almost solid mass; irregular and random in shape. The grouping is so dense that they seem impenetrable until it is approached almost to the point of entering its web like street pattern. Walking through the area and past the older office buildings, several things are immediately and pleasantly obvious. The buildings hold firmly to the plot line, tightly deining the street. The materials of which they are similar—marble or limestone for the most part—blended even further by a layer of city gray. The effect is one of harmony which is enhanced by a similarity of design. Buildings which vary from the usual pattern do so only in one or two respects, but do not attempt to contrast completely (perhaps clash would be a better word) with the surrounding structures. For example, the buildings done in a classical style such as the First National City Bank, still maintain the street line and the quiet grey color.



Lower Manhattan

The streets themselves, so well contained by the structures form a pattern fascinating in its complexity. As one looks down the length of street, the high buildings on either side frame the vista at the other end. This may be the finished sculptural form of any individual building tower silhouetted against the light sky, the suggestion of another even more interesting street beyond, or a massive Roman temple like structure lacking only toga clad bankers to make it complete. The elements of surprise and anticipation are always present. What lies ahead is always hinted and never blared out. Walking around a corner you turn left on to Wall Street and walk West to Trinity Church. Perhaps one of the most pleasant and truly urban areas in New York. The area is defined and contained by the tall office buildings on all sides. It is limited in size and its size is comprehensible to the human eye. One is actually in a designed space; a room with the sky as its ceiling; a room in scale with the buildings around it and the people

who use them. There is no uncomfortable feeling of being an insect on a table top, but rather a pleasant intimate closeness (anyone who does not understand what I am talking about should attempt to spend one afternoon studying alone in the center of Jasper Oval before taking this walk).

Before continuing north to the City Hall area it might be worthwhile to study the effects or rather the damage due to the newer buildings in the neighborhood.



Trinity Church

Number 2 Broadway is a large, speculative office building at the south end of Bowling Green. The builder did attempt to get the most out of his site and brought his building directly up to the building line. This is good, but the garish quality of the decoration and the facade is not. It stands out like a lavender rose made of plastic in a field of green clover.

The new Chase Manhattan building is a more depressing example. This is a "prestige building" specifically meant to enhance the area. In the very act of attempting this, the architect destroyed the very thing he was trying to create. The building has absolutely no relation to any of the surrounding structures. Its glassy form and machine-made shape has no place among the surrounding masonry sheathed structures. The plaza area doesn't form a pleasant surprise, but rather an extraneous wasteland replete with dying trees vainly attempting to add interest to a boring area. The plaza doesn't belong to the surrounding structures but is rather set apart from them by the wall which separates the sidewalk from the plaza much higher up.

North of this somewhat desecrated area lies City Hall, the Municipal Building, and the Foley Square government buildings. The comparison of this hazy and disjointed area with the financial district is a damaging one. There is no feeling of unity of cohesive-

## Jobs . . .

(Continued from Page 1)

some cases the percentages may be slightly high.

In the past, top City College engineering students received three or four offers from private industry and five or six government offers. Today, students are having difficulty in obtaining a single job offer. In a random sampling of this term's engineering graduates, this reporter discovered that many students in the middle and bottom third of the class have not yet received any offers. Students in this part of the class consider themselves fortunate if they have had one job offer.

Surprisingly, while jobs are more scarce, the average salary is increasing, as the article points out. Mr. Meyer's explanation for this strange phenomenon is that "the salary of the men in the middle is moving up, the salary of the bottom men is staying constant or moving up slightly and the salary of the top men is moving down a bit." For example, in the past, Pratt and Whitney may

ness or for that matter of conscious designing of three dimensional space rather than surface areas. The surrounding buildings are too low to contain the space and the entering streets are too large. In fact it almost seems that people were an afterthought; with moving people from one place to another in automobiles being the prime objective. The streets take up more space than either the buildings or the plaza areas. Compounding this poorness of view is the fact that the important streets are boring ones. Only the view through the Municipal Building is even vaguely interesting.

In city planning, beauty of individual buildings is not necessarily of primary importance. It is the relationship of one building to another and of each building to the group which determines whether or not the space created outside these buildings is beautiful or not. Order and purpose must be present although not obvious. The City Hall area is poor because none of the buildings relate to one another. Each major structure stands alone, each one tries to maintain that it is the most important and the result is chaos.

This particular excursion ended at this point, but the observations which were made are applicable to any neighborhood. Good design (with respect to city planning) is not limited to 250 year old financial districts, nor poor design to somewhat newer public areas.

Freshmen!

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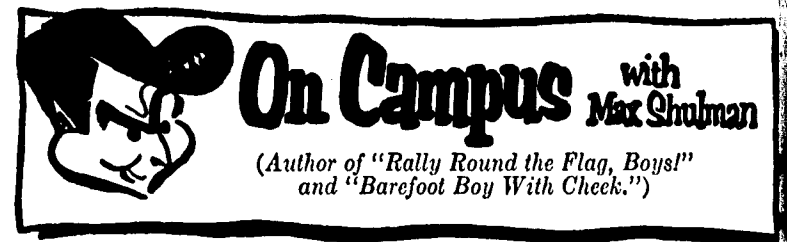
have offered a man in the middle of the class \$585, but, today he is being offered \$610 to \$630. The salary disparity between top and bottom men is now less than in previous years while the average wage is increasing.

Mr. Meyer also stated that the situation concerning the increased hiring of "Negroes is true. Any firm that takes a government contract must be an 'equal opportunity employer.'" To prove they are, companies are now seeking

Negro engineering graduates.

With regard to summer employment in engineering, he it "is down very much." Usually the needs of a company are met in this area but, they acquire some individuals from "cream" of the student body "with an eye to keeping them after they graduate."

It is, unfortunately, obvious that the employment situation at least as acute at City College as it is in the rest of the nation.



## EVOL SPELLED BACKWARDS IS LOVE

They met. His heart leapt. "I love you!" he cried.

"Me too, hey!" she cried.

"Tell me," he cried, "are you a girl of expensive tastes?"

"No, hey," she cried. "I am a girl of simple tastes."

"Good," he cried, "for my cruel father sends me an allowance barely large enough to support life."

"Money does not matter to me," she cried. "My tastes are simple; my wants are few. Just take me riding in a long, new, yellow convertible and I am content."

"Goodbye," he cried, and ran away as fast as his little stumpy legs would carry him, for he had no yellow convertible, nor the money to buy one, nor the means to get the money—short of picking up his stingy father by the ankles and shaking him till his wallet fell out.



He knew he must forget this girl, but lying on his pallet at the dormitory, whimpering and moaning, he knew he could not.

At last an idea came to him: though he did not have the money to buy a convertible, perhaps he had enough to rent one!

Hope reborn, he rushed on his little stumpy legs (curious to tell, he was six feet tall, but all his life he suffered from little stumpy legs) he rushed, I say, to an automobile rental company and rented a yellow convertible for \$10 down plus ten cents a mile. Then, with many a laugh and cheer, he drove away to pick up the girl.

"Oh, bully!" she cried when she saw the car. "This suits my simple tastes to a 'T.' Come, let us speed over rolling highroads and through bosky dells."

Away they drove. All that day and night they drove and finally, tired but happy, they parked high on a wind-swept hill.

"Marlboro?" he said.

"Yum, yum," she said.

They lit their Marlboros. They puffed with deep contentment. "You know," he said, "you are like a Marlboro—clean and fresh and relaxing."

"Yes, I am clean and fresh and relaxing," she admitted. "But, all the same, there is a big difference between Marlboros and me, because I do not have an efficacious white Selectrate filter."

They laughed. They kissed. He screamed.

"What is it, hey?" she asked, her attention aroused.

"Look at the speedometer," he said. "We have driven 200 miles, and this car costs ten cents a mile, and I have only \$20 left."

"But that is exactly enough," she said.

"Yes," he said, "but we still have to drive home."

"Oh," she said. They fell into a profound gloom. He started the motor and backed out of the parking place.

"Hey, look!" she cried. "The speedometer doesn't move when you are backing up."

He looked. It was true. "Eureka!" he cried. "That solves my problem. I will drive home in reverse. Then no more miles will register on the speedometer and I will have enough money to pay!"

"I think that is a smashing idea," she said, and she was right. Because today our hero is in the county jail where food, clothing, and lodging are provided free of charge, and his allowance is piling up so fast that in two or three years he will have enough money to take his girl riding again.

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Marlboro Cigarettes, good as they are, should not be smoked backwards. We, the makers of Marlboro, most earnestly urge you to light only the tobacco end. Otherwise your smoking pleasure will be substantially diminished.