

# RIT Reporter

OFFICIAL PUBLICATION OF THE ROCHESTER INSTITUTE OF TECHNOLOGY

VOLUME 1

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NO. 5



Largely responsible for the success of this year's Spring Weekend at RIT were the students displaying this poster. From left, Mike Zakour, Pat Minton, Ann VanderWeil, and Don Tarleton.

Ektachrome by James Cundall

## At the Institute

### Graphic Arts Program Expanded, Integrated With Research Center

Expansion and further integration of the graphic arts research program at the Rochester Institute of Technology has been expedited recently with the formation of the Graphic Arts Research Division.

The new Division was moved into large, modern and newly equipped headquarters in the Burke Building with excellent facilities for its numerous laboratories, office space and library.

Barta Directs

Heading the four departments of relief plate making, web-fed offset, sheet-fed offset and applied science is Virgil Barta, Technical Supervisor.

Barta was a former professor of physics at Oregon State College where he also performed graduate work for a Ph.D. degree with a major field in physics, further specializing in optics, electronics, and phototechnology. He comes to RIT from Washington State College where he headed the Photographic Department.

Plate Problems

In the relief plate laboratories the research staff is working on problems of photo-engraving and duplicate plate making.

For the past several months testing has taken place with inks, papers, plates, blankets, and processing techniques in the Institute's new web-fed offset lithography lab. The RIT Reporter is being used as an experimental newspaper for the laboratory.

In the newly formed Division, the applied science laboratory, including physical chemistry, organic chemistry, and physics laboratory, qualified scientists serve as consultants in the various testing

and development programs carried on by the three other laboratories.

Applied Science Lab

The applied science laboratory reviews present printing with an eye to development of new and better processes, tying science in with the practical problems in developmental work.

The fourth section of the division is the sheet-fed offset lithography

(Continued on page 6)

### Vets Cautioned On Leave Time

All veterans in training at the Institute under the GI Bill (PL346) whose entitlement time is limited should be sure that they cancel their 15-day leave at the close of the school year.

The Veterans Administration automatically gives all veterans a 15-day leave. This is reported to them on Form 7-1907c-1 (the blue and white form 1. If the ending date in column 2 on this form is 15 days after the close of the school year on June 15 then leave has been given and entitlement time will be charged for the leave. The veteran will receive subsistence for this 15-day period. The ending dates, if the vet is awarded leave, are June 30, 1951 or July 1, 1951.

If the student does not wish to have this leave period he must decline it in writing. This he may do himself by writing to the Veterans Administration or he may fill out a form in the Registrar's Office which will serve the same purpose. The last date upon which leave may be declined is May 10.

## Springtime Along the Mississippi At RIT's Annual Spring Weekend

By Robert F. Garty

It was springtime along the Mississippi right here in our own Rochester on April 14. For a few brief hours, the Genesee had to take a back seat to its more famous counterpart, the Father of American rivers.

All this was possible through the efforts and cooperation of the students of RIT, when in record numbers they turned out to dance to the rhythms of Count Basie and company at the annual Spring Weekend dance.

A gentle air of Southern hospitality prevailed in the huge Columbus Civic Center as over 1,000 couples made a night of dancing that will long be remembered among Institute students, faculty, and alumni.

Writing finis to the RIT student-sponsored social season, the "Mississippi" dance definitely hit the top for the year, and may be rated by some as the best yet.

Mike Zakour and his committee, who worked for two months planning the dance and accompanying activities received a well done from all the student organizations participating in the three-day festival.

From Friday to Sunday, all thoughts of the Institute were forgotten, as students and faculty alike made merry at the World's Fair, "Mississippi Mood" and Guest Day.

Many were heard to remark that it will be a difficult task indeed to get back to work after three days of celebration.

By far the most novel stunt that has been enacted on the Tech campus, was Friday night's World's Fair.

The Newman Club took one on a tour of old Ireland in all its folklore and pomp. Russia had a place in the Fair with of course Stalin's picture prominently displayed (for target practice). Argentina was presented by the Riding Club, while Gamma Phi did a wonderful job of telling everyone about India.

## Alumni Dance Planned for May 12

An open invitation has been extended by the Alumni Executive Committee, for alumni to attend the annual dinner-dance to be held at the Seneca Hotel at 6:30 p.m. on May 12.

One of Rochester's outstanding dance bands will furnish the music

for dancing from 10 to 2. Tickets for the dinner and dance are available for only \$4.02 per person (including tax). Dress will be optional.

The get-together is one of the highlights of the Institute social season when graduates gather to compare notes with former classmates, to renew acquaintances, and to meet new friends.

According to Stanley Witmeyer, this year's banquet promises to be another top affair if hard work is any indication of success. He reports the committees have been engaged in a beehive of activity, planning and making arrangements.

"You won't want to miss this one," Mr. Witmeyer states, "and it isn't too early to get on the telephone and call your friends now. Tell them you and the Mrs. are planning to attend; tell them you will meet them there. This is a 'must' on your social calendar."

Jack Nunn, whose band has been signed for the affair, will have with him Vocalist Marge Purcell, a talented young singer. Nunn's band has played at various occasions for Institute's organizations, and has

played at several of the formal and semi-formal dances.

On Saturday afternoon from 1 to 4:30 the annual Institute Open House will be held for alumni and friends of the school. All laboratories, studios and shops will be open for inspection.

## Institute to Cite 563 Seniors At 66th Annual Convocation

The Eastman Theater will be the scene of the 66th annual Convocation of the Rochester Institute of Technology 10:30 a. m., May 19, when 563 seniors receive their citations for diplomas. The citations for Associate in Applied Science degrees will be awarded for the first time at an Institute convocation.

Following the convocation, graduates and their guests will have an opportunity to visit the various departments at the Institute and meet the counselors and instructors. All laboratories, studios, and shops will be open that afternoon from 1:30 to 3 p.m.

The week before, Saturday, May 12, the annual Alumni Day and Open House will take place from 1 to 4:30 p.m.

Following the Open House the annual alumni dinner and dance will be held that evening at 6:30

at the Seneca Hotel. All seniors are extended an invitation as future alumni to attend the banquet without charge. Extra tickets may be purchased for guests.

Seniors are asked to fill out the requisitions which have been distributed and to leave them at their department offices. Extra guest's tickets must be purchased from the Institute cashier. Reservations for the banquet close on Thursday, May 10.



JACK NUNN



MARGE PURCELL



**Not WHAT, But THAT You Give**

What you give to the alumni-sponsored RIT Development Fund is not important, but that you give something is very important.

Many promising young men and women are counting on alumni for the opportunity to come to RIT. It is the alumni-contributed dollars that will give the future student the necessary boost into an education at the Institute.

Last year 17 scholarships in all were awarded to students who came to RIT. They were able to come here because of the help extended to them through alumni scholarships. The scholarships are awarded to students of high calibre and who are in need of funds to continue their education. This is the type of student who will appreciate the importance of getting the most out of the funds made available to him through a scholarship.

If you haven't sent in your contribution yet, why not do it today!!

**Plan to Attend Alumni Day**

A story on page 1 of this issue carries an open invitation to alumni of the Rochester Institute of Technology to attend the annual dinner-dance to be held at the Seneca Hotel on May 12.

There is probably no occasion in the annual events of the Institute when alumni can get more out of meeting together and hashing over old times. As the years roll by and we seem to become more separated from our school it seems even more appropriate that we should set aside this one day each year to keep in contact with our school friends and acquaintances.

The homecoming is traditionally an informal affair and one that gives everyone a chance to get around and really make himself at home.

The committee working on the dinner-dance has worked hard and long to make this reunion an outstanding one. Their interest and faith in the value of these annual events is proved by their intensive planning.

We, as alumni, can demonstrate our ardent approval of the work that has been done by attending the event. It not only means an endorsement of the program, but an opportunity to have a good time with our friends.

**1951 RIT ALUMNI DEVELOPMENT FUND**

I enclose my gift of ..... dollars  
 -or-  
 Here is my pledge of \$..... payable .....

Make checks payable to the RIT Development Fund. Contributions constitute a proper deduction on your federal income tax return.

Signed ..... Credit to ..... Class ..... Course .....

Address .....

*Around the Institute*  
**WITH AL BOOTH**

**CONGRATULATIONS**

"Steve" and Pearl Brodie celebrated their 25th wedding anniversary recently as guests of honor at a dinner at the home of Mr. and Mrs. Leo Fox. "Steve" has been teaching at the Institute for 32 years. Congratulations, folks.

**NEW YORK EXHIBIT**

Harold Brennan and Stan Witmeyer recently returned from a convention-meeting in New York where they exhibited some of the work of the School of American Craftsmen. Stan reports that the School is way ahead of any other: doing work in the crafts field.

**SEARCH OF GOD**

Rev. Murray Cayley was in the spotlight in an article in last month's *Colliers* magazine in an article entitled, "A Reporter it Search of God," by Whitman. It deals with a conversation between a minister and a scientist and then definitions of God.

**Production Data**  
**On RIT Reporter**

The production of this issue of the **RIT REPORTER** has been accomplished under the direction of the Department of Publishing and Printing. Composition was accomplished utilizing Linotype and Intertype equipment, Ludlow, Monotype, and foundry type. Non-metal pages have been set on the Fotosetter and the Justowriter. The paper was printed on the **ATF webendorfer periodical press (offset)**.

The eight-page issue was run off on Great Northern and Spruce Falls newsprint. All plates and heatset ink have been provided by the Frederick H. Levey Co.

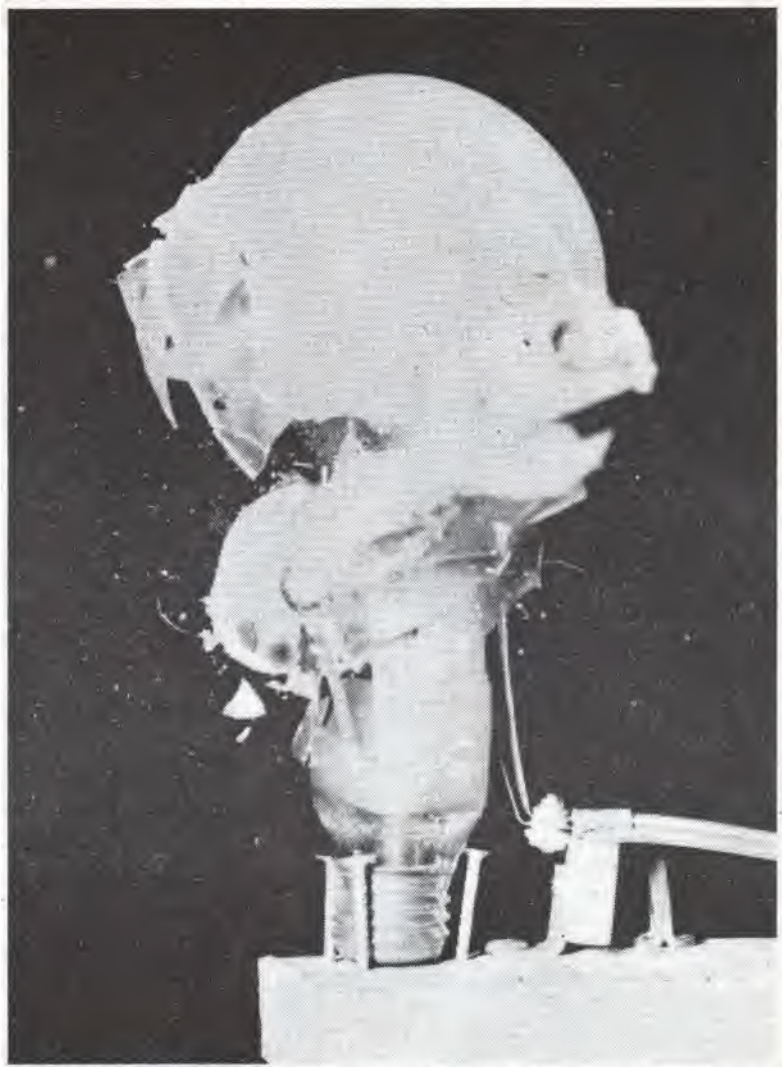
*Socially Speaking*  
 By MARIAN BEHR

In a recent issue of *The Reporter* mention was made of the fact that several of the fraternities and sororities at RIT had offered to help the Red Cross in its annual fund-raising campaign. It might come as a very pleasant surprise to a great many people to know that these groups are carrying on many other worthwhile activities.

Kappa Sigma Kappa has established a most commendable precedent in its annual Christmas party for the underprivileged children at School No. 3. Now, through the cooperation of the principal at the school, children who need them are being outfitted with clothes at the expense of the fraternity.

Alpha Psi sorority is very faithful to its weekend work at the Rochester General Hospital. Saturday and Sunday mornings find several of the sisters admitting patients, handling general traffic, arranging flowers and doing many of the odd jobs which accumulate around a large hospital and which can easily be done by volunteer help, thus saving the nursing staff for its principal work—the care of the patients.

As is usually the case, great personal satisfaction is derived from working with people and contributing to their enjoyment in life. These few instances are mentioned in the hope that other groups may be inspired to devote some of their time and talents to brighten the lives of those less fortunate.



A result of an Electrical student's high-speed photography is this picture of a light bulb being smashed by a bolt and washer. The two electrical contacts can be seen to the right. These contacts start the electronic impulse which causes the emission of a high-intensity light necessary for this type of photography. (See adjoining story.)

**Senior Electrical Student**  
**Turns Photographer**

Roger Harnaart, a student in the Electrical Department at Rochester Institute of Technology has recently been spending his time with his hobby of high-speed photography which has the students in the Photographic Technology Department sitting up to take notice.

Harnaart's hobby of high-speed photography, pictures of bullets striking plates, smash-ing light bulbs, etc. has combined his major interest of electronics, with his hobby of photography, with some amazing and interesting results.

The device with which Harnaart takes high-speed pictures was built from spare parts. In preparation for shooting a picture he directs the camera toward the object to be photographed and opens the shutter manually. This is done in a darkened area.

There are two electrical contacts on the object and when the projectile strikes, they close and complete the electrical trigger circuit. Electron tubes relay the impulse to produce a high-voltage discharge through a gas-filled tube.

The attendant emission of high intensity of light from the gaseous discharge is sufficient to produce the desired photographic exposure.

Harnaart, a member of the class of '52, is cooperatively employed by the Rochester Gas & Electric Corporation in the Meter and Testing Department. His Institute instructor Charles Piotraschke reports that Harnaart's work is among the best in the class. He is a native of Sodus and a graduate of Sodus Central School.

**on the book front.**

By MARION STEINMANN

One of the most beautiful series of travel books of recent years has been published by McGraw-Hill and edited by Dore Ogrizek. We have been getting all as published because they are so useful for their illustrations as well as for travel information. The first, and the one which can hardly ever be borrowed from the Library without an advance reservation, is the one about France.

Another volume covers Switzerland; one Great Britain; Italy; Belgium and Luxembourg; the Netherlands; and the United States. Each book gives information on the art, the history, the foods, a description of the different sections, and the people of each. Almost all the many illustrations and maps are in color, and beautifully reproduced. We think the whole set is an important addition to our Library collection.

Some other new books are:  
**Education**

*The Student Looks at his Teacher*, by Riley, Ryan and Lifshitz. *Learning Through Discussion*, by Nathaniel Cantor.

**R.I.T. Reporter**  
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*Publisher and Editor*, Milton L. Bebee ; *Managing Editor*, Robert F. Garty ; *Associate Editor*, Henry Dymont ; *Photo Editor*, Harvey Samuels ; *Advertising Manager*, Robert Johnson ; *Institute Public Relations Director*, Alexander Booth

*Letterpress Production Director*, Joseph F. Bowles ; *Assistant*, Raymond A. Vosburgh ; *Machine Composition Supervisor*, Fred A. Gutfrucht ; *Assistant*, Norman F. Thompson ; *Typographic Advisor*, Alexander S. Lawson

*Offset Production Director*, George D. Williams ; *Web-Offset Pressmen*, Elmer E. Larsen, William Railing ; *Assistants*, Albert Rebernik, Joseph Pagliaro.

Machine composition by students of the Department of Publishing and Printing.

Editorial items should be sent in care of Alexander Booth, Public Relations office.

Advertising rates may be obtained by writing to the Advertising Manager at the address listed above.

# RIT Open House Set for May 12 For All Students

## Tour of Nine Institute Departments Arranged

High school students from more than 35 Rochester and area high schools will be guests of the Rochester Institute of Technology at the semi-annual Open House, May 12.

Last fall more than 1,000 students from a 50-mile area around Rochester took advantage of the invitation and attended the affair on Nov. 8.

### Other Guests

In addition to the student guests, the Institute entertained many high school principals, district superintendents, faculty members, and occupational guidance counselors. Included in this group were principals from public as well as parochial schools.

Superintendent of Schools James M. Spinning and Assistant Superintendent David Densmore were entertained at a special luncheon given by Dr. Ellingson.

### Same Procedure

It is expected that much the same procedure in visitation of the departments will be followed next month when the high school guests again visit the Institute.

At that time provisions had been made for a tour of the nine Institute departments with a specially and carefully planned route.

### Attracted by Equipment

Last fall students were especially attracted by the extensiveness and variety of equipment found at the Institute. Although the route designated allowed a short time in each laboratory and for each exhibit, many students found they did not finish their tour because of intrigue with a certain lab or exhibit.

One of the high points of the tour many students acclaimed was the School for American Craftsmen, High school students invariably commented on the professional appearance of the work turned out by the members of the school.

### Crafts School

The School for American Craftsmen, newest member of the Institute family, joined the Rochester Institute of Technology last summer.

Students interested in printing saw the latest developments in the graphic arts in the Publishing and Printing Department's second floor and web offset lab in the basement of the George H. Clark building.

### P&P Facilities

Facilities in the department and in the basement laboratories will be operating during the second open house next month.

Last fall, students interested in foods work saw the RIT Foods Department and Cafeteria staff preparing food for the evening meals and doing practice cookery in the laboratories.

Students critically eyed the spotless kitchen and catering facilities. Sample cookies and punch supplied the students with adequate refreshments for a continuation of their tour.

### Retailing Interests

Fashions and smart things in merchandising and decorating were shown to students interested in phases of retailing and interior decorating.

Students interested in art were led to the display of student work and operations within the Art Department.

### Modern Techniques

Some of the more modern techniques in the engineering fields were shown to students through the work of the Mechanical Electrical, and Chemistry departments.

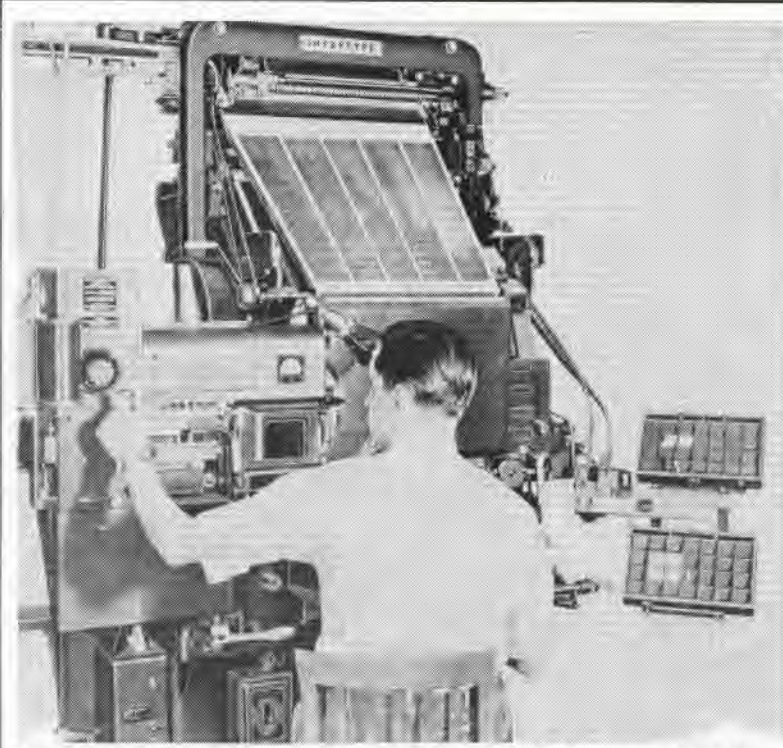
The modern photographic techniques were shown to students, who expressed amazement at the high quality of work and critical analysis made of work of the RIT students.

## Technila Given "All-A" Honor

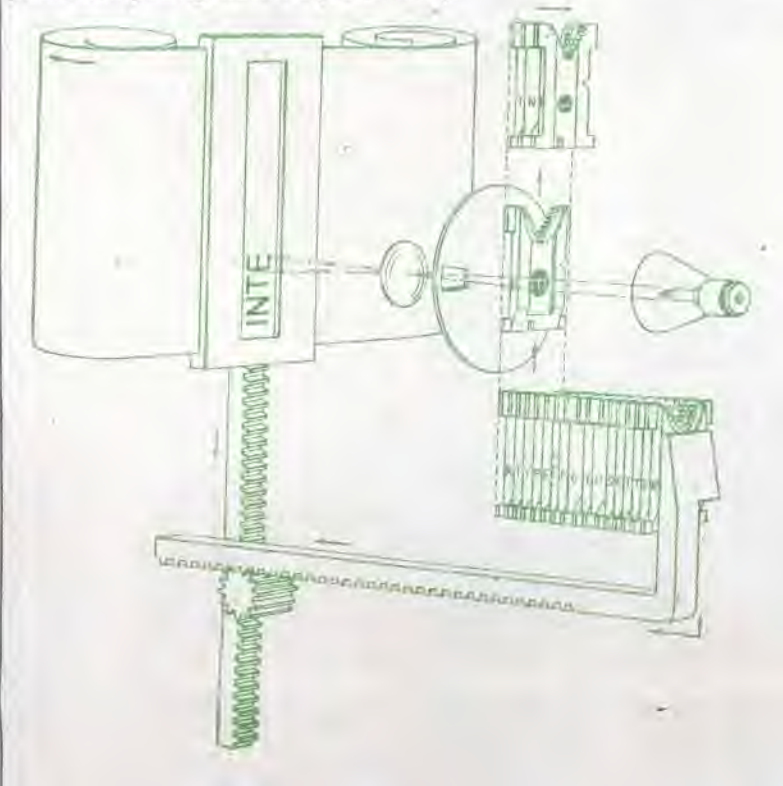
Technila for 1950 has been awarded the Associated Collegiate Press Association's "All - American" honor, the highest rating that can be given a college yearbook.

A certificate attesting the rating is appearing currently on the news display section of the Eastman Building bulletin board.

The Collegiate Press, in making the rating, commented on the student photography and outstanding art work. Also receiving favorable comment was the laminated cover.



Operator makes adjustment on line-spacing dial on new Intertype photo-composing machine (Fotosetter).



## New Approach in Type Offered by Fotosetter

Intertype's recently developed Fotosetter, which has been used to set the text and heads on this page, is similar in appearance and operation to the familiar Intertype line-casting machine.

A circulating matrix is assembled and distributed in the normal way, following essentially the same sequence that occurs in the slug-casting machine. Instead of the usual metal pot, however, a camera is used to photograph each letter on a film.

### Photographing

The letters are photographed individually thus allowing for variations in spacing and eliminating awkward appearance which would generally result from kerned letters.

The operation of the camera mechanism is a unique feature of the Fotosetter. The diagram above shows what happens to a matrix when it is sent up for photographing. When the operator has assembled the line it is raised to the line delivery mechanism from where it is moved to the camera mechanism, between the light, lens and film.

### Gravity Action

After the character on the matrix is photographed, the film carriage drops automatically by gravity. The distance the carriage drops is determined by connected racks and a gear train operated under control of the thickness of the Fotomat (matrix).

The matrices are then carried to transfer position from which they are again raised for distribution.

### Justification Device

Justification on the new machine is entirely automatic. A composed line of Fotomats is measured for the correct amount of justification automatically and when the line is delivered for exposure, this space is distributed between words and characters. If the operator wishes, he can confine the spacing to spacing between words.

### Clearness of Letter

One of the outstanding characteristics of the machine is the clearness of the

reproduction of each letter. Every detail is reproduced on the film. Every character is held absolutely stationary during the exposure, thus guaranteeing a sharp, undistorted image.

The speed of operation is comparable to that of the line casting machine. Only two manual operations in composition are necessary: first the operator's manipulation of the keyboard, and second, the raising of the assembled line to the delivery channel. All of the operations are handled automatically from that point.

### Big Advantage

One of the big advantages of the Fotosetter is the saving of time by elimination of paste-up steps in reproduction proofs and photographing of paste-ups. Corrections can be quickly and easily made in the transparent film simply by cutting out a line and inserting the corrected line — holding it in place with a transparent tape.

Catering to the Collegiate trade

•

**DECKER**

HAIRCUTTING SERVICE

303 PLYMOUTH AVENUE SOUTH  
AT ADAMS

# Silversmith Program Conducted by Baron

Baron Erik Fleming, Court. Silversmith to His Majesty, the King of Sweden, will visit RIT this summer in conjunction with Handy and Harman's fifth and final national Silversmithing Workshop. The conference is scheduled for July 30 to August 24 at the School for American Craftsmen.

Baron Fleming conducted the second and third workshops

and is returning this year to conduct the final session.

### Baron's Work

The Baron's work is represented in the Metropolitan Museum of Art and in museums throughout the world. His latest honor was the award this year of the Gold Ring of Honor of the Society of Goldsmiths Art in Hamburg.

Other honors for artistic activity include the Knight of the Order of the North Star; Order of the Vasa Royal, Gold Medal of Prince Eugene, Finnish Order of the White Rose and the French Legion of Honor.

### To Revive Art

The Workshop conferences were established in an effort to revive the art of fine handwrought silver in this country. Small groups of men and women attending them turn their creative experiences to the use of silver as an art medium.

They now form a nucleus for silversmithing in the United States. Before the industrial revolution there were some 800 silversmiths producing handwrought silver. In 1947, when Handy and Harman started the Silversmithing Workshop Conferences there were fewer than a dozen professionals.

### Sponsors of Program

Handy and Harman are sponsoring the workshop as part of their non-profit educational program. The organization is a refiner and fabricator of precious metals.

Applications for the Workshop will be judged on their feeling for design in whatever mediums they have worked and will be selected by a distinguished art jury.

Jury members for 1951 are: C. Louise Avery, associate curator of renaissance and modern art, Metropolitan Museum of Art; F. Carlton Ball of the Department of Art Education, University of Wisconsin, (a former conferee); and Bruce Moore sculptor

### Facilities Available

The Complete facilities of the School for American Craftsmen will be available for the workshop, although summer session at the school will have ended. All activities are under the direction of Handy and Harman.

## Text, Headlines Set on Fotosetter

Text matter and heads on this page have been set on the Intertype Fotosetter, utilizing Schoolbook text, Futura bold, demibold, and oblique.

Material was set on a Fotosetter at the Stecher-Traung Lithograph Corporation of Rochester.

Composition was supervised by Mr. Fred Gutfrucht and Mr. Norman Thompson of the Department of Publishing and Printing at RIT.

Facilities in the Web Offset Laboratory at RIT have been used in final preparation of layouts under the direction of Mr. George D. Williams.

## 'GI Bill Eligibility Ends July 25, '51

Deadline for beginning any course of education or training under the GI Bill is, in general, July 25, 1951, or four years after the date of discharge, whichever is later.

A veteran must have actually commenced and actually be pursuing a course of education or training on July 25, 1951 except where his attendance is interrupted because of normal interruptions for summer vacations, or other reasons beyond the control of the veteran.

It is not enough that a veteran who wishes to enter training has been accepted by a school before July 25, 1951. He must have commenced training by that time.

This means that the student who is graduating from the Institute in June may not begin any other course of instruction unless he does so prior to July 25.

Second - year students in a three-year course who complete their first year in June of 1951 may continue until their course has been completed. However, they may not interrupt their course for a year and return late.

The important point is that a graduate from the Institute in June, 1951, wishing to take another course beyond those offered here at the Institute must actually be enrolled in those courses and by pursuing them July 25.

Veterans enrolling for the first time this summer in special program will automatically qualify for the training.

Students desiring any additional information on any phase of the veteran program should see Mr. Alfred A. Johns.

## Publishing House To Print New Text

Contracts have been signed with McGraw-Hill Publishing Company for the printing of a text written by two men in RIT's Chemistry Department.


"Elementary Quantitative Analysis" by Dr. Ralph L. Van Peurse and Homer C. Imes is the title of the book which represents years of work by these men.

The book is written in three basic sections, dealing with the principles, calculations, and experiments in quantitative analysis.

The book lists several unique qualities in arrangement and style found in no other similar type of publication.

Additional copies are being made from the original for further evaluation by the publisher, and the book may be ready for use as a textbook by next September.

Dr. Van Peurse is the supervisor of the Chemistry Department and Mr. Imes is an instructor there.



# RIT Cafeteria

**OPEN DAILY: Monday thru Friday**  
11:30 AM - 1:15 PM

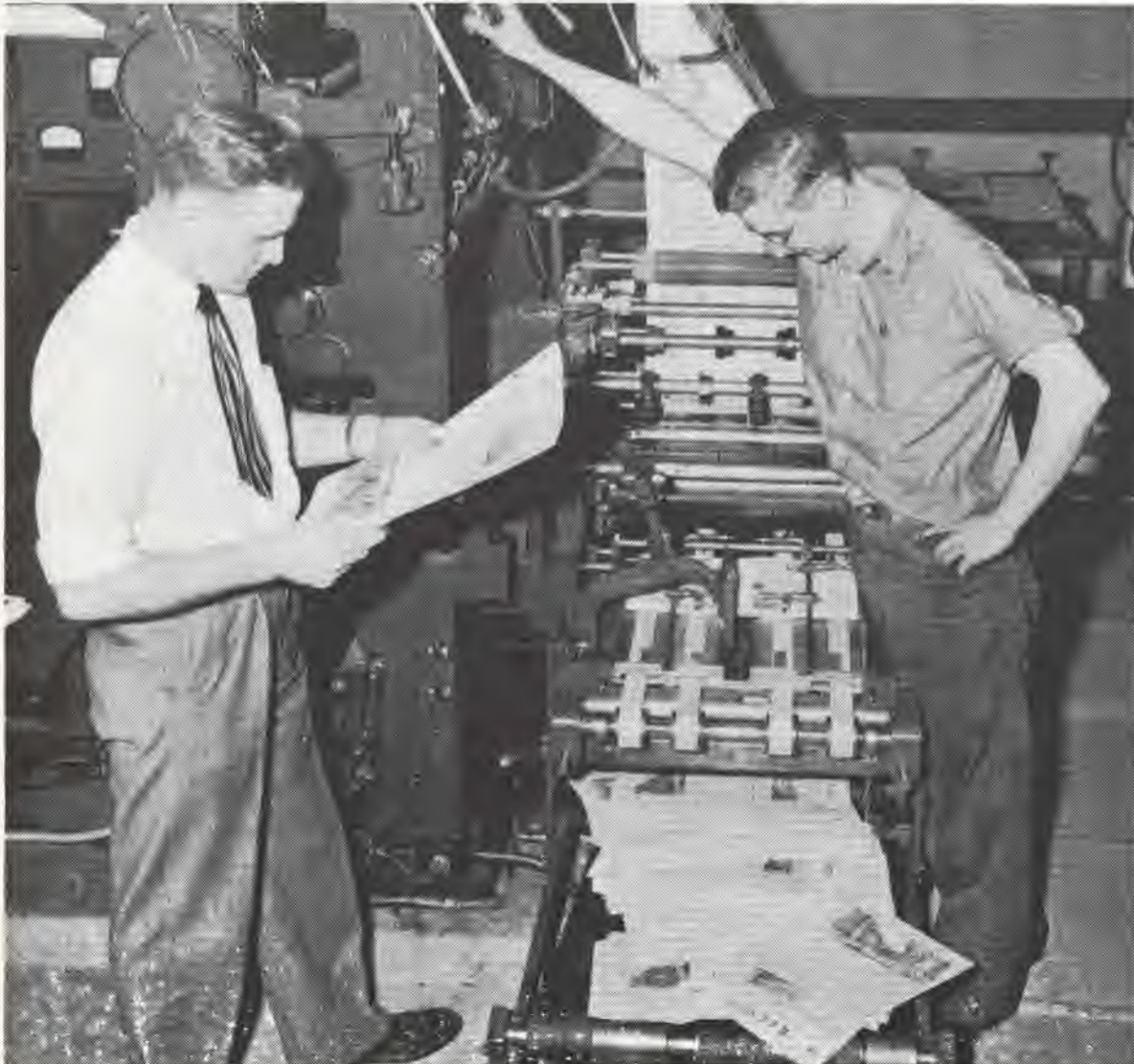
**Five dollar meal tickets available to students for only four dollars. They may be purchased at the cashier's desk in the main office.**



Joseph Bowles (left) and Raymond Vosburgh, in charge of letterpress production on *The Reporter* are shown in the hand composition laboratory, making up one of the pages of the paper.



George Williams, offset production director on *The Reporter*, strips up page 3 of this issue of the paper. The picture was taken in the layout and stripping section of the web offset laboratory.



William Railing (right) makes an adjustment for the fold of the paper as George Williams inspects a finished copy. The ATF 4-color web offset press will turn out 12,000 to 15,000 copies an hour.



Burton Stratton (left), alumni executive secretary, is interviewed by Al Booth, Institute publicity director, for a story.

## Simple Yet Arduous Producing the Paper

Just 10 minutes to go and the press will begin to roll out the next edition of the *RIT Reporter*. The telephone rings in the office and a friendly voice asks mildly, "Is it too late to get a story in the paper this week?"

"Yes, I'm sorry Miss Jones, but the paper is already on the press."

The usual procedure is followed in explaining the necessity for advance notice and preparation and the meeting of deadlines, and one more person becomes somewhat familiar with newspaper practices.

If the story were told a hundred times, and to a hundred different individuals, there would still be someone who was not acquainted with the procedures and could not be convinced that printing a newspaper is more than merely writing out a story.

The fault probably does not lie with the reader of the paper or with the person who sends in copy. It lies, most likely, with the tempo in newspaper production. A large city daily turns out a fine product for the amount of coordination and work that is involved in the production. And, strangely enough people expect that when a story happens or "breaks" they will be able to see it in print within a couple of hours.

What goes into the production of a weekly paper, or a bi-weekly like the *RIT Reporter*?

To say "work" would be trite, yet it's the one word that expresses in simple form the complex operations involved in producing a newspaper. From the copy-gathering stage to the final press run, complications continually interrupt the normal sequences, calling for temporary changes in procedures, causing loss of tempers, and involving an unnecessary amount of that simple little thing called "work."

A story begins to take shape when the reporter or writer interviews someone for a news item. Names have to be verified, the copy has to be read and scheduled, and sometimes many other minor operations made before the type specifications have been made ready for the printer.

After the preliminary operations have been taken care of, the story has to be set in metal type or composed on some type of paper or film for reproduction.

In hot metal operation a machine compositor sets the material at a Linotype or Intertype machine, assembling matrices from which a hot metal slug is cast. When these slugs have been assembled, with headlines and standard items on the page, a proof of the entire page must be taken, corrected, and a reproduction proof pulled.

From the reproduction proof, or direct non-metal composition, a photographic negative is made. This negative is stripped up and any necessary corrections that can be made by hand (such as filling opaque areas) are made.

The stripped-up negative is then exposed on a sensitized plate, and after a series of operations is ready for the press.

Sounds easy?

It looks that way, doesn't it? Yet, machines and men have many years to pass before they will be able to lick the error factor. The complete process of producing the paper can be a simple one, yet variations in the normal schedule of operations, errors caused by both the equipment and the men operating the equipment, result in many extra hours of effort.

People who read the daily papers, the weekly or semi-weekly, don't stop and think often enough what producing that little two-inch story meant to the men behind the operations. If they did, they would have a more comprehensive picture and a more appreciative attitude for the effort expended.



Operator types at keyboard of Commercial Control's new Justowriter

## Commercial Controls Develops Justifying Composing Machine

Production of the text matter on this page has been made possible through the use of a new proportional spacing, automatic justifying typewriter composing machine—the Justowriter.

Manufactured by Commercial Controls Corporation of Rochester, the machine is composed of two units, as shown in the photograph above.

The operator, sitting at the Recorder unit, sets the machine for the desired length of line and types copy on a standard typewriter keyboard at electric typing speed.

As the operator approaches the end of the line, a light goes on automatically, indicating that the line can be justified merely by pressing a justifying key.

Pressing this key causes a justification code to be punched into the tape and returns the carriage for typing the next line. The operator does not have to watch a special dial since the light assures that the line will justify.

As the operator of the machine types on the sheet of paper on the Recorder unit, holes are punched in a tape which is similar to that used on

a Teletypesetter.

When the tape has been perforated, it is removed and inserted into the Justowriter Reproducer unit. Operating from the tape automatically and continuously, the Reproducer can be stopped at any point either by signal, coded in the tape, or by pressing a stop key on the machine.

Uniform type impression is an advantage of the Reproducer. The type bars are mechanically controlled and electrically actuated, and can be adjusted to obtain the right impression for the particular character.

As a result, clean, sharp, opaque type-set matter is produced, which is ideal for photo-offset, direct plate or duplicator reproduction.

Correction of errors is a simple and quick process on the Justowriter. An error seen by the operator can be corrected by cancelling the code in the tape for the letter or letters struck by error, or a whole line can be deleted simply by pressing a delete key instead of the justifying key.

Correction of errors found in the trial copy by the proofreader can be made as the tape passes through the justified copy unit or by pasting the

corrected copy over the error in the justified copy.

The Reproducer will produce 3-inch lines at the rate of at least 800 lines per hour, which is equivalent to about 14,000 ems. The speed of the Recorder unit is limited only by the operator's ability to touch the keys of the keyboard in the correct sequence.

Centering on the machine does not involve counting of units or any other precalculation. The heading is centered by the operator approximately and justification is controlled so that the line will be centered when reproduced.

## Institute Progresses With Home Industry

Paralleling the growth of its home city, the Rochester Institute of Technology has developed along with the industries here that are world-renowned for their technical perfection and high qualities of production control.

The history of the Institute dates back to 1829. It was in that year that a group of persons in the old frontier village of Rochester banded together to form the Athenaeum to promote the cultural interests of the community.

The need for trained technical workers in the rapidly expanding industries of the city resulted in the founding of the Rochester Mechanics Institute.

This new educational venture was largely the result of the efforts of Captain Henry Lomb, a local industrialist who not only contributed to and supported the venture, but also interested other leaders in the community to do likewise.

Expanding rapidly, the school pioneered in an increasing number of areas of practical education. Six years later, in 1891, the Mechanics Institute and the Athenaeum were merged, uniting the objectives of technical training and the cultural needs of the well-rounded individual.

For many years the institution bore the name of Rochester Athenaeum and Mechanics Institute but in 1945 this was changed to the Rochester Institute of Technology to better express the school's characteristics and objectives.

The parallel expansion of the Institute with the Rochester industries has been apparent in the registration data of the school. Last year, for example, while 79 per cent of the students came from New York State, 21 per cent represented 37 different states other than New York and nine foreign countries.

Development of the Institute has been characterized by the formation of departments as new areas of training have been added. These have always enjoyed considerable freedom in the development of procedures and techniques to suit their own needs.

The idea of cooperative education also came into its own at this time;

that is, to send a student into classroom for a period of time, and then out into industry for an equal period for practical application of theory. This system is still used in all but the Applied Art, Photographic Technology, and Publishing and Printing departments, and the School for American Craftsmen.

Also, graduates are serving not only the immediate community here but throughout the world.

It is well to bear in mind that the Institute is not merely a technical



DR. MARK ELLINGSON  
President, RIT

school where graduates are turned out on a production basis, but a center where the individual student can assimilate technical competence with living and getting along with the various adjustments in modern life.

Serving the industries in another educational capacity, the Institute, also has management courses in the night school division that are attended by several thousand persons from business and industry.

The pledge of the Institute has been followed through the years, and that is to provide the finest in educational facilities and techniques to all peoples to better serve themselves and the commerce and industries of the country.

*Earn While You Learn*

at the

**ROCHESTER INSTITUTE OF TECHNOLOGY**

*Cooperative Employment (after the first year)  
enables you to earn your*

**Tuition • Fees • Books and Supplies**

*In these Cooperative Courses:*

**Electrical • Mechanical • Retailing  
Industrial Chemistry • Food Administration**

**WRITE TODAY FOR COMPLETE INFORMATION**

*Address inquiries to:*

**Registrar, Rochester Institute of Technology,  
65 Plymouth Avenue South, Rochester 8, New York**

*Open House*

AT THE

**Rochester Institute of Technology**

**Saturday, May 12, 1951**

1:00 to 4:30 P.M.

**ALL HIGH SCHOOL STUDENTS INVITED**

*See The Nine Institute Departments  
In Full Operation*

## An Alumnus' Day



Philip Wolz (Man '32), director of personnel and plant security, Kodak Park, gives last minute instructions to Karl Boeyink, assistant fire chief, before a fire drill.

## Latest Data on Institute Alumni

### CLASS OF 1917

**Maretta Clough Wilcox** (Mrs. George C.), (Art) gave a talk at the Rundel Library in Rochester on April 4 on "Wild Flowers You Can Grow in Your Garden." Mrs. Wilcox and her family live in Bergen, N.Y.

### CLASS OF 1918

Recent news from **Marie Van DeWater Drayer** (Mrs. Andrew L.) (HE) gives her address as Machias, N.Y.

**Lena Wilkes** (HE) is married to L. Clayton Hand and lives at 113 E. William St., Bath, N.Y. She was for many years school dietitian at Fosdick-Masten High School in Buffalo.

### CLASS OF 1922

**Lionel M. Livingston**, (Art) continues in his position as Industrial Arts instructor in the Rochester public schools.

### CLASS OF 1932

**Leo Kaplan** (Art) fills the job of Art Director at the Great Lakes Press in Rochester. Leo tells us he has two children.

**Avery D. Carpenter** (Const) is owner of the Worstall Contracting Co. of Zanesville, Ohio He is married and has two children.

### CLASS OF 1934

**Paul F. Brusquini** (Const) is Chief Engineer of the Hermsdorf Fixture Manufacturing Company of Manchester, N. H. He is married and has two children.

**Beverly T. Hall** (Mech) is president and treasurer of the Eagle Rock Wool Insulation Company at New Hartford, N. Y. He is married and has two children.

**Miriam Gurnee McEvoy** (Mrs. Joseph G.) (Art) tells us that she devotes all of her time to her family. She lives at 14 Larch St., in Beacon, N. Y.

### CLASS OF 1937

**Elizabeth ("Clarkie") Clarke Lewis** (FA) is a dietitian at Homer Folks Hospital, Oneonta. Her mother lives with her and helps make a home for the children: Gail, aged 12; and Michael, aged 8. Address: Mrs. Bruce Lewis, 417 Main Street, Oneonta, New York.

### Class of 1945

News came in a few days ago from **Marilla Racha** (FA), who is dietitian at Rome Hospital and Murphy Memorial Hospital, Rome N.Y. Marilla, who has always been enthusiastic about dogs and puppies, has now undertaken the raising of Irish terriers as her major extracurricular activity. Marilla took her B.S. degree at Michigan State in Albany Hospital. Present address: 104 W. Embargo Street, Rome, N.Y.

### Class of 1946

**Barbette Searls Leavens** (Mrs. Carl) (Art) is a lab technician with Eastman Kodak Company. She tells us she does technical drawings for scientific publications.

### CLASS OF 1947

**John G. Robinson** (Mech) is salesman for the Rochester Gas and Electric Corporation. He married Betty Countryman (Ret), 1947.

**Elaine Schafer Canning**, (Mrs. John) (Art) is doing free lance work from her home in Victor, New York.

The marriage of **Betty McCargo** (Ret) to Charles Crowley of Chicago took place Dec. 29 in Miami, Florida, where Mr. Crowley is completing his course at the University of Miami.

### CLASS OF 1949

**Kenneth W. Christian** (Elec) visited the Institute during his Easter vacation from Michigan State College. Kenneth expects to receive his bachelors degree in Electrical Engineering in June of this year.

**Donald W. Patrick** (Art) has moved with his wife and child to Kingston, Tenn., where he is employed as illustrator for technical publications, with the Fairchild Engine and Airplane Corporation.

**Dorothy Francis Gillette** (Mrs. Chas.) (Art) is living in Fairport, N. Y. and free lances in sign work.

Word has just been received of the birth of a baby daughter, Susan Marie, to **Kathleen Cox Court** (Ret). Kathleen and her husband reside in Auburn, N.Y.

**Roy Thorne** (FA former student) is enjoying Army life as a "first cook" at Camp Leonard Wood. His address is Pfc. Roy R. Thorne, U. S. 51054639, Co. C, 97

## British Photo Book Uses Alum's Work

Lowell Miller, a Photo Tech graduate of 1940, and now of the Sales Department of the Kodak Company has two prints in "The Year's Photography" published by the Royal Photographic Society of Great Britain.

One of the prints, "Impatient Onions," is a picture of onions sprouting. The other is a lighthouse, "Pemaquid Point Light." He is the only pictorial worker with two reproductions in the year-book.

Engr. Constr. Bn., Fort Leonard Wood, Missouri.

**Harold Roberts** (Ret) has been recently married and also promoted to assistant buyer of the toy department in Sibley's, Rochester.

**Eugene Rushmore** is now a member of the training group of J. C. Penney Company, Batavia, New York.

**John Hopkins** (Ret) will soon enter the training program of J. C. Penney Company and will become associated with the Canandaigua store.

**Anne Cahill** (Ret) is now with Sears, Roebuck Company in Syracuse, N. Y., where **Olive Murphy** (1949) is also employed.

**Richard J. Rudman** visited the Electrical Department recently.

He is employed by the Rochester Gas and Electric Corporation and enthusiastically related a few of his recent experiences in repairing large electrical equipment. **Richard Gladstone** had worked with him on several jobs.

**Betty Driggs** (Mrs. Robert) (Art) with her son and husband is enjoying their new home at 4569 Dewey Ave., Rochester.

**William C. Betterly** (PT) is now in the U. S. Navy. His address is U. S. S. Midway CVB-41, Fox Division, Fleet Post Office, New York.

**Stanley Nash** (PT) is now employed as laboratory control chemist in the Color Negative Laboratory of Ansco.

**Earl E. Forrest** (Elec) visited the Institute recently. Earl is now working in the general engineering laboratory of General Electric Company in Schenectady,

### CLASS OF 1950

**Frances M. Alberg** (Art) and **Robert LeRoy Benson** (Art) were married in February. Congratulations to both.

**Betty Cook** (FA) was married on March 27 in New York City to Harold Johns, of Floral Park, Long Island. Their parents and a few friends went to New York for the wedding. After a honeymoon trip, their address will be Box 196, Margaretville, New York. Harold is teacher of music in the Central High School at Margaretville, which is located in the Catskill region, on Route 28, about halfway between Oneonta and Kingston. Betty has been since last summer manager of the Snack Bar at the new YWCA Building at Rochester.

**Catherine June Goodman** (FA) is pursuing studies at George Washington University for her B.S. degree in Home Economics. She is pleased at having received excellent transfer credit for her work at RIT and expects to get her degree in June, 1952. She wrote that her major project this semester is tailoring and that she hoped to get her new spring suit tailored in time for Easter. Her address is 5316 Dorsett Place, N.W., Washington 16, D.C.

**Gayle Owen** (FA) was married on March 17 to Alfred Harmes, Pfc. in the U.S. Army. Gayle is a supervisor in the employees cafeteria at Delco Appliance Division of General Motors Corporation.

A dreary spring day was considerably brightened for the Retailing faculty by the appearance of **Carol Walsh** (Ret) and **Joan Chaplin** (Ret) who were in Rochester for Easter. Both girls are employed by the Hecht Company, Washington, D.C., where Carol is in the display department and Joan is a member of the personnel division. Their enthusiasm for this store and Washington is boundless.

A note recently received from **Mary Ellen Spaulding** (Ret) tells of her promotion to bridal consultant for the Adam, Meldrum and Anderson Company, Buffalo, N.Y. Mary Ellen is knee deep in weddings at the moment.



For one of his security assignments, Mr. Woltz dictates a letter to his personal secretary.

## Graphic Arts

(Continued from Page 1)

laboratory where plates and inks are being tested.

### Long Range Plans

Long range plans include a

research will be done. Included in the future plans is the

the graphic arts industry. This service is one part of the basic three-art program of the graphic arts cork at the Institute.

The other two phases are education and the research described the education phase of the program is handled by the Publishing, Printing, Photographic Technology, and the Applied Art Department of RIT.

### Graphic Arts Cluster

This graphic arts "cluster" includes 200 full-time two-year nurse students in printing and 200 students in photography, and 225 students in advertising and illustration.

Newly appointed manager of the Research Division is Ralph Tufts, who joined the RIT staff in 1941. He is a former commercial printer and instructor at the Institute.

## UNKNOWN ADDRESSES

The Alumni Association has a list of RIT graduates whose whereabouts are unknown because of changes in address, marriages, or faulty records. The following list of names is but a small part of the complete list of people whose addresses are not on file with the Association.

If any reader knows about any of the following, the Association would appreciate hearing about it. Send your information to Burton E. Stratton, alumni secretary, at RIT.

- |                              |             |
|------------------------------|-------------|
| <b>Acor, Elmer E.</b>        | Art '26     |
| <b>Adams, Frederick H.</b>   | NMT '13     |
| <b>Adams, Julia E.</b>       | Ret '15     |
| <b>Adams, Lulu B.</b>        | DA '10      |
| <b>Adams, Mrs. S. G.</b>     |             |
| (nee Marion C. Griffith)     | Art '24     |
| <b>Agnello, Nicholas E.</b>  | Art '49     |
| <b>Agrew, Mrs. Wm.</b>       |             |
| (nee Jane E. Rodgers)        | Art '32     |
| <b>Aguilar, Domingo I.</b>   | Mech '48    |
| <b>Ahrns, Wilbur</b>         | Mech '33    |
| <b>Alan, Mary</b>            | HE '24      |
| <b>Alberto, Stephen, J.</b>  | Const '42   |
| <b>Albrecht, Chas W. Eve</b> | Mech '17    |
| <b>Albrecht, Forrest E.</b>  | Mgt '33     |
| <b>Albrecht, Herman</b>      | Eve Sch '40 |

- |                                 |                   |
|---------------------------------|-------------------|
| <b>Albright, Mrs. Wm.</b>       |                   |
| (nee Florence Payne)            | HE '27            |
| <b>Alderman, Leonard F.</b>     | Mgt '42           |
| <b>Aldrich, Anna E.</b>         | NMT '12           |
| <b>Alexander, Betty Jane</b>    | FA '45            |
| <b>Allen, Lillian R.</b>        | NMT '05           |
| <b>Allen, Mary H.</b>           | HE '04            |
| <b>Allen, Robert F.</b>         | Mgt '40           |
| <b>Allyn, Mrs. Harriet</b>      | HE '23            |
| <b>Alpaugh, Helen Louise</b>    | Art '27           |
| <b>Anderson, Betty</b>          | PT '36            |
| <b>Anderson, Raymond G.</b>     | Elec '32          |
| <b>Anderson, William J.</b>     | Art '36           |
| <b>Angevine, Ethel B.</b>       | HE '29            |
| <b>Annis, Ethel</b>             | HE '06            |
| <b>Appel, Mrs. John</b>         |                   |
| (nee Ethel Smith)               | HE '15            |
| <b>Appleton, Claude R.</b>      | NMT '12           |
| <b>Appleton, Freda</b>          | HE '12            |
| <b>Aquilina, Richard F.</b>     |                   |
|                                 | Ind Equip Des '43 |
| <b>Arlidge, Harold W.</b>       | Mgt '31           |
| <b>Arnemann, Heinrich G. E.</b> |                   |
|                                 | Eve Mach Shop '44 |
| <b>Arnold, Frank</b>            | Mech '15          |
| <b>Arnold, Mrs. Frank</b>       |                   |
| (nee Emily Soule)               | Art '14           |
| <b>Arnold, John R.</b>          | Mgt '36           |
| <b>Arnold, Schuyler</b>         | Mech A '08        |
| <b>Aronowitz, Wilfred Eve</b>   | Mech '16          |
| <b>Arters, E. T.</b>            | Elec '28          |
| <b>Atherton, Leo C.</b>         | Elec '44          |



Photo by H. Samuels

George Willig (left), instructor in machine shop, demonstrates to Albert McCurdy, Hickok Company, and Barney Cromey, Delco Appliance Division of General Motors, the operation of the lathe

## Many Concerns Add Equipment To Offset Lab

Participants Aid in Web Offset Division

Many companies and corporations throughout the United States have contributed equipment and supplies to the Institute's Web Offset Laboratory, making it one of the most complete and modern experimentation centers in its field.

The Laboratory, located in the basement of the George H. Clark Building, was started last summer with the installation of a giant four-color web offset press built by the American Type Founders Inc., of Elizabeth, New Jersey.

### Full-Sized Paper

The press, which can produce from 12 to 15,000 full size newspapers per hour, is being used to study methods of decreasing the cost of dailies under 12,000 circulation. The *RIT Reporter* is printed on this four-color press. Training crews for this type of work and other research is also conducted in the Laboratory.

### Companies Listed

Other companies and corporations that have contributed to the Institute's Laboratory are as follows: The Abbot Ball Co.; Acme Bulletin Co.; American Graded Sand Co. of New Jersey; American Specialty Co., Inc.; Anemostat Corp. of America; Betlem Air Conditioning Co.; Samuel Bingham's Sons Mfg. Co.; Carrier Corp. Clavage Fan Co.; Dollinger Corp.; Dryer Electric Corp.; Eastman Kodak Co.; Electronic Mechanical Products Co.

Fraser Paper, Ltd.; Fuchs and Lang Mfg. Co., Division of Sun Chemical Co.; Gast Mfg. Corp.; William Gegenheimer; Jas. Gelb Co.; C. P. Goerz American Optical Co.; T. H. Grien Electric Co.; The Haloid Co.; Harris Seybold Co.; R. E. Hebert Co.; Ideal Roller and Mfg. Co.; Illinois Zinc Co.; International Printing Ink, Division of Interchemical Corp.; C. Walker Jones Co.; Kimberly-Clark Corp.; Kohl and Madden Printing Ink Co.

### Other Contributors

Max Levy and Co.; Link-Belt Co.; Matthiessen and Hegeler Zinc Co.; Microtonics Corp.; Monitor Controller Co.; National Ceramic Co.; National Pneumatic Co.; New York Blower Co.; Nuarc Co.; Oxford Paper Co.; Harold M. Pitman Co.; Pope and Gray Inc.; Rapid Roller Co.; Reliance Electric and Engineering Co.; Roberts and Porter Inc.; Rutherford Machinery Co., Division Sun Chemical Corp.; St. Regis Paper Co.; J. H. and G. B. Siebold Co.; The Simco Co.; Edwin B. Stimson Co.; Taylor Instrument Co.; Towmoter Corp.; Sigmund Ullman Co., Division Sun Chemical Co.; Vandercook and Sons Inc.; Wesel Mfg. Co.; Weston Electrical Instrument Corp.; Wright and Alexander Co.; Wright Co. Inc.; and Zarkin Machine Co.

### Bennett Cerf.

## Well-Known Publisher Visits RIT Departments



Bennett Cerf (right), a recent visitor to the Institute, and Dr. Marl Ellingson are shown leaving the chow line aboard the U. S. Carrier Midway. Mr. Cerf and Dr. Ellingson were part of a group who toured military and naval bases last summer.

A recent visitor to the Institute was Bennett Cerf, president of Random House Publishing Co. and author of six best-selling humor anthologies. In town to address the Rochester City Club, Cerf spent the morning at RIT touring the nine departments.

Cerf was especially interested in the work and research being done in the Department of Publishing and Printing. In addressing the City Club, he stated, "Increasing costs in the publishing business are prompting publishing and magazine executives to search for technological improvements, many of which are being studied at the Rochester Institute of Technology."

Cerf told the City Club members

about a new trend in humor of the American people as reflected in their reading demands. He reported that changes in humor are reflected in literary tastes, which are now moving from a phase of nostalgia to the realm of pseudo-science and spiritual writings.

The president of Random House has been called the "readers' unknown benefactor," because he put the moderately priced Modern Library Series of classics on the market.

Cerf and Dr. Ellingson were two of the prominent citizens who toured military and naval bases last summer in a Joint Orientation Conference put on by the Department of Defense.

## 500 Students Enrolled For Defense Program

Approximately 500 trainees are now enrolled in the Institute defense training program, as the RIT program for training skilled workers for the national industrial mobilization expands. Recent announcement was made of a special summer program to continue the increase in skilled workers now in critically short supply.

At a recent management clinic, Russell C. McCarthy, manager of the Industrial Management Council, stated, "The well of skilled workers in Rochester has virtually been drained dry."

### Unskilled Workers

There will be a good number of unskilled workers, mostly women and older men, available for employment in the event of a critical manpower shortage that might result in case of a third world war.

Intensive training is now being given in three areas: machine shop, inspection, and quality acceptance as required in government-established standards.

### Machine Shop Courses

The machine shop courses include training in lathe operations and grinding and setting of lathe tools, plus practical operation of

the engine lathe and some training on the shaper, drill press and milling machine.

Advanced courses offer further work and include layout work, use of precision measuring instruments and instruction in tool and die making. During the last war the machine shop operated on a 24-hour basis and handled 750 students during one course. The machine shop program consists of two 15-week semesters.

### Inspector Training

In the inspection courses training is given in care and use of outside, inside and depth micrometers, Vernier instruments, and limited instruction in blueprint reading and shop mathematics.

The Institute Quality Acceptance Program is designed to meet government requirements in defense plants.

As the demand for trained workers increases in the Rochester industries, and government contracts being awarded to local firms indicates it will, the Institute will continue to train the workers. During World War II more than 12,000 workers were trained in the defense courses set up by the Institute.

## P&P Class Discuss Alumni Association

Benefits of a strong P&P alumni association were discussed recently by members of the senior class of the Department of Publishing and Printing. At the same session officers were elected for a one-year period.

Under the leadership of Chairman Ben Shaffer, various members of his committee told the class what was planned for the future and benefits that will come from such an organization if everyone cooperates.

Burt Currid was elected president of the association and Dick Arnold was voted in as vice-president. Les Prinse will be secretary and treasurer of the group.

It is planned to keep a file card on all members after graduation, with information where they are employed and the possibilities of job openings in their localities.

It was voted to rent a special banquet hall during the night of the alumni dance so members of the senior class can all be together at a social function for the last time.

*New* **RIT GLASSWARE**

ASH TRAYS (Set of Four) **\$1.00**  
 GLASSES (8 oz.) Per doz. **\$3.95**  
 GLASSES (12 oz.) Per doz. **\$4.25**

**RIT STORE**  
EASTMAN BUILDING

**Fortieth Annual Alumni Reunion**

**ALUMNI DAY AND OPEN HOUSE**

**May 12, 1951**

**OPEN HOUSE**

All departments will be in operation.  
 Alumni are asked to register at their own department office.  
 All visitors are requested to begin their tour of the departments at the main entrance—  
 65 Plymouth Avenue South

**ALUMNI BANQUET**

Hotel Seneca at 6:30 p.m.  
 Dancing from 10:00 p.m. to 2:00 a.m.  
 Music by Jack Nunn and his Orchestra.  
 Dress optional.  
 Tickets \$4.02 each person, including tax.  
 Reservation Deadline May 8.

---

SEVER, SIGN AND SEND

Alumni Secretary  
 Rochester Institute of Technology  
 65 Plymouth Avenue South  
 Rochester 8, New York

Please reserve \_\_\_\_\_ tickets at \$4.02 each for  
 Alumni Banquet,  
 May 12, 6:30 p.m.

Name \_\_\_\_\_

Address \_\_\_\_\_

Department \_\_\_\_\_ Year \_\_\_\_\_

Payment enclosed \_\_\_\_\_ Will pay at banquet \_\_\_\_\_

**For Art League**

# Art Directors' Members Hold Student Seminar

A seminar in commercial art is currently being conducted by the Rochester Art Directors' Club for junior and senior art students of the Institute. Begun on March 29 with a session on "Lettering," conducted by Adolph Jeff, lettering stylist for Williamson Associates, the program continues on April 26 with a session on "Newspaper Art" conducted by Charles P. McCartney, advertising and promotion manager for the Gannett Newspapers.

Over a period of years there has been an effort through both the administration and the Art Students' League to arrange for individuals to address the art students on various aspects of professional art.

This year the Arts Students' League again initiated a project of this nature which culminated in the seminar series. Arrangements were made with Mr. Leo Kaplan, vice-president of the Rochester Art Directors' Club and chairman of its educational aids committee, and Mr. Clifford M. Ulp, director of the Art School.

Since the first session on March 29, three other sessions have been conducted. On April 5 Fayette F. Harned, of the Charles L. Rumrill Co., discussed "Agency Art." This was followed on April 12 by "Art in Display" with Donald M. Lewis of the Display Department of Eastman Kodak Co., and on April 19 by "The Air Brush" with Bernard W. Skinner, assistant manager of the Engraving Department at Eastman Kodak Co.

Other sessions which have been scheduled are:

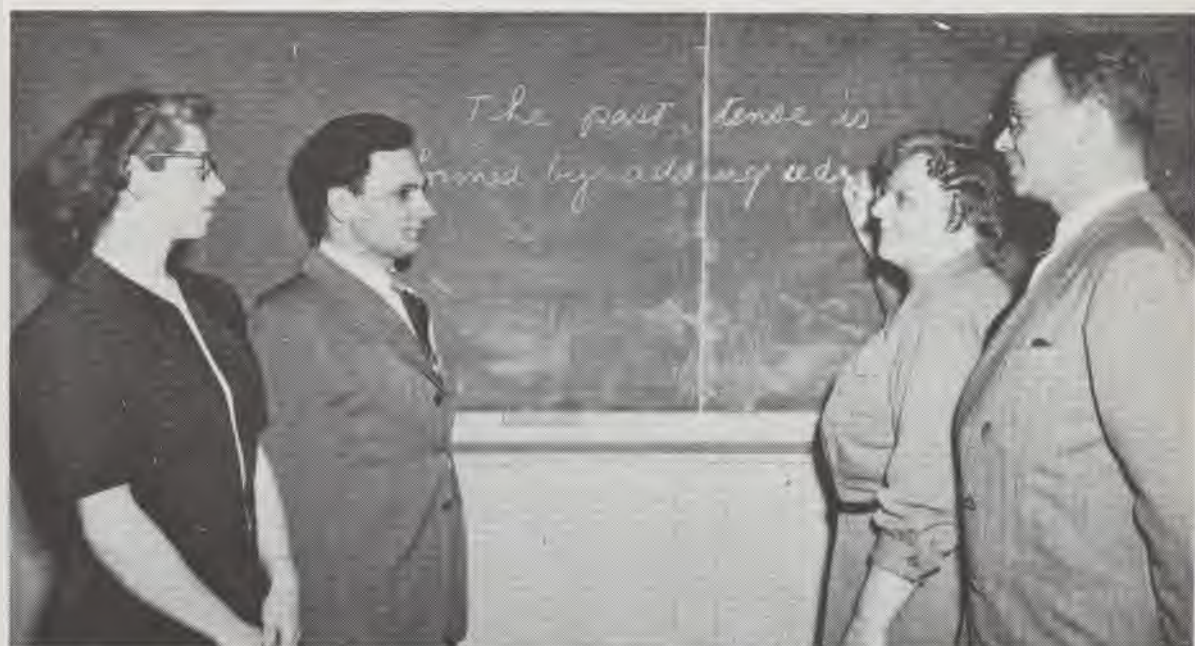
**May 3--**Theodore G. Clement,

head of the styling division of Eastman Kodak Co., will talk on "Industrial Design."

May 10—Dean H. Reynolds, of the package design department of Eastman Kodak Co., will talk on "Package Design."

May 17—Richard A. Williamson, president of the Williamson Associates, will discuss "The Preparation of Art for Reproduction."

May 24 Leo Kaplin, of the Great Lakes Press Corporation, will discuss "The Interview and Portfolio of Art Work."



Mrs. Florence Courtney (second from right) an instructor in the Evening Division, gives English instruction to (L To R) Mrs. Field, Mr. Hadyn, and Mr. Slowe. They are earning AAS degree credits.

## TECHNOLOGICAL *Know How* IS AMERICA'S STRENGTH



American scientists, technologists and engineers know the "why" and the "how" of our great enterprises — production, research, transportation and distribution.

For more than 120 years the Rochester Institute of Technology has pioneered in the training of men and women in technological "know how." Its graduates have made great contributions to our economy and to our democratic way of life.

Today the Rochester Institute of Technology looks to the future with faith, with courage and confidence that tomorrow will open new and greater fields of service.

**Electrical (Cooperative)**

**Mechanical (Cooperative)**

- General Mechanical
- Tool Engineering
- Instrument Making
- Screw Machine Technology

**Industrial Chemistry (Cooperative)**

- Laboratory Chemistry
- Process Chemistry

**Food Administration (Cooperative)**

- Food Management
- Hospital Dietetics

**Retailing (Cooperative)**

- Retailing
- Costume Art and Retailing
- Interior Decoration and Retailing

**Photographic Technology**

- Processes of Color Photography
- Commercial-Industrial Photography
- Illustrative Color Photography
- Photographic Journalism

**Publishing and Printing**

- Letterpress
- Printing Layout and Design
- Offset Lithography

**Applied Art**

- Illustration and Advertising Art
- Interior Decoration
- Design

**School for American Craftsmen**

- Ceramics and Ceramic Sculpture
- Metalcrafts and Jewelry
- Textiles and Textile Design
- Woodworking and Furniture Design

Address Inquiries to the Registrar

### ROCHESTER INSTITUTE OF TECHNOLOGY

65 PLYMOUTH AVENUE SOUTH, ROCHESTER 8 N. Y.

### New Filter Method Devised by Kodak

A new Eastman filter method to improve the quality of televised movies has been reported by *Highlights*, Eastman Kodak publication. According to the paper, better picture contrast and brightness are apparent with the new technique.

Dr. Otto Sandvik and T. Gentry Veal of the Kodak Research Laboratories have developed the process.

### 40th Annual

### ALUMNI REUNION

&

### DINNER

### DANCE

JACK NUNN

And His Orchestra

Hotel Seneca

MAY 12, 1951

Dress Optional

Save the Date