



# Reporter

OFFICIAL PUBLICATION OF THE ROCHESTER INSTITUTE OF TECHNOLOGY

Volume 26

Rochester 8, N. Y.

January 14, 1952

No. 7

## Institute Welcomes State Publishers

### O'Hara Finishes Presiding Term For Publishers

Edward Arthur O'Hara, publisher of the *Syracuse Herald-Journal* and *Herald-American* since 1939, completes his term as president of the New York State Publishers Association at this meeting of the NYSPA.

O'Hara, who is a Princeton University graduate, began his career in the newspaper business as a reporter and worked successively as editor, advertising solicitor, advertising manager, business manager, and general manager of the Syra-



EDWARD A. O'HARA

cuse Herald. In 1936 he was publisher of the paper and in 1939 took over his present post at the *Syracuse Herald-Journal*.

One of Syracuse's outstanding civic leaders, O'Hara is kept busy as a director of the Post-Standard Co.; director of radio station WSYR; member of the Board of Regents at LeMoyne College, trustee of St. Joseph's hospital; director of the Syracuse Community Chest; director of the Blue Shield Plan; chairman of the National Public Relations Committee at Syracuse University; and a member of Sigma Delta Chi, journalism honorary.

He is a member of the Citizens Club in Syracuse and a member of the Onondaga Golf and Country Club.

Mr. and Mrs. O'Hara, who live at 2686 E. Genesee St. have four children; Edward, Robert, Mary and John.

### Production Data On RIT Reporter

Production of this issue of the RIT Reporter has been accomplished under the direction of the Department of Publishing and Printing and the Graphic Arts Research Division. Composition was accomplished utilizing Linotype, Intertype, Monotype, Ludlow, and foundry type.

Page 7 and the RIT history story on Page 5 have been set on Commercial Control's Justowriter machine. The paper was printed on ATF's Webendorfer periodical offset press.

The eight-page issue was run off on 600-L stock furnished by Fraser Paper Ltd. Pope and Gray heatset ink has been used on surface type zinc plates.

### WELCOME PUBLISHERS

From Dr. Mark Ellingson

THE Rochester Institute of Technology, its trustees, faculty, and students extend a cordial welcome to the members of the New York State Publishers Association. We are indeed delighted to have you at the Institute as our guests.

We invite you to inspect Rochester's oldest educational institution which is now going through a period of rapid growth and development. We are particularly interested in having you see the facilities of the Publishing and Printing Dept. and the program of research and development that is being carried on in our Graphic Arts Research Division.

We feel deeply indebted to the New York State Publishers Association because you are the people who founded the Empire State School of Printing in 1922, under the leadership of Frank Gannett.

This school was established and carried on as an independent educational agency until 1937 when it became an integral part of the Institute.

Since that time the program has grown until at present we now have one of the largest and best equipped educational programs in the printing field. In addition, the Institute is already making substantial progress with respect to its research program.

The objective of the research program is to make printing more effective, cheaper and quicker. This is of vital importance to the publishers today. The rising costs have made it essential that some steps, such as we are taking, be supported and pushed forward.

We believe that you are in for an exciting afternoon when you review the various aspects of the work being carried on here.

We at the Institute salute you as representatives of a free press in a great nation.



### Graphic Arts Programs, Talks Highlight Meeting

Rochester Institute of Technology welcomes once again members of the New York State Publishers Association from 1:30 to 4:15 tomorrow to inspect the RIT graphic arts development which the organization was instrumental in founding some 30 years ago.

Publishers from 81 daily newspapers from all sections

of upstate New York will be represented in the NYSPA group. The organization, one of the nation's most influential publisher's groups is holding its annual three-day meeting at the Hotel Rochester.

Beginning immediately after lunch tomorrow, the publishers will meet for introductory remarks by Dr. Mark Ellingson, then tour facilities of the Department of Publishing and Printing and the Graphic Arts Research Division.

#### Special Tour Set

Special tours have been arranged for the visitors to include a demonstration of three-color process work on the Multilith, utilizing Ektalith plates, and a demonstration of Teletypesetter tape operation on Linotype's B 1 u e Streak Comet, and the new High Speed Intertype. Also included will be demonstrations on the Justowriter machine by Commercial Controls Corporation, and inspection of RIT's relief plate laboratory, Web press laboratories, and the Burke House.

#### Five Groups for Tour

Five groups will start on separate phases of the inspection tour. Representatives of the various concerns in the printing industry will be on hand.

The New York State Publishers Association was the founder of the Empire State School of Printing in 1922. Fifteen years ago the school was moved to the Rochester Institute of Technology and assumed the name, Department of Publishing. The department has moved forward to the point where it is now recognized as one of the leading schools of printing in the United States.

#### Publishers' Schedule

Schedule of tomorrow's activities for NYSPA members is:

1:30 p.m. General meeting will be held in Room 313, Clark Bldg. Welcome by Dr. Ellingson.

2:15 p.m. Tours, by groups, of graphic arts facilities. Special demonstrations.

4:15 p.m. Adjournment.

### Phi Sigma Phi, DO Sponsor Snow Ball

Phi Sigma Phi and Delta Omicron combine talents this Saturday in their annual presentation of the Snow Ball. Scheduled from 8-12 on the Sheridan Hotel's Starlite Roof, the semi-formal dance will be RIT's first of the new year.

Music for the occasion will be furnished by Syl Novelli and his orchestra. Novelli's popular ensemble has played for many RIT dances in the past.

Tickets, which were placed on sale Dec. 17, may be purchased from all members of Delta Omicron and Phi Sigma Phi. Delta Omicron pledges have been given responsibility for part of the publicity for the dance.

Committee members at work on the dance now include Joe Davis and Ann Spaulding, general; Gerry Sahlin and Ruth Farley, publicity; Francis Redmore, Jon Anderson, and Virginia Taylor, tickets; and Roger Jones and Judy Wood, decorations.

### Fast Progress Marks Association's Growth

Across the hall from the dean's office at Syracuse University is an office door lettered, "New York State Publishers Association." Behind this door is one of the nation's most important and meaningful newspaper associations.

This office is the clearing house of the Association which had its beginning in 1921 with an original membership of 38, covering 40 newspapers. Today its membership is 65, covering 81 newspapers.

The Association had as its object when formed in 1921. . . "to promote the best interests of the members in all matters pertaining to the publishing and printing business." The object is still the same today. But down through the 30 years of its existence "business interests" has grown in meaning until the Association, like its member newspapers, has assumed almost national leadership in promoting the newspaper as a basic community service.

Only seven months after the founding of the Association, it organized the Empire State School of Printing at Ithaca to train young men and women for the printing industry. Since that time the school (now the Department of Publishing and Printing of RIT) has earned a national and international reputation for outstanding education in the publishing and printing field.

The Department of Publishing and Printing owes much of its success to the cooperation of members of the NYSPA and other printers, publishers, suppliers, and manufacturers all over the country who have donated equipment, funds and counsel to the Institute.

The overall program of the Association through the years has

(Continued on Page 3)



Photo by Hinman

Mr. Paul McFarland, right, Director of Public Relations of the Rochester Community Chest, and Mr. Leslie Stroebel, instructor in the Department

of Photographic Technology at RIT, look over some of the photographs used in the 1951 Community Chest fund drive. (Story on Page 8.)



# Editorial

## Welcome to Publishers

A welcome hand is extended today by the students, faculty, and staff of the Rochester Institute of Technology to one of America's most forward moving and alert group of publishers—the New York State Publishers Association.

We feel happy that the men of the New York State Publishers Association selected Rochester for their annual meeting. And we feel particularly happy that they are giving a good portion of their important meeting to the inspection of the facilities of RIT.

It was some 30' years ago that the NYSPA decided it should do something about the lack of facilities for training and educating young people for the graphic arts. Their far sightedness was responsible for the establishment of the Empire State School of Printing at Ithaca, New York, and for the subsequent transferring of facilities to RIT under the name of Department of Publishing and Printing.

Particular credit is due Frank E. Gannett, whose enthusiasm for printing has had a profound effect upon the growth of the Department of Publishing and Printing. Mr. Gannett, whose picture appears on this page, was the first president of the NYSPA and had been a staunch supporter of the organization from its inception.

We of RIT would like to offer a special hand of congratulation and thanks to the men of NYSPA. Besides being the founders of one of our outstanding departments, they are the men to whom we look for protection of one of our basic rights—freedom of the press.

Although we often proclaim the words and hear the idea expressed in countless forms, most of us do not take the time very often to digest the significance of the phrase. We hazily remember John Peter Zenger and his tribulations with the British Governor Cosby, but we sometimes forget the significance of the court's decision.

This is an exceptionally good time to look at our own free press. With its right to report all the news, express editorial opinions without fear of reprimand, the press gives us something more than information. Although selection of news may vary and editorial ideas diverge, we are free to accept, weigh, and judge the content as we see fit. If we don't agree we can write letters—and this certainly is significant.

Many will say, "Well, that's fairly evident." Maybe it is, but we feel it is important enough to point out again. But there's another aspect of our free press that is all too often forgotten. Democracy thrives on a well-informed people. And to have a well-informed people we must have the facilities for getting information of all kinds to the public.

Unfortunately for the people of many nations, a shortage of newsprint and printing materials has led to the curtailment of the press. This has been an involuntarily imposed restriction on the freedom of the press, but nevertheless it remains. It follows, then that the average person does not have the opportunity of surveying the scene; and without this opportunity we wonder how the average man can grasp enough of the situation nationally to vote intelligently. Needless to say, such has not been the case in the United States. For in spite of somewhat of a reduction in newsprint production, the nation's presses are still turning out volumes and volumes of material.

No place on this earth can compare with the United States in the dissemination of information to the average man at so little cost. For five cents a day a man can have a stockpile of facts and fiction at his fingertips. His considered opinion, then, can be reflected in his balloting for the man of his choice.

Yes, we are indeed fortunate to have a free press. And it is to men like those of our visiting NYSPA that we can be grateful. We of RIT bid these gentlemen welcome and hope they will continue to foster the kind of press that has given them and us an outstanding reputation as a thinking people.

## RIT REPORTER

Rochester Institute of Technology 65 Plymouth Avenue So.  
Rochester 8, New York

The bi-weekly Official Publication of the Rochester Institute of Technology, the Student Association and the Alumni Association of RIT

Member

## Associated Collegiate Press

Student Publisher, Bernard Jardas; Editor-in-Chief, Nelson Hodgkins; Managing Editor, J. Hull Wilson; Feature and Re-write Editor, Geoffrey Sowers; Campus Editor, Robert Slutsky; Photo Editor, Ted Simons; Associate Sports Editor, Dick Sperlich, and Henry Westphalen  
Business Manager, Joe McKenna.  
Circulation, Harry Richards, Don Writer; Makeup, Clint Denman  
Production Superintendent, Arthur Kuchta; Assistant, Ben Marcus.  
Staff Reporters: Trudy Budlong, Ellen Eggleton, Hope Levy, Charlotte Simon, Robert Weinstein, Lefty Youngmans.  
Staff Photographers: Ned Austin, Jerry Cohen, Roger Harnaart, Ray Holmes, Hank Lehrer, Bill Willson, Dave Schuckman, and Joe Metzger.  
Cartoonist, Dick Murphy.  
Technical Advisors: Milton Bebee, Alexander Booth, Joseph F. Bowles, James E. Foster, F. A. Gutfrucht, Alexander Lawson, Herbert Morrow, Norman F. Thompson, George Williams, Raymond A. Vosburgh.  
Machine composition by students of the Department of Publishing and Printing.  
Advertising rates may be obtained by writing to the Business Manager at the address above.



A member of the RIT Board of Trustees, Frank Gannett was first president of New York State Publishers Association. He has been a constant promoter of graphic arts education and development.



## Campus Chatter

By JOAN HABER

This is the week . . . that week during which we have the honor of playing host to the members of the New York Publishers Association who gather annually to discuss pertinent matters that concern fourth estaters.

The publishers have, of late, chosen Rochester as the sight of their annual conclave because of its location as well as to inspect the facilities of the Institute that they have been instrumental in building to its place of prominence.

One of the highlights of the conclave is the tour of RIT. Here the publishers see first hand the result of their efforts. They devote most of their time to those who study

## Cayley's Corner

Well,  
It certainly makes the place  
Look better!  
Funny, isn't it,  
The way you get used to something,  
Not actually noticing the way  
It grows shabby!  
Then somebody takes an interest  
In it,  
And paints it up—and  
Then first thing you know  
You're saying  
"Well! Doesn't the  
Policeman's Club look better!"  
I've seen that  
Happen to whole neighborhoods!  
Just because someone refused  
To let his house stay  
Looking dowdy and run-down.  
I wonder  
If that happens also  
In the field of  
Ethics and morals?  
Almost seems as if  
Congress thought so!  
Just needs  
Somebody  
To stand up and say  
Or act as though he meant to say--  
"I for one, won't allow  
My house  
Or my standards of conduct to  
Become dilapidated."  
I guess  
Democracy demands  
A lot of  
Self-starters!

Chaplain M.A.C.

publishing and printing because that is "their baby." The grandiose set-up on the second floor of the Clark Building is the result of their efforts and thought. They are proud of the RIT plant. And they unashamedly display the just pride of proud parents. Likewise, the P and P students, expend a bit more effort during the inspection. They remind one of a happy son trying to impress his father with his talent.

To the publishers this department extends a cordial welcome and the sincere wish that your visit proves both entertaining and enlightening.

A discussion on Freedom of the Press is the high point of this year's session. Freedom of the Press, the glorious heritage of all Americans, is often discussed but we wonder if its true value is ever really studied.

Freedom of the Press is a gift of a grateful government to those of us who yearn to express fully the thoughts of the day's happenings. It is the extra-special heritage of those of us who like to think of ourselves as newspapermen, whether we be campus commentators, country editors or staff members of the metropolitan dailies. It is our special heritage because we have been guaranteed the right to express ourselves fully, on any and all subjects, without fear of reprisal.

As we look upon the true significance of Freedom of the Press we pause and suggest that time be taken to re-examine our actions as newspapermen. Let us place before the mirror of Americanism those deeds and acts which we have perpetrated as members of the nation's working press. Have we always conducted ourselves in a manner worthy of having such faith and confidence placed in us? We think so . . . for few are those jackals of journalism that receive a chance to despoil the heritage that is ours as American newsmen.

Again we say, welcome publishers and thank you for all you have done to make the Publishing and Printing Department at RIT the great plant it is. Your efforts to give us the best to work with are rewarded annually by the high caliber of men RIT graduates.

# Tech Speaks

Reporter ..... BOB WEINSTEIN  
Photographer... DAVE SCHUCKMAN

## THE QUESTION

Should Student Council get the raise it is asking for?

William Root . . .



P&P Freshman:  
Yes. Student Council should get the raise it is asking for it means a return of the sports it was forced to cut because of lack of funds. A raise of seven dollars would be acceptable to

the student body and it would be a big help to the Council. The Council should not take on any new responsibilities with the raise. Instead restore the cuts that have been made.

Howard Beye . . .

Electrical Freshman:

Yes. Student Council should definitely get a nod of approval on the request for additional funds. When it gets the raise it should restore funds deducted from all former activities.. The proposed \$25 fee seems reasonable enough.



Fred Loeb ...

Retailing Senior:

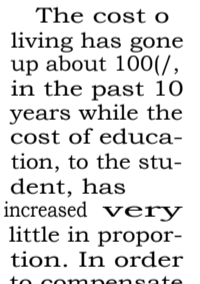


Yes. Student Council should raise the small fee charge now in effect. This is fair considering the rising costs of living. However it should not raise it so much as to discourage new

students intending to come here. A reasonable amount I think would be about \$25. There are not many colleges charging less than that. With the raise Council should return those sports which were dropped.

Bill Reyman . . .

Photo Tech Senior:



The cost of living has gone up about 100% in the past 10 years while the cost of education, to the student, has increased very little in proportion. In order to compensate for these rising costs Student Council is justified in raising the dues to \$25. With the extra cash Council would receive, it should restore the activities and clubs cut because of lack of funds.

Bruce Ott . . .

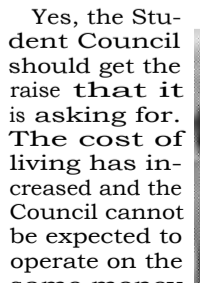
Mechanical Junior:



If the Council wants a raise then it should take effect next year, not wait for two years. The raise would be a very good thing. The extra cash should be used to return baseball and fencing but not to bring on any new obligations. Twenty-five dollars should be sufficient for this.

Vi Neri . . .

Chemistry Junior:



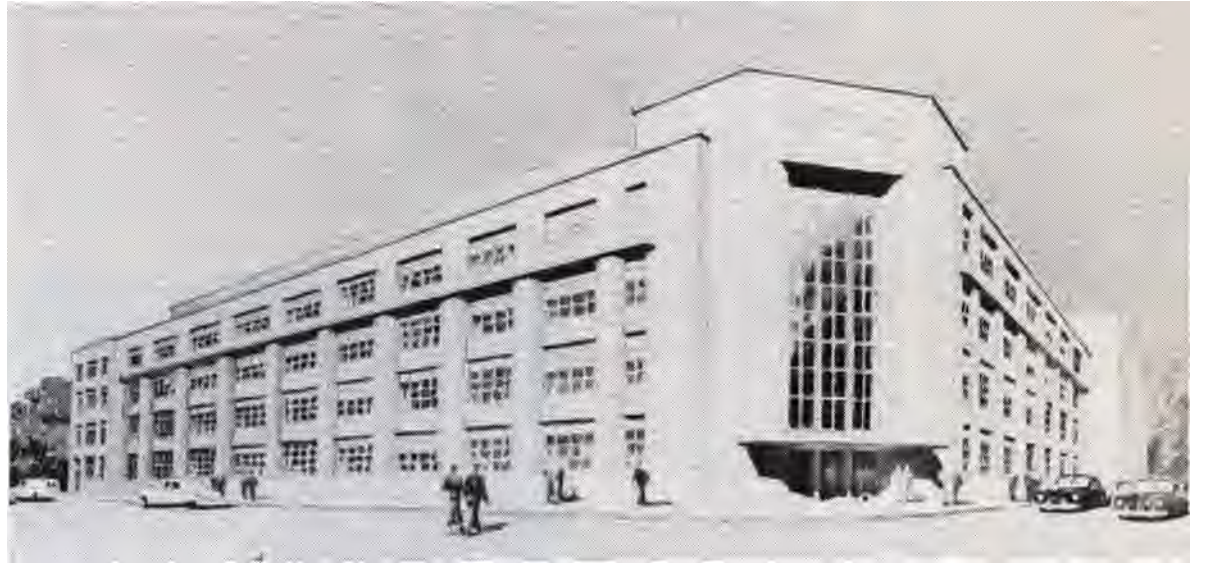
Yes, the Student Council should get the raise that it is asking for. The cost of living has increased and the Council cannot be expected to operate on the same money basis as in former years. A reasonable amount would be \$25 a year. The raise would have little effect on the new students that intended to come here.



# RIT Sets Goals for Expansion Plan



George H. Clark Building, which was completed in 1946 at a cost of a million dollars, will have an additional wing, replacing the machine shop building. Improvement is part of the expansion plan.



Across the street from the Clark Building will be this new four million dollar graphic arts center.

## NYSPA Sponsors Developments For Many Kinds of Projects

(Continued from Page 1)

been to improve the newspapers through better business practices, setting up standards of responsibility, and to make available to members results of studies and surveys conducted by Association committees.

For instance, in 1922 the Association started to collect and distribute selling ideas, campaigns, and special pages and promotions.

During the depression the Association assisted in the writing of the NRA newspaper code. At this time it also succeeded in "clean up" of movie advertising copy.

### Assembly Consults

The State Assembly continually consults with the Association in matters pertaining to the newspapers of the state. In 1928 the Association advised with the Assembly on important legislation concerning libel laws and the child labor amendment.

In 1940 joint committees of the NYSPA and the New York Press Association (weeklies) organized on insurance, education, legislation, and public relations.

### Voice of Members

The NYSPA has been the voice of its members in all matters affecting them which called for cooperation and action. In 1945 the Association Newsprint Committee was formed to aid those who, on no fault of their own, were threatened with suspension for lack of newsprint.

In 1947 with the passage of the Labor Management Relations Act by Congress, regional meetings were conducted by the Executive

Secretary and counsel, to acquaint publishers with the provisions of the act so that the many contracts between newspapers and unionized mechanical employees could be revised to conic within the confines of the law.

The New York Freedom Train which carried to the people of the state the records of achievement and progress which are preserved in the archives of the State library was sponsored by the NYSPA and the New York Press Association.

### Newspaper Conference

In 1950 at the suggestion of the NYSPA an organization of state newspaper associations in the Middle Atlantic States, called the Middle Atlantic Newspaper Conference, was founded for the purpose of taking action upon the mutual problems of the participating associations. The NYSPA executive secretary was elected the first chairman.

The Association has grown by the years. It has grow stronger because it has been an active organization, one which has produced results from its work, and one which has broad concepts of what it should be and what part the newspapers must play in the community life.

## Around the Institute WITH AL BOOTH

Word is that there were some new and dynamic entertainers discovered at the secretaries' party held at Christmas time at Ada Vernon's home. Maybe they could be persuaded to repeat performances at the faculty and staff dinner next spring.

There's a new television set at the pediatric ward of the Strong Memorial Hospital thanks to the efforts of the Residence Hall Association at 102 Spring St. The set was bought with donations of students and faculty members. Ray Vosburgh organized and conducted the drive for funds and did a swell job at it.

Depending on the successful completion of the fund raising program, and on the international situation and the nation's defense program, the first construction in the Institute's \$30 million building and development program should be started by 1954, according to estimates of RIT officials.

Which of the new buildings it would be was not made known. It could be any of the five of the planned structures which are School for American Craftsmen, Graphic Arts Research and Education building, student union, men's dormitory or gymnasium.

### Program Announced

RIT announced the building and development program in November and revealed one additional major gift last month when it was presented with some \$57,000 worth of property from the Kate Gleason estate. At the time the program was announced, the Institute had already received or had pledged over \$3,500,000.

Following are the plans for expanding KIT, Rochester's oldest educational institution. A building costing \$500,000 will be erected to house the Institute's newest department, the School for American Craftsmen. Three million dollars will be needed to endow the School. The cost of the building and \$500,000 of the endowment has already been pledged.

### Graphic Arts Center

Largest of the new structures scheduled to rise across Washington St. from the modern George H. Clark Building is the Graphic Arts Education and Research Center. This building, to house the Department of Publishing and Printing and the Graphic Arts Research Division will cost an estimated four million dollars. In it will go two million dollar's worth of equipment. Another six million will be needed to endow the Center. This

brings a total of \$12 million proposed for the graphic arts program.

A new million and a half dollar men's dormitory will be built to replace existing facilities. A student union, estimated at \$650,000, will become the center of student social and extra-curricular activity.

### Clark Addition

In addition to the men's dorm and the student union, the present Shop Building will be razed to make room for a \$550,000 addition to the George H. Clark Building. The two new buildings, enlarged Clark Building, and the endowment of \$4,250,00 for these, will total \$6,950,000.

### Room for Expansion

The proposed gymnasium, which will be used for intramural and varsity sports and student assemblies will cost \$850,000. Recently, carrying full schedules against four-year colleges, the varsity basketball and wrestling teams have held the contests at the Jefferson High School gym.

The building program means expansion for nearly every department at RIT. The space vacated by departments moving into new buildings will be readily taken over by some of the other departments who are anxious for more room for operation.

The eyes of the printing industry will be on the Graphic Arts

Education and Research Center where, with a growing staff, the research department is already at work on some of the basic problems of the industry. These are the problems of cutting operating costs and improving quality. In doing this the resources of the Institute, including the Applied Art, Photographic Technology and Publishing and Printing departments, and the industry will be applied to make a re-examination of present methods looking to the modification or elimination of those which have proved to be inefficient.

The Institute in its new Center will bring together the material, men, and a practical program of research and education into service for one of the nation's most important industries.

## Service OUR FIRST CONSIDERATION

Prescriptions Drugs Toilet articles

DISCOUNTS ON PHOTO SUPPLIES  
VISIT OUR SODA FOUNTAIN

## RUDNER DRUGSTORE

Corner of Plymouth and Spring

He had no wish but—  
to be glad  
Nor want but—  
when he thirsted

The Jolly Beggar

Each frosty bottle of Coke is the answer to thirst... each frosty bottle is a bargain, too. Robert Burns would like that!



BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY  
ROCHESTER COCA-COLA BOTTLING CORPORATION  
"Coke" is a registered trade-mark. © 1952, THE COCA-COLA COMPANY



*Louie's*  
**COLUMBIA**  
**DRY CLEANERS**  
Minor Repairs  
With Cleaning  
98 PLYMOUTH AVE. SO.  
Phone LO-7866



# Five Former Students Anchor at Anacostia

It's a long way from their former homesteads, but five former students of the Rochester Institute of Technology have discovered they have much in common to make them feel at home in their work at the Naval Photographic Center, Anacostia, D. C.

John L. Peckham ('51), who was recently named film editor at the multi-million dollar laboratory in the nation's capital, found that "snooping" around paid off. He first discovered that Ted Braun, a civilian employee there, was formerly an evening school student at the Institute. Ted spent 12 years between 1930 and 1942 studying every art, math, machine shop, and instrument making course that was available in the evening division. After a stint with Eastman Kodak Company, he joined the staff at Anacostia as a motion picture engineer.

Alumnus Peckham also found some other RIT graduates and discovered he was only one in five former RIT men working at the Naval Air Station.

Lee Howick ('48) is shooting portraits of "top brass" and doing varied public information work. Lee can well be remembered for his active interest in school activities. Formerly employed at Eastman Kodak Company, Lee took his boot training at Naval Photo School in Pensacola, Fla.

Cliff Keating is connected with research and de-

velopment, and Don Maggio is in the color laboratory. Cliff was formerly at Eastman Kodak Company; Don attended night classes at RIT and was formerly in color testing at Kodak.

As film editor at the Naval Photographic Center, John Peckham correlates all the work that goes on after the cameras stop grinding. The main tools of his trade, according to John, are a pair of scissors, cigarettes, cool nerves, a movieola, splicer, ink and grease pencils, assorted lead, a film synchronizer, and coffee.



John Peckham, a 1951 graduate of Photo Tech, is shown busy at work as film editor in the multi-million dollar photographic center of the Navy (left) at Anacostia, D. C. Peckham, who recently joined the staff at the Naval Center, works with associates from RIT. Five former students are engaged at the Center.



Official United States Navy Photographs

Lee Howick, a 1948 graduate of Photo Tech, prepares to shoot portrait shots as part of his job at the U. S. Naval Air Station.

## Latest Data on Institute Alumni

### CLASS OF 1922

Katherine Case Fales (HE) is county extension agent for Ontario County, under the New York State Extension Service. Address: Mrs. Ernest Fales, R. D. Number 3, Canandaigua, N. Y.

### CLASS OF 1927

Doris Sheldon Muegge (HE) visited RIT this fall. She says that her son, Ted, now 15, is interested in going into pharmacy work, and her daughter, Linda, aged 12, thinks she wants nursing, either in social service or in teaching nursing. So it looks as though neither of the next-generation Muegges will be candidates for RIT. Address: Mrs. George Muegge, 28 So. Hope St., Saranac Lake, N. Y.

### CLASS OF 1929

Thelma Schutt House (HE) has recently taken a new position as home service agent for the New York State Gas & Electric Corp. at Ithaca. Thelma was until recently with the home service division of Rochester Gas & Electric. Home address: 47 Brighton St., Rochester 7.

### CLASS OF 1932

Harold J. Hawkins (Const) is deputy collector with the United States Bureau of Revenue.

### CLASS OF 1933

Harold D. Parish (Elec) is an instructor in the Department of Education for the International Business Machines Corporation, Endicott, N. Y.

### CLASS OF 1935

Albert J. Daley (Mech) is estimator in the Standards Department of the Houde Engineering Corporation at Buffalo, N. Y.

### CLASS OF 1941

Mary Edgerton Wojcikowski (FA) has a new daughter, Enid, born Dec. 1. Mary's first child, Louise, is about a year-and-a-half old. Address: Mrs. Eugene T. Wojcikowski, 664 W. Onondaga St., Syracuse.

### CLASS OF 1943

Janet Tunison Tenny (FA former student) has a new son, Brian William, born in November. Brian completes a family of three sons and one daughter in the Tenny household. The older children are Ronald, 8; Sandra, 5; and Lon, 2. Address: Mrs. George W. Tenny, Jr., Scottsville.

Dean Arlidge (Mech) after leaving the Institute, graduated from the University of Rochester in engineering and is now with the General Electric Company in Syracuse.

John W. Dean (Mech) is ma-

chine designer with the Doall Company located at Des Plaines, Ill.

### CLASS OF 1947

Sally Smith Bunce (FM and Richard (Elec) have a daughter, Kathleen Ann, born Nov. 27. Sally and Dick are now established in their own home at 197 Coleman Ave., Spencerport.

Irene Jankowski Gadawski (FA) has a son, Anthony, born Nov. 21. Address: 330 14th St., Niagara Falls, N. Y.

### CLASS OF 1948

George F. Giddings (Mech) is applications engineer with the Worthington Pump and Machinery Corporation of Wellsville, N. Y.

Raymond G. Reakes (Mech) is attending the University of Wyoming located at Laramie, Wyoming.

### CLASS OF 1949

A recent visitor at RIT was

Roberta Lockwood (FA). Her son, Glenn Richmond, is nearly a year old. Roberta is working at Sibley's during the pre-Christmas season so n. Address: Mrs. Burtford G. Lockwood, Box 112, Victor



Roy Thorne (FA former student) and his charming wife called at RIT this fall when he was home on leave from the Army. They were heading for a "belated honeymoon trip" to New York before Roy was shipped out to Germany. Roy expects that his wife will be able to join him in Europe later. Home address: 44 Clairmount St., Rochester 21.

### CLASS OF 1950

Virginia Norfleet (FA) is as-

stant steward and assistant ining room hostess at Broward Hotel, Fort Lauderdale, Fla. She writes that three of the chefs at the Broward worked at

Rochester Club when Brenton Maxfield (FA) and Dick Zollweg (FA) were co-op students there. Two of the chefs, Mr. and Mrs. Angelvin, have visited RIT, are well acquainted with the training program. Virginia's address is 502 N.E. 4th St., Fort Lauderdale, Fla.

Rita Brusehaber (FA) spent her vacation in Florida earlier this month, at the Traymore Hotel, on Miami Beach. Rita is assistant dietitian at Niagara Falls Memorial Hospital.

Nancy Sheffer (FA) is a supervisor in the cafeteria and snack bar of the new Student Union at Brockport State Teachers College. Address: Stafford, N. Y.

A recent letter from Donald K. VanZile (Elec) informs us that he is teaching electronic work at the Keesler Air Force Base near Biloxi, Miss.

William Raetz (Elec) is also an instructor in electronics fundamentals at Keesler Base.

### CLASS OF 1951

Mary Parlow (FA) has a position as receptionist in the main office at Potsdam Hospital, and is living at home with the family this winter. Address: 19 Garden St., Potsdam, N. Y.

Andy Strassner (FA former student) dropped in one day recently to renew acquaintance with old friends at RIT. Andy is as enthusiastic as ever about his interesting job in the Catering Division of Cease Commissary, Inc., at Dunkirk, N. Y. Address: W. Main Rd., Fredonia.

Geraldine Schoultsice (FA) is on the dietary staff at Genesee Hospital.

Paul Kellogg (FA) married Shirley Horton of Canandaigua in a beautiful church ceremony on Dec. 8. Paul works with his parents in the operation of a restaurant and motel business on Route 20 in Canandaigua.

### CLASS OF 1952

Prudence DiFranco Curvin (FA former student) has a daughter, Sharon Ann, born last fall. Prudy's husband is with the Army in Korea, and she is back home with her parents at 137 Erie St., Buffalo 2. Prudy's mother is looking after the baby so that Prudy can return to work in the dietary department at Buffalo General Hospital, where she worked as a co-op student.

### CLASS OF 1953

Dominic Scherzi (FA former student) came back to RIT when he was home on leave last month from the U.S. Navy. Dominic is enthusiastic about life in the Navy and particularly about being stationed at Boston, where he is on duty at the Navy Yard in Charlestown. He hopes to go to Commissary School at Bainbridge, N. J. early next year. Home address: 331 Hague St., Rochester 11.

## Appeal Made to Give Books For Berlin's Free University

Another urgent appeal has come to this school for books to help build a library. The Ford Foundation has made a grant for the construction of a library for Berlin's Free University.

The responsibility for supplying the library with books has been accepted by the National Conference of Christians and Jews and

by World Brotherhood. The books are needed at once, and we here at the Institute should be particularly eager to help, as we should have many of the books which are needed and which we could give for this cause. Modern, up-to-date books are wanted. Only the latest editions would be useful. We are asked for those in the fields of law, medicine, engineering, architecture, and text books in philosophy, psychology, education, literature, sociology, economics, political science, history, anthropology, human relations, the physical sciences, astronomy, etc.

A list of titles needed has been sent us and all but a very few are the English editions. It is stressed that the latest edition is wanted in every case. Many of the books wanted are textbooks now in use by classes here at the Institute. Will anyone who wants to contribute, look over his bookcase and bring his contribution to the library. We shall take the responsibility of sending a list of books contributed to the collection center and for packaging and mailing. We especially ask instructors to look over their libraries for books sent from publishers.

### SMITH JEWELERS

LIBERAL DISCOUNTS TO RIT STUDENTS

Diamonds Jewelry Watches Repairs

In the Lobby Genesee Valley Bank Bldg. Broad and Exchange

### BOB'S DINER

Meal Tickets Available

Specializing in 60-Cent Luncheons, 80-Cent Complete Dinners and a la carte Service

75 Spring St.

Rochester, N. Y.



# RIT Includes Nine Training Areas

Members of the New York State Publishers Association visiting the Institute this week will spend much of their time inspecting the Publishing and Printing Department and the Graphic Arts Research Division of RIT.

They will see many changes and improvements since other visits they have made. Much of their time will be spent in meetings and discussions pertinent to their organization and their interests. Many of them will not have time to inspect other equally interesting parts of the Institute.

To provide a background and picture of the Institute, its program, and the kind of education it offers, the following resume has been prepared.

The Rochester Institute of Technology is a privately endowed non-profit-making institution dedicated to a continuously developing program of practical education.

Its history dates back to 1829 when the Rochester Athenaeum was founded. This organization was founded to advance self-education. In 1885 the Rochester Mechanics Institute was founded to provide technical training and a generally enlarged educational opportunity for the community that it served.

In 1891 the Institute and the Athenaeum were merged. Since then it has continuously developed and pioneered many ideas in the field of education.

Today RIT consists of nine operating departments which enroll students from all over the United States and from many foreign countries. Five of the departments are under the cooperative plan of education, where after a full-time freshman year students alternate between the classroom and related jobs in industry in their last two years.

The system of cooperative employment provides motivation by making the classroom theory more meaningful and also helps students to clarify their goals. In 1950-51 the 442 RIT cooperative students earned a total of \$527,191. Cooperative departments are Chemistry, Electrical, Mechanical, Food Administration, and Retailing.

The other four departments of the Institute are Applied Art, Photographic Technology, Publishing and Printing and the School for American Craftsmen. The first three of these make up the "graphic arts cluster" from which developed the Graphic Arts Research Division.

The Applied Art Department is a three-year, full-time program which prepares young artists for earning their livings as illustrators and designers. Students and faculty members of this department aid the graphic arts program by preparing special material for reproduction in the laboratories and in the student-Institute newspaper.

As might be expected in the world's photographic center, RIT's Photographic Technology Department has unequalled facilities, attracting stu-

dents from all over the world for its two-year intensive courses.

Students specializing in the technical side of photography, which means taking chemistry through quantitative analysis, are in demand by manufacturers of film and photographic equipment.

Photographs are supplied to the Publishing and Printing Department and the Graphic Arts Research Division for experimentation with reproduction. Students in a Photo-journalism course are taught to produce pictures especially for newspaper reproduction.

The School for American Craftsmen, incorporated as a department of RIT only 18 months ago, offers selected students two-year programs leading to craftsmanship in the hand arts of furniture making and design, metal smithing, weaving and textile design, and ceramics.

Servicing the nine departments is the General Education Department which supplies the instruction in the non-technical, or liberal studies. At least one quarter of the Institute's integrated curriculum is devoted to the liberal studies.

It was in 1937 that the Publishing and Printing Department was established at RIT through the promotion of the New York State Publishers Association and Institute officials.

The physical assets of the Empire State School of Printing, which had been founded by NYSPA in 1922,

were transferred to the Institute and classes were begun in the Eastman Building.

Another major part of the Institute's program is the Evening and Extension Division. Of the nearly 5,000 students enrolled at RIT last year, 3,343 were studying in the Evening and Extension Division in 320 different courses.

This division, besides its individual courses and diploma programs, offers the same degree as does the day school, the Associate in Applied Science degree.

In the last 25 years over 60,000 people have enrolled in this division.

The Counseling Center of the Institute provides a counseling and testing service for individuals and psychological services to industry. Thousands of young men and women have benefited through the counseling services of the Institute and as a result have found satisfactory solutions to their occupational, educational, and personal problems.

Although courses at the Institute run only two and three years, depending on the department, the students sponsor a full athletic program, including basketball, wrestling, fencing and baseball.

RIT teams compete against colleges which have a full four-year program and seldom do the Institute varsity teams have a losing season. Included in the building and development program is a new gymnasium.

# Sylvania Electric Gives Bulbs To PT Department, Publications

George C. Connor, general sales manager for Sylvania Electric Products Inc. is responsible for a lot of the flash bulbs you have seen being fired about the Institute lately.

During the course of a year the Photo Tech students, the Institute paper, and *Techmila* use many thousand flash bulbs. Ranging in price from about 12 cents to nearly 30 cents each.

Practically all of the bulbs being used by the freshmen on the Community Chest project this

year are coming from this source. The same is true for all the flash pictures in this and many other issues of the *Reporter*. *Techmila* is also sharing in this contribution because the photography done for the yearbook is largely of a training nature. The students of the Photo-Journalism class, who each use about \$50 worth of bulbs a year, are also benefiting.

Mr. John J. Zwald, sales representative for Sylvania, has been extremely helpful in working out the details of this project.

**"Chick-A-Rib"**  
**RESTAURANT**

Meal Tickets for RIT Students Only - \$6.00 Worth for \$5.00

**Dinners and Luncheons**

OPEN 10 A. M. TO 5 A. M.

**122 W. Main St. Rochester, N. Y.**

# Be Happy- GO LUCKY!



## LUCKIES TASTE BETTER!

It takes fine tobacco to give you a better-tasting cigarette. And Lucky Strike means fine tobacco. But it takes something else, too—superior workmanship. You get fine, light, mild, good-tasting tobacco in the better-made cigarette. *That's* why Luckies taste better. So, Be Happy—Go Lucky! Get a carton today!

When sending smokes to servicemen, And you don't know their choice, Send better-tasting Lucky Strike— And, oh, how they'll rejoice!

Jane E. Brown  
Le Moyne College

It doesn't take an engineer To figure out just why The truly fine tobacco makes A Lucky your best buy!

Seward D. Shukers  
Kansas University

The campus lesson I rate first Is L.S./M.F.T.— I let tobacco experts pick The finest brand for me!

Margaret Wayt  
West Virginia Univ.

PRODUCT OF The American Tobacco Company

**L.S./M.F.T.-Lucky Strike Means Fine Tobacco**

**JET**  
**DESIGNERS**

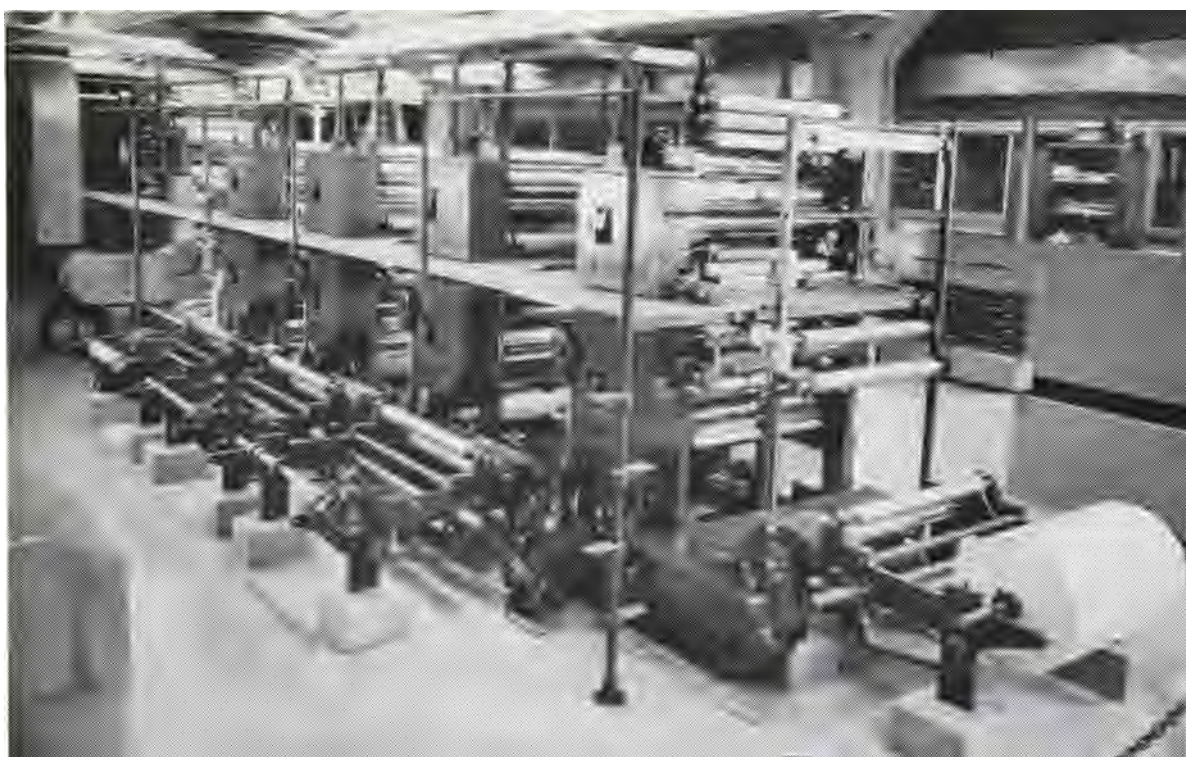
use the New  
**MICROTOMIC**  
—the Absolutely Uniform  
**DRAWING PENCIL**

● Absolute uniformity means drawings without "weak spots"—clean, legible detail. Famous for smooth, long-wearing leads. Easily distinguished by bull's-eye degree stamping on 3 sides of pencil. At your campus store!

**EBERHARD**  
**FABER**

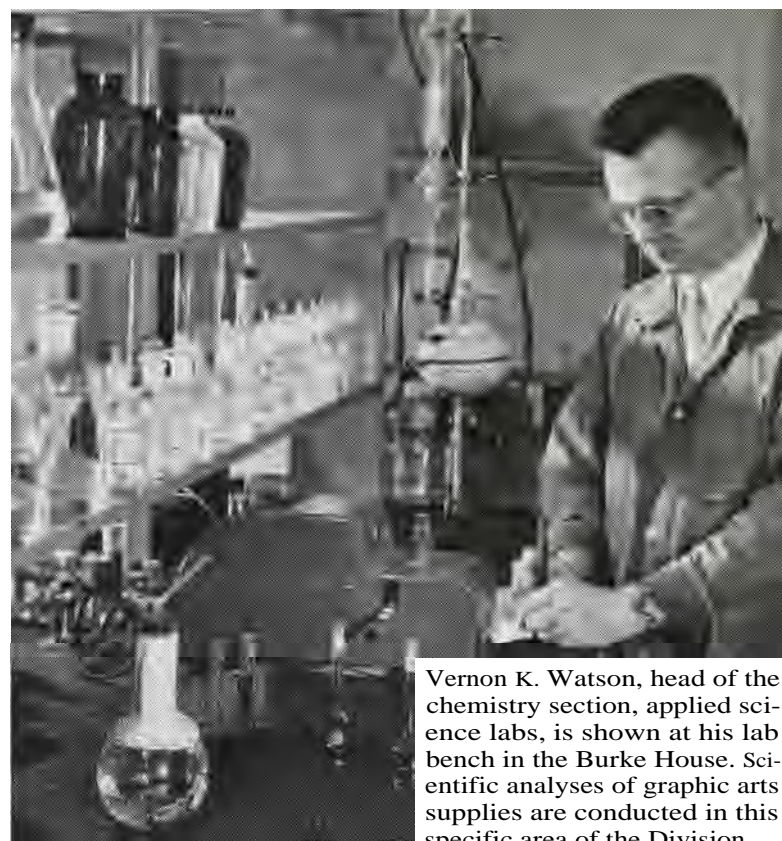
TRADE MARKS REG. U.S. PAT. OFF





This is a view of the ATF Webendorfer periodical press located in the basement of the George H. Clark Building. The press is 4-units, double-

deck perfecting—capable of printing 350 to 400 web feet per minute, or the press-rated speed of 12,500 impressions per hour.



Vernon K. Watson, head of the chemistry section, applied science labs, is shown at his lab bench in the Burke House. Scientific analyses of graphic arts supplies are conducted in this specific area of the Division.

## Offset Research Aimed at Applying Process to Newspaper Production

By HERB MORROW

Application of the offset process to the production of newspapers has led to quite an extensive testing and developmental program in the Graphic Arts Research Division at RIT. If newspapers can be produced by offset and excel in quality the present letterpress product—at substantially lower production cost—then continued research seems to be justified. The economical addition of color alone will do much toward selling this process to publishers and consequently to advertisers.

In connection with problems encountered in producing newspapers by offset, a series of tone reproduction tests and plate-coating solution tests is now in progress. These tests are designed to lead to the standardization (or requirements necessary for ideal reproduction and include studies of original photographs, negatives, plate-coatings, plate processing techniques, stock and press operation itself. Results at this stage are encouraging and warrant continued activity.

During this past year—the first year of existence for the new re-

search division—much emphasis has been placed upon the actual production techniques involved in producing newspapers by offset. Perhaps most direct application will be found in the smaller circulation field (10,000 to 30,000). The official publication of RIT, *The Reporter*, is produced on the web press; its circulation is approximately 10,000.

Establishment of the Research Division in January, 1951, marked the second phase of RIT's three-fold program in printing. Included in the graphic arts program are Education: the Publishing and Printing Department, formed in 1937; Research: begun three years ago but established as an independent division just one year ago this month; and Information Service: not yet in existence, but expected to be formed in the near future. Virgil P. Barta, physicist and technical supervisor is head of the Research Division.

Four departments are now included in the division. Applied science, relief plate, web offset and sheet-fed offset are the laboratories now in operation and further

expansion is planned to include sections in letterpress and gravure. The applied science laboratories, located in the Burke House, 130 Spring St., consist of the physics laboratory and two chemistry laboratories.

Fundamental research work on paper and ink is carried on here in collaboration with other research organizations. Immediate application is then made to the projects underway in the offset and relief plate laboratories.

Also located in this building is the sheet-fed offset laboratory in which many preliminary tests are made concerning quality of reproduction and the "proving" of new plates and coatings.

Results of these tests are evaluated before further work is undertaken on the web offset press.

Basic work of the relief plate laboratory is to provide lower cost and better methods in halftone reproduction. Photo Cast, a new method, using plastic plates, is now under development.

The web offset laboratory provides complete facilities for both tests and production runs on the

four-unit, web-fed, offset press. This laboratory includes a camera section, a step-and-repeat camera, graining room, layout and stripping, platemaking facilities and the pressroom.

With the facilities available for research in the graphic arts field, continued emphasis will be placed on all major problems which might be encountered in the transformation of a newspaper now being produced by the letterpress process, to one produced by offset.

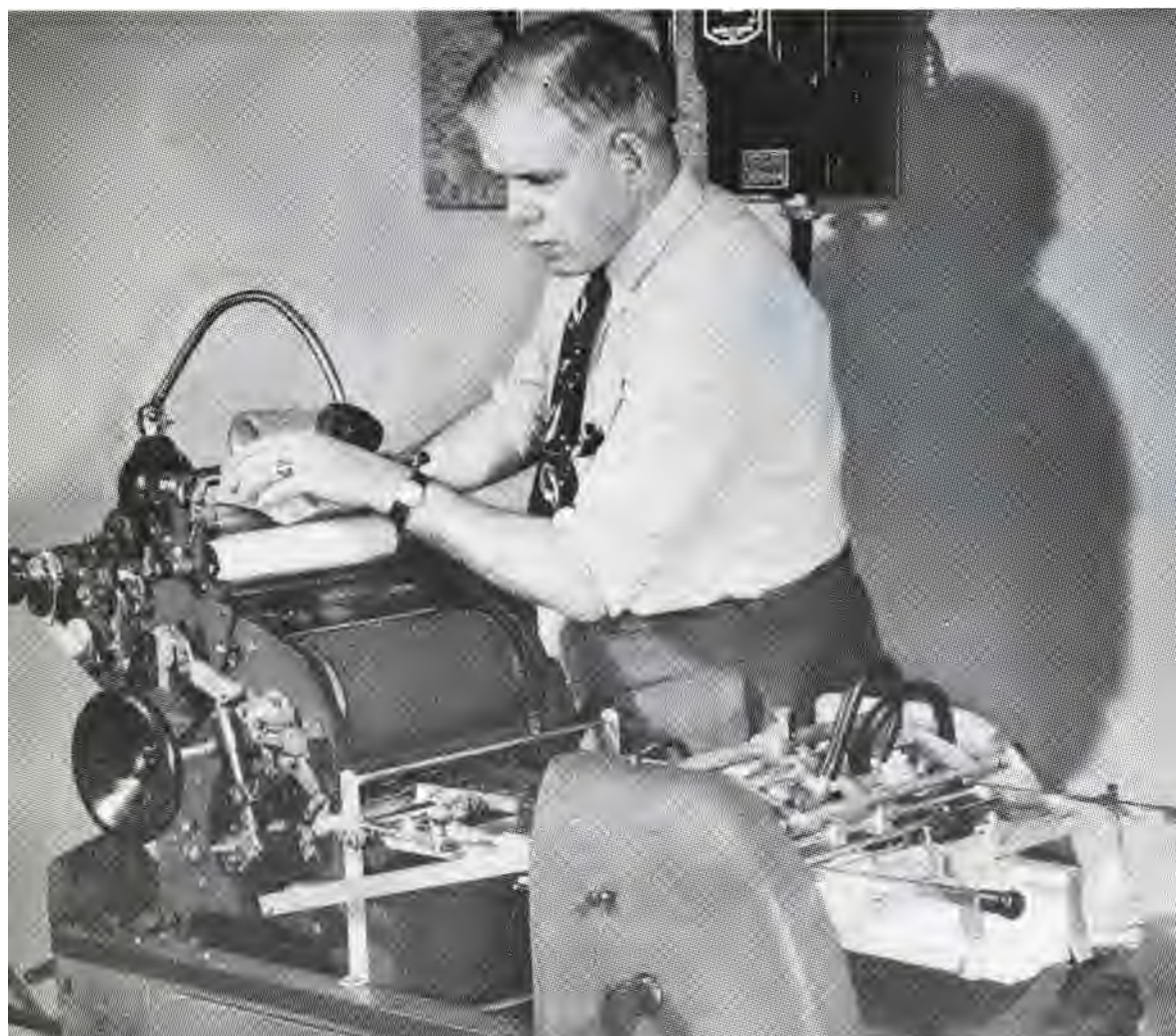
Much of the future work is expected to be directed toward ROP color and every attempt will be made to bring about the economical addition of this important phase of production. This may be the answer to the increasing demands for color and therefore permit newspaper publishers to compete more effectively with the inroads on advertising revenue now being made by other media.

The Research Division will continue in its basic program the continued emphasis on finding cheaper, better, and quicker methods of production.

Photos by Warren Rhodes



G. D. Williams, camera section, web offset lab, performs a camera setting. All of the camera work, layout and stripping and platemaking for the ATF Webendorfer press is done in the web offset lab. The Rutherford camera pictured here is used for color separation work made for the web press runs.



D. M. Cumming operates the Model 1250 Multilith in the sheet-fed offset laboratory of the Research Division. This press has been modified to

use Ektalith plates. Preliminary tests are made on this press to check the characteristics of subject matter and ink distribution.



Virgil P. Barta, physicist and technical supervisor of the Research Division, is shown at the photomicrographic equipment set-up in the physics lab, applied science section. Enlarged portions of printed reproductions are photographed and studied to evaluate quality and determine physical structure of materials. Cross-sections of paper may be enlarged many times and photographed to show fiber patterns and surface coating.





In the Publishing and Printing Department's production laboratory office procedures are carried on by students. Modern effective planning and control is part of the student's training program. A model job shop serves to acquaint students with conditions they will meet in the printing industry. Jobs are estimated and scheduled in the office and all work is carried to completion within the production laboratory.



Students learn by doing. Here a student gets experience in modern typesetting methods, utilizing a specially perforated tape from a Teletype-setter unit. Type is then automatically composed.



Student operates a rotary miterer in the department's hand composition room.



Student is shown operating a paper drill in the department's production laboratory.

## Publishing & Printing Dept. Carries Role Of Education in Graphic Arts Program

The role of education in the graphic arts program of the Institute is carried on by the Department of Publishing and Printing.

For members of NYSPA who, under the leadership of Frank Gannett, gave the Department its beginning by founding its predecessor, the Empire State School of Printing, following is a progress report of what has happened to the Department at the Institute. In 1937 the equipment of the School then located in Ithaca was moved to RIT and became the beginning of the Department of Publishing and Printing.

Eighteen students enrolled in the first classes. Last year there were enrolled 188 daytime students, and 136 evening and extension students have already enrolled in the first semester of this year.

Facilities of the department have increased tenfold, and space since the first year has increased about seven times. Today facilities and equipment are estimated to be worth nearly a million dollars and occupy 28,000 square feet.

The amount and variety of equipment used primarily for training purposes makes the department the

best equipped school of printing in the world.

The scope of the training programs offered in the Department of Publishing and Printing has been greatly broadened in the 15 years of its existence at the Institute. Fulltime programs require two years of 38 weeks and two summer terms of eight weeks each, or a total of 92 weeks of study.

Included in the first-year curriculum are fundamentals of printing and lithography. Several choices of major emphasis are available to second-year students beginning with the summer session. These major areas are letterpress printing, offset lithography, and printing layout and design.

Each major program includes necessary related, technical, and general education courses. Among the general education courses are Business Law, Economics, English Communications, Psychology of Human Relations.

In addition, courses are taught in Advertising and Selling, Estimating and Costs, Printing Plant Management, Production Planning and Control, Publication Writing, and Report Writing. Since 1950 completion of the program has led to the Associate in

Applied Science Degree. RIT was the first to award this degree in New York State.

A follow-up study of graduates of the Department is nearing completion. This study will give a definite record on the history of the graduates regarding placement, advancement, salary, geographical location and other essential details.

The placement record for graduates is outstandingly good. Many seniors complete initial employment arrangements weeks or months before graduation. Some students have arrangements with employers before entrance. For many years the demand for graduates has exceeded the supply.

Geographically, graduates and former students are engaged in printing and graphic arts activities in practically all sections of the United States, in Hawaii, and such foreign countries as Canada, Turkey, Norway, and Iceland.

Many more graduate and former students are engaged in various phases of letterpress printing than in offset lithography. This is largely due to the fact that courses in letterpress printing have been given since the department was founded in 1937, while work in offset lithography was

begun in 1946.

In the early years of the department, the majority of graduates sought employment in the various printing crafts, but since World War II there has been a marked increase of those obtaining initial employment in such areas as supervision, estimating, production, selling, and various technical activities. In recent years probably half of the graduates have entered employment in the crafts and about half in other positions.

In the period 1937-1951 about 650 students have enrolled in full-time programs of study in the department. Over 400 will have completed the full program by the end of the present school year.

Working in cooperation with the Department of Publishing and Printing are the Applied Art and Photographic Technology departments. Students and faculty members of these two departments aid by preparing special materials for use in experimentation on the presses.

Students of Photo Tech are staff members of the RIT Reporter and are working at improving methods and techniques of preparing photographic material for better reproduction when printed.



Students get experience in actual production problems by working in the school's production laboratory or by planning special pages such as

these students are preparing for the student yearbook. Other students get practical production experience by working on the NT Reporter.



Offset procedures are explained and carried on by students in the offset laboratories. Here a student is shown preparing a zinc plate for production in the offset pressroom.



# PT Freshmen to Make Chest Drive Pictures

Plans are being made to have the freshmen of the Photo Tech Department make pictures for the coming Community Chest campaign. This unique project was initiated experimentally last year.

Paul McFarland, director of public relations for the Community Chest, and C. B. Neblette, supervisor of the Photo Tech Department anticipated that a cooperative project of this nature could be of great benefit to both organizations. The results last year were so gratifying that it is now planned to repeat the project this year.

Several hundred photographs were made last year in 35 Chest agencies. This gave the students a

most stimulating and valuable experience in doing press photography of a professional nature, at the same time making available to the Chest an excellent selection of outstanding human interest pictures.

A great many pictures were published in a Community Chest pamphlet, of which several hundred thousand copies were printed for local and national circulation. Two double page and several single page spreads were used in the local papers. The *Rochester Catholic Charities Review* was exclusively illustrated with RIT photos from this project, and about 60 of the original prints were displayed at Kodak Office and Lincoln Rochester Bank offices.

Eastman Kodak Company has again offered to provide film for this project. Haloid Company is also providing all necessary photographic paper. The Sylvania Electric Products Inc. is most generously providing the necessary flash bulbs. With all these organizations working together this is indeed a Community project.

## Alumna to Assist At Kodak Cafeteria

Dorothy S. Chasey, FA alumna has been named assistant manager of Kodak Office cafeteria, according to David H. Fulton, assistant treasurer.

Mrs. Chasey, who has been associated with Kodak since 1945, attended ea schools and studied dietetics and restaurant management at RIT and the University of Chicago.

A member of the Rochester Dietetic Association and the Rochester Steward and Caterers Association she resides at 5 Winslow Ave.



RIT's Ronald Freiman (16) gets set to sink another one for the Techmen. Freiman piled up 33 points in RIT's 78-60 win over McMaster University of Hamilton, Ont., Dec. 14 at Jefferson High.

# RIT Nets Win Over McMaster

By HENRY WESTPHALEN

Tech's varsity five won their third game in a row by defeating McMaster University, 78-60, at Jefferson High on Dec. 14.

Ronnie Freiman racked up 33 points and was a bulwark under the boards. He brought the crowd to its feet with his outstanding play. Arnie Bishop was next in the scoring department with 22 points. His rebound work was also a big factor in the win.

Coach Lee Fox's squad was pressed by McMaster throughout the first half. At halftime RIT led by three points 38-35, after having trailed during most of the first period.

Then as the third period began, Freiman scored three straight goals and a free throw. Bishop and Freiman combined to put RIT in the lead permanently.

Summary :

RIT			McMASTER				
G	P	T	G	P	T		
Hauer, f	4	0	8	Foreman, f	3	2	8
Westphalen, f	0	0	0	Darrigh, f	0	0	0
Freiman, f	12	9	33	Wright, th, f	1	0	8
Parry, f	0	0	0	Kara, f	1	0	2
Bishop, f	8	6	22	Stanley, c	4	2	10
Kalasz, c	0	0	0	Pugliese, c	0	0	0
Landman, g	1	7	9	McLugart, g	2	0	4
Kotin, g	0	0	0	Wooly, g	7	3	17
Henry, g	1	0	2	Hawke, g	0	1	1
Kendrot, g	0	4	4	Kurtz, g	4	2	10
Total	26	26	78	Total	22	16	60
RIT	18	20	78	15	7	78	
McMaster	19	16	60	8	17	60	

Referee, Mustari. Umpire, Ryan.

**CHESTERFIELD - LARGEST SELLING CIGARETTE IN AMERICA'S COLLEGES**

**AT - MISSOURI**

The Bengal Shop  
*We certify that Chesterfield is our largest selling cigarette by 2...to 1*  
 SIGNED... *W.C. Harris* PROPRIETOR

**2 to 1**

*because of*  
**MILDNESS**  
*plus*  
**NO UNPLEASANT AFTER-TASTE\***  
 \*From the Report of a Well-Known Research Organization  
**and only Chesterfield has it!**

**CHESTERFIELD CIGARETTES**  
 LIGGETT & MYERS TOBACCO CO.

Copyright 1957, Liggett & Myers Tobacco Co.