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Commercial Papers and the News

An address on the subject of modern journalism was delivered at Yale University last year by the editor of one of the large daily newspapers of the country. The speaker, a man famous in his field, presented his views in an effective manner, advocating the introduction of some new features into our daily pages and omitting some others already existing.

While we may not all agree with him on some of his ideas, none of us is qualified to contradict a man so much more experienced in the field of journalism than we are. However, we might find it interesting to apply (in imagination only) some of his ideas to the *Armour Tech News*.

In the first place, the speaker mentioned above recommends the use of colored paper by newspapers. He points out the more life-like appearance made by pictures printed on pink newsprint as compared with those on the ordinary white stock. He sincerely regrets that the men who discovered the superiority of pink paper were those who published the more "racy" periodicals. It is because of this association of colored paper with "yellow journalism" that people in general are opposed to its use for more than a few pages of any paper.

Try to imagine what your own reactions would be if the *Armour Tech News* were to publish its next issue on pink paper. Probably your first thought would be that the *News* had become a turn-coat and had started to follow the principles of the more radical of our daily news-organs. No, such an idea would be completely out of place in such a paper as ours. The prejudice against colored newsprint is far too strong for us to consider adjusting it even if we were so inclined.

The second important item that met with the hearty approval of the speaker previously mentioned was the use of "screamer" headlines. This is a feature of the modern commercial newspaper that received a much better response from the public than did the colored paper. Such headlines proved their value and popularity so quickly that they are now used quite generally.

However, such headlines lose much of their value when used on college newspapers of the type of *Armour Tech News*. It is true that often, when the school is located in a small town, the college publication is also the news-organ of the municipality. In such a case the "newcomer" head would still retain some of the value attributed to it by the commercial newspapers.

The *Armour Tech News* has never used headlines to any great extent and during the past year has used almost none at all. Such an abstinence from headlines increases their value when they are used.

The speaker at Yale was viewing the subject of headlines, as he himself says, not from the artistic standpoint but from the commercial. In the case of the *News* the commercial advantage is removed and little remains but the artistic.

"The Slipstick"

Cleave to "The Slipstick"; let
the Slapstick fly where it may.

Buy Your Tickets Now!!



Here's one chance for all you seniors, juniors, sophomores, and freshmen to see your senior, junior, sophomore, and freshmen friends in a vastly different attitude than in a calc quiz or a thermo problem.

As a rule they are on their good behavior at a function of this kind, for obvious reasons. On the other hand, Mr. Krafft might perchance find some good track material.

You will remember that this is not the first time that Waddy Wadsworth has played for us. If you seniors remember "way back when" when you were freshmen, you will recall that he furnished the accompaniment to our Freshmen Informal.

Don't sit at home that Friday evening and mope. Join the frolic!

Remember, seniors, it's your last chance as seniors (we hope) to attend a senior dance.



"Brethren and sistern, when de las' day arrives dere shall be weeping and gnashing ob teeth."

"Oh Lawdy, Lawdy!!"

"Sister Mandy, what am it dat ails yo'?"

"I aint got no teeth."

"Hm, er, teeth will be furnished," added the kindly parson.

Of Importance to Smokers

The smoker season will soon be on in full swing. A. I. E. E. and A. S. M. E. smokers are to come off pretty soon. The other technical societies will be doing likewise.

For this reason we advise an immediate purchase of guaranteed smoke rings: We are acting as local agent for a reliable manufacturer of smoke rings which are guaranteed to be perfect under all conditions of temperature, pressure, and humidity.

"Never Faile" Smoke Rings are a product of umpteen years of research and improvement and represent the apex of perfection. They may be carried very conveniently in the handy box of twelve in the wallet or purse without flattening or crushing.

Individually wrapped in moisture-proof cellophane, "Never Faile" Smoke Rings are a bargain at half the price. Act now! Only a few more left! One man bought six!

The photog committee has completed its work of selecting the studio where the best pictures may be made. It has been said that the committee members have been so engrossed in their work that they have cut classes right and left.

That's the way, men, always look out for your classmates' best interests.

Quite a bit of favorable (and, of course, otherwise) comment was heard in regard to the "TECH SNORTS" department of the colyum of last issue.

If you pick up a bit of scandal, some student wisecrack, or some freshman caper which might interest the rest of us, drop a line in the Main Floor contribution box.

"The evening cloak," explained one clerk to another, "was a redingote design in gorgeous brocade with fox fur and wide pagoda sleeves."

After twenty-five minutes of this, the long suffering customer broke in with:

"I wonder if you can supply me with a neat red stamp, with a dinky perforated hem, the tout ensemble treated on the reverse side with gum arabic? Something about two cents."

SOLVED

"Taxi, sir?"

"Thanksh, mush obliged—wazh jusht wondering what it wazh."

And so the senior bowlers have challenged the faculty. It wasn't enough for the rifle club to attempt such a thing but now somebody wants to use bowling balls—my dear, no, they couldn't even attempt to do such a thing to the faculty.

Teacher: "Johnny, can you define nonsense?"

Johnny: "Yes, teacher, an elephant hanging over a cliff with his tail tied to a daisy."



Don't, dear reader, don't get sick next Thursday, for you'll have work to do the following Monday.

We join all classes in thanking the faculty for reserving those little love letters, often known as flunk notices, for their distribution after the holidays.

The Bongineer.

REVIEWS

CULTIVATING PERSONALITY

By William S. Walsh

What is this thing called personality? A bright freshman wrote a theme a few years ago in which he defined it as "what Clara Bow's got lots of", but that definition perhaps was as unjust to Miss Bow as it is to the idea. He's a senior now so don't hold it against him. The gentleman whose name heads the column has a few words to say on the subject; you'll find him considerably more illuminating.

The title "Cultivating Personality" is a modest one; this book is much more than a presentation of how to astound your friends in ten days or your money refunded. In a readily understandable manner, Dr. Walsh discusses the psychological background of personality, its development, and the common faults which in many of us militate against the acquirements of a pleasant character. Most valuable of all, he offers constructive counsel based upon what will at once appeal to us as scientific treatment.

The subject matter is presented in an entirely practical way, prepared for and applied to every day life. Be warned that some of his examples of disagreeable personality traits are going to strike pretty close to home. There's no getting away from the fact; we all have them in varying degrees. Walsh's attitude is the quite sensible one that once they're dug out and brought into the light of reason, the battle is half won. So that accounts for a series of chapters on snobbishness, shyness, irritability, depression, anxiety, and derogation or plain meanness. He shows how these things come about and why, how they react upon us and, externally, upon our fellows, how they may be discovered and subjected to the proper treatment.

A defense set up by most people is that their character is born, not made; that their traits of personality are fixed from birth and hence, efforts at self-cultivation are useless. It's no good; they're simply trying to excuse themselves for their weakness, attempting to justify a laziness of character by a defense mechanism. And you'll read all about them in the book. "Off with the mask, dirty Jack Dalton, we know you now."

Cultivating personality is a slow process and a long one. The authors plan of treatment is: first, an honest endeavor to know ourselves as we really are, without alibi or self-justification; second, a courageous stand in facing the facts we discover; and third; a constant striving to rid ourselves of objectionable mental traits. It shouldn't take much reaction to convince us that it's worth while; in this highly competitive system of today, it's just as important to be able to get along with people as it is to have the ability to apply technical knowledge. I am convinced that those salary scholarship curves presented by General Rees last week might go through some wild distortion if they were applied on a broad scale and the disturbing factor would be personal likeableness.

I understand that a senior is going to spend his life digging bones in the Mojave Desert. He needn't read "Cultivating Personality." For the rest of us, there is a copy right off the press down in the Library. Get your reservations in before the snow falls.

Morton Fagen.

Plane Wheels Stand Up Under Four Tons

Think of expecting a single pneumatic tire of an airplane landing gear to stand up under a load in excess of four tons without crushing. Yet the aeronautical experts of the Society of Automotive Engineers report the testing of air-wheels with inflation pressure up to 25 pounds per square inch and loadings up to 9600 pounds. The results indicate that shock-dissipating mechanisms should be used in conjunction with air wheels. Aircraft landing gears are made with springs, rubber, air, and oil shock-absorbing media. The best combination so far obtained seems to be the oleo-pneumatic or oil and air. It is the lightest and can be made to offer the least aerodynamic resistance

THE ART OF SOUND PICTURES

(by W. B. Pitkin and W. M. Marston)

The advent of the sound effect into motion pictures has revolutionized that industry. Today, the fever of violent change and upheaval is abated somewhat and the tense excitement which a few years ago shook Hollywood has to some degree subsided. Out of the chaos a new art has come, that of producing sound pictures.

In "The Art of Sound Pictures," widely known psychologist, W. M. Marston, and an authority on story writing, W. B. Pitkin, join forces to analyze the field. Their work is primarily a guide and handbook for the scenario writer, dealing in complete fashion with all the elements that go into the production of a successful screen script: the wants of the public, the limitations imposed by censorship, the use of suspense, coincidence, character and dialogue, and the employment of sound effects. An unusually thorough treatment of the feelings and emotions experienced by various types of motion picture audiences is given, based on the experience and psychological laboratory work of William M. Marston.

It was interesting to find that the movie-going public is considered as being without intellect, relying primarily upon instinctive reactions to stimuli. There's an idea. Tell the girl friend that movies aren't made for her highly intellectual type; bridge (at home) is so much more uplifting. Your reviewer disclaims all credit for the plan and all responsibility for the consequences arising therefrom. He has troubles of his own.

To get on with this business. The rather complete treatment of the technique of sound pictures is only part of the story. In addition, there is contained a brief account of the mechanics of productions written in quite elementary style. The equipment used in recording and reproducing, the details of photography, with sound, and the technical features of color movies are all presented in simple terms understandable by anyone able to spell out the words. Perhaps this "I am May" treatment may seem a bit childish, but keep in mind that the purpose of the book is to guide story writers along the rocky road to fame. They have little need for analyses of attenuation networks and sechlike. Very properly, this section on the mechanics of the art is handled in a broad, general way.

Well, anyway, these two guys wrote a book and it's keen stuff. Lots of dope that'll wise you up on these here squawkies.

Morton Fagen.

Rodebush Speaks to Chemical Society

The regular monthly meeting of the American Chemical Society, Chicago section, was held last Friday evening at the City Club. Dinner was served at 6:15 to approximately one hundred and twenty-five members.

The speaker of the evening, Worth H. Rodebush, was introduced immediately following the dinner. Dr. Rodebush is a capable speaker and has had much experience in the chemical industry.

Dr. Rodebush has devoted much of his time to research work in the realm of physical chemistry including work on atomic structure, vapor pressure of metals, and the magnetic properties of atoms.

Paul N. Leech of the American Medical Association's chemical laboratory staff spoke to one of the groups on "Examination of Medicinals." This included the importance of records in analytical work.

In the Organic group, F. W. Sullivan of the Standard Oil Company of Indiana addressed the members on "The Relation Between the Chemical Constitution and the Physical Properties of Lubricating Oils."

Simon Freed of the University of Chicago, addressed the Physico-Chemical group on the "Electronic Isomers in Crystals and in Solution." Dr. C. B. Davis and Dr. G. M. Curtis, also of the University of Chicago, told of "Blood Iodide Studies in Thyroid Disease."

An elementary lecture table demonstration on the reduction potentials was given by F. T. Gucker and F. A. Van Atta.

Professor H. A. Vagtborg

(A Biographical Sketch)
By Franklin W. Paine

Harold Alfred Vagtborg, Assistant Professor of Municipal and Sanitary Engineering was born in Copenhagen, Denmark. His education was received first in Chicago, and then at the University of Illinois where he was awarded the degree of Bachelor of Science in Municipal and Sanitary Engineering.

While at the University, Professor Vagtborg was editor of the *Technograph*, the publication which corresponds to the *Armour Engineer*. His activities included the chairmanship of student inter-college debating, membership in the Engineering Council, and work on special hydraulic problems for the Department of Theoretical and Applied Mechanics. In addition he was host at the Engineering Open House.

Professor Vagtborg has written articles on sanitation and water supply for the professional journals at various times. He is a member of the following societies: W. S. E. A. S. C. E., Illinois Society of Engineers, Central States Sewage Works Association, and the South-west Water Works Association. He is also a member of the Executives' Club of Chicago.

Until last year, Professor Vagtborg was in charge of concrete work for a construction company. He made special studies on pouring concrete in cold weather. Applying the principles, an eleven story concrete skeleton building proceeded at a rate of three floors a week in zero weather. Later, Professor Vagtborg supervised the construction of three hotels, and the Pierce Arrow Service Station at 25th street and Federal. He also supervised the building of the 600 car garage at 56th street and Stony Island.

Since January, 1930, he has been a member of the firm of Allen and Vagtborg, Inc., Consulting Municipal and Sanitary Engineers in Chicago, who are engaged in the design of water systems, treatment plants, reports, sewage disposal plants, etc. for various municipalities in the central states.

Professor Vagtborg is now advisory engineer on sewage aeration by special methods for the Engineering Experimental Station, University of Illinois.

While at the University of Illinois, Professor Vagtborg became a member of the following fraternities: Kappa Delta Rho, Sigma Tau, Honorary Engineering Fraternity; Pi Delta Epsilon, Professional Journalistic, and Mu San. Professional Engineering Fraternity.

Sewage Plant Visited By Junior Chemicals

The junior chemicals completed the last of a series of water treatment examination tours with their inspection of the North Side Sewage Disposal plant at McCormick road and Howard street last Thursday afternoon.

The waste matter comes in through two large mains and is passed through a seven inch mesh screen to remove larger debris before it is pumped by the centrifugal pumps, which with seven large air blowers, are located in the pumps and blower house.

Leaving the pump house, the sewage flows by gravity at the rate of seven feet per second into the grit chamber where the sand and heavier particles settle out. It is then run through five-eighths inch screens into the clarifying tanks where from 5 per cent to 50 per cent of the solid settles out. A percentage of activated sludge is now added, and the whole is aerated in long tanks. After the treatment, the sewage is run into the final settling tanks and the clear liquid is drained off into the canal.

The chemical laboratory was visited, and it proved of great interest to the juniors because of its modern equipment. It is here that organic tests are made of the efficiency of each of the various processes. It is a fact that during dry weather, due possibly to a lack of an excess of water, the treatment does not leave the water as clear as in rainy weather.