

## Alumni Hear Ad Man Talk

Mr. Adolph H. Fensholt, president of the AHP Advertising Agency in Chicago, spoke before the Alumni Association last Friday on "Friend or Enemy?"

Mr. Fensholt first pointed out that Advertising meets criticism in intellectual circles because of the contention that it encourages needless spending, prodding people into acquiring more; creating want.

He defended advertising in this manner:

"Franklin Roosevelt was elected on a platform that called for a government guarantee of 60 million jobs. To guarantee this many jobs meant that everybody must be producing and buying.

"Distributing the fruits of production may be done in a totalitarian way which the country does not seem to want or by sales promotion—by advertising.

"To sell everything produced, persuasion is necessary and to maintain life as we know it now, advertising is a necessity."

In conclusion Mr. Fensholt stated, "Before you can decide whether advertising is friend or foe, you must decide which philosophy you believe in.

"If you believe in a standard of living, advertising is a friend. If you believe in a simple life without modern complexities, advertising is an enemy."

## IF Council Votes to Admit Daedalians

The Interfraternity Council passed three amendments in the meeting at the Triangle house last Thursday evening.

The first amendment provided three standing committees. These committees were: The social committee, to be composed of the social chairman of the various fraternities; a trophy committee to take care of the engraving of cups and location thereof; and a constitutional committee whose duty it is to interpret the constitution.

The second amendment described the regulations for the scholarship cup competition. These regulations were erroneously omitted from the original draft of the constitution. The third amendment was presented by Roland Fisher and provided for a reviewing board for disputed sporting contests. All three amendments were unanimously passed.

The Daedalians formally petitioned for entry into the interfraternity council and were accepted by an unanimous vote.

The Sigma Alpha Mu will be hosts to the IFC for their next meeting December 19th.

## Public Speaking Among New Electives Offered

Larger and more varied selections of liberal arts electives are being offered for the coming term. English 209, fundamentals of speech, one of the new courses, is of special interest since its inception is due to the great interest exhibited by the students in such a course. This course is a prerequisite of English 210, also a course concerning public speaking. Professor Harvey Webster and Professor Mentor Williams, both of whom have had considerable experience in the field of public speaking, are tentatively scheduled to teach the course.

Since English 209 is a sophomore course, juniors and seniors will be unable to credit it as their liberal studies elective, according to the Division of Liberal Studies.

## Dr. J. H. Rushton New Ch. E. Head

The appointment of a new director, in the chemical engineering department has been announced by Dr. Henry T. Heald, president.

Dr. John H. Rushton has been appointed director of the Institute's chemical engineering department to replace Harry McCormack, who has retired after forty-two years with the Institute.

Dr. Rushton, who was chief of the government chemical engineering section controlling oxygen research for the Army and Navy during the war, has been chairman of the chemical engineering department of the University of Virginia since 1937. He carried both his undergraduate and graduate studies at the University of Pennsylvania, receiving a doctor's degree in 1933.

Mr. McCormack, who has been with the Institute since 1904, has the national distinction of having headed a department for thirty-eight years. He is a graduate of Drake university, with a master's degree from the University of Illinois. Well-known in the chemical field for his extensive research and writings, and for the designing and developing of the first synthetic phenol plant in the country, Mr. McCormack is also known as a consulting chemical engineer for many industries throughout the country.

## Armour Eye Visits Deutch Studios

Armour Eye held a meeting at 8 p.m. last Wednesday evening in the Deutch Studios at 75 E. Wacker. Members of the club had the opportunity to look through the complete collection of studio photographs before Mr. Deutch gave a lecture on lighting technique.

Using a plain box as a subject, he first demonstrated the use of one main light source, adapting the other lights as spots and fill-ins. With a plaster head model, Deutch emphasized his theory that subjects are, after all, three dimensional and one of the photographer's duties when taking a picture should be to bring out this tri-dimensional quality of his subjects.

In his last illustration on lighting technique, Deutch selected a live model as a subject. After this members of the club were given the opportunity to try their hand at setting up a lighting system of their own, subject to the criticism of Mr. Deutch. At the close of the meeting all members were invited to inspect the Deutch Studio dark room.

## SAM Schedules Trip to Milwaukee This Thursday

The Society for the Advancement of Management in accordance with the highest standards of professional societies is featuring a season of lectures and a series of projects in which "Every Member an Active Member" is the theme. Field trips, professional talks, management surveys and other activities are included in this season's program. The highlight of the fall semester will take place this Thursday when the entire unit will visit the A. O. Smith Company in Milwaukee.

In addition to the monthly business meetings, the semester field trips and the frequent lectures, many other features and events are planned. Bob Hamilton has planned five projects which the entire unit is now setting into operation. These projects include a Junior Week exhibit, a public relations staff, a unique employment service, a system of I.E. department counseling, and a general survey of the production methods used in Chicago firms.

## Interview



Photo by Hattal  
ABC MAN—Eddie Hubbard, master of ceremonies of the Chesterfield ABC Club, passes around the cigarettes as he interviews Bob Czeropski and Pat Vedol. The program was broadcast over WIND Thursday night.

## Public Law 16 Vets: Get on the Ball!

All veterans under Public Law 16 who have not as yet reported for the month of November should report immediately to the Veterans Administration office at the south end of the SU.

Howard Riesstag and Frederic I. Hand, training officers from the Veterans Administration, have been recently assigned to IIT. Hand, who has replaced Corrado De Sylvestre, has been given permission to dispense surplus books and supplies, which he is able to obtain from the Veterans Administration. Jack F. White, Dean of Students, reported that the closet adjoining the ITSA office would be available for the storage of these books and supplies.

Hand indicated that the student body will be notified through *Technology News* as soon as the equipment becomes available for veteran sales.

## 11 Pledges Initiated By Mech Honorary

Pi Tau Sigma, national honorary engineering fraternity initiated eleven pledges last Thursday evening. The men underwent a two week pledge period during which they were required to learn prescribed information about the fraternity and Illinois Tech in general.

The initiates were: Eric Eckburg, Oliviero Henojosa, Albert Bourdon, Don Elliott, Paul Larson, Kurt Kuhnle, Ed Suhr, Gerald Schneider, Walter Zwerzycki, William Porcelli, and Victor Sklar.

A dinner in the honor of the new actives was then held in the East Dining Room. Present at the dinner were Robert Rose, faculty member, and Dr. Roland Budenholzer, honorary members; the latter passed around cigars announcing the arrival of a baby boy to him last Thursday. Miss Lois Graham, an alumnae member from Rensselaer Polytechnic Institute, was also at the banquet.

## New By-Laws Adopted By AIEE; Gross Speaks

To operate more effectively and efficiently, the AIEE adopted a new set of by-laws at their meeting last Friday, according to Dudley Budlong. The changes made affect the operation, organization, and methods of electing officers.

One of the amendments adopted is completely new to IIT. It states that to be eligible for an office in AIEE, a person cannot hold an office in any other professional organization or engineering honorary. This amendment was adopted to insure the election of officers who could devote the necessary time to discharge their duties.

Following this Dr. Eric Gross, the faculty advisor, told of how the "Electrical Engineer," and AIEE publication, would soon be changed to contain the type of material understood by the students.

## Theatre Ticket Prices Reduced

The English Department is inviting all Tech students to use the member's coupon of the Goodman Theater to buy \$1.20 tickets for \$1.00 for all performances. This coupon may be obtained in the English office, Room 303C. Anyone who uses the coupon can buy as many tickets as he wishes at the member's rate. The only stipulation is that the coupon be returned to the Department the next morning so others may use it.

The Goodman Theater, an adjunct of the Art Institute of Chicago, is a school of the theater. The group presents a different play each month, from October through May. There are fifteen performances a month beginning the first Thursday of the month and running consecutively except Sunday and Monday. There are three weekend performances and a matinee on the last Thursday.

The current play is Lennox Robinson's, "The Far-Off Hill". Telephone reservations are accepted ten days before the first performance.

The bulletin board of the English Department outside of Room 303C, has a schedule of these plays and also of the productions of the Northwestern University Theater.

## IRE and AIEE Conduct Membership Campaigns

As part of their membership drive the IRE, in conjunction with the AIEE, will operate a booth next Friday morning at 11:00 a.m. in the Student Union building. Applications for membership in the local and national chapters of both IRE and AIEE will be available. This arrangement is part of the effort for closer cooperation between the two organizations.

At the last meeting of the IRE, movies, part of which were in cartoon form, were shown on electromagnetic waves. Richard Gates, president, is planning a field trip for the group to be held later this term.

## Rifle Club and Team Meet Every Monday

The Rifle team and the Rifle Club have consolidated so that now the meetings are held jointly every Monday at 5 p.m. in the Navy Building. Separate sets of officers are maintained for each organization, and both have announced there are openings for prospective members.

Matches are to begin in the middle of January and continue until a series of 18 or 20 of these intercollegiate meets have been completed.

## J. Pierce Lists Advantages Of Research Work

"Industrial Research—A Career in Engineering" was the title of talk given by J. Pierce before the student branch of the American Society of Mechanical Engineers last Friday. Mr. Pierce is supervisor of the Heating and Heat Transfer research group of Crane Company and is doing graduate work here at present.

Bob Boyar, president announced that Dr. J. T. Rettaliata, director of the ME department, will address the ASME at their meeting to be held Thursday evening, December 19. His talk will trace the evolution of the gas turbine as it is associated with jet propelled aircraft. Modern jet aircraft will be discussed along with future possible applications including the use of jet propulsion as a power source for automobiles.

Industrial research has expanded to almost twenty times its 1920 level and the number of people now employed in research has almost doubled in the last six years stated Mr. Pierce. Many industries including the plastics, synthetic rubber and electrical lamp industries owe their present existence to research, he continued.

While in school, a man interested in research should learn to develop his ideas in written and oral form along with a technical background in the field of his interest. Research men must be able to sell their products to men in the other departments of the company.

Research men must be able to interchange ideas with their associates with complete open mindedness towards the ideas of others. Cultivation of study habits developed during school coupled with the ability of concentrating are traits of the successful man in research emphasized Mr. Pierce.

Primary goal of research is to make profits for the company. The goal is reached through various steps—pure research, basic applied research, and development research.

Basic applied research takes the products of pure research and determines which may be used by the company to make profits.

Development research transforms, by the use of pilot plants, etc., the results of basic applied research into commercial products.

Mr. Pierce graduated from Purdue in 1936 and has been employed by Crane Company since then. He is now supervisor of the Heating and Heat Transfer Research group and attends Illinois Tech's graduate school.

## Chi Epsilon Pledges Seven Civil Engineers

Seven junior and senior civil engineering students were pledged to Chi Epsilon, national civil engineering honorary, at the ASCE fellowship held last Friday evening. Those pledged were: Ivan Damewood, Edgar Fey, David Obert, James Old, Beldon Ostrum, Arnold Rosner, and Ernest Vlad.

The pledge period is taking place this week, with pledges carrying range poles and rivets, two important symbols of civil engineering.

The group recently announced the selection of Raymond Sauer as faculty advisor, to succeed Prof. John Mangold, who passed away last spring. Additional officers for the term were also announced at this time. Those elected were: Vice-president, Kenneth Miller; secretary, Burton Lewis; treasurer, Herbert Reisman; and pledge-master, William Mathia.