

Education, Industry News

Nearly a quarter-million students are in accredited engineering colleges, the highest number since, and almost equal to, the all-time high of 1947, when World War II veterans were in school, according to figures compiled by the U.S. Office of Education and the American Society for Engineering Education. Electrical engineering is the most popular specialty, although up to this year, mechanical engineering led the field. Civil, chemical, industrial and aeronautical engineering follow.

At the same time that the ASEE announced these and many other statistics regarding the engineering college population, it announced that in cooperation

with the Midwest College Placement Association it has prepared a new "code of ethics" on Recruiting Practices and Procedures. The code says, in effect, that industry, colleges and students must especially seek to be prompt, businesslike and honest in their placement activities because of the temptations of today's keen demands for graduates.

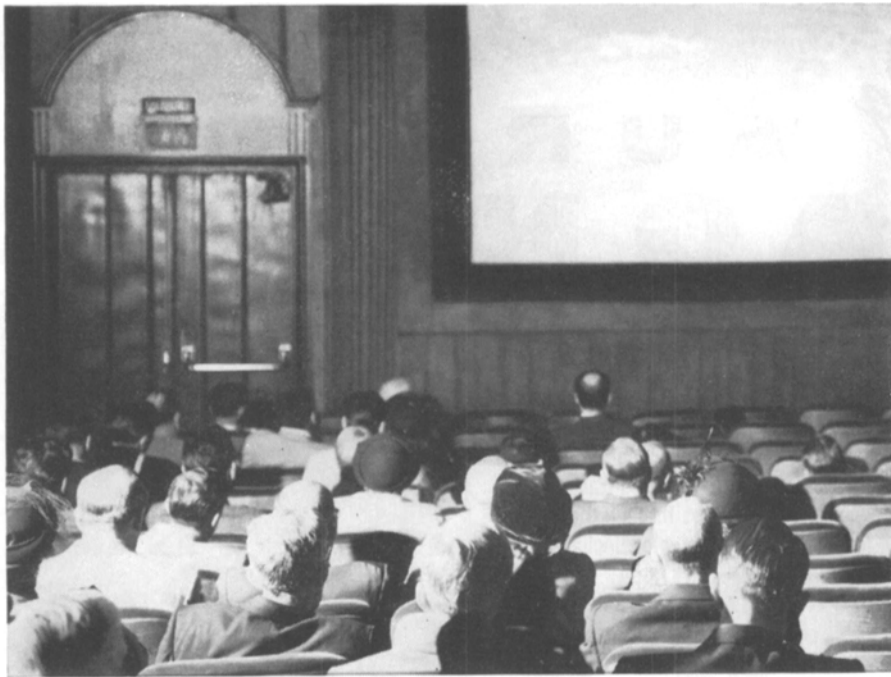
Employers should avoid "elaborate entertainment and overselling." There should be no "special payments, gifts, bonuses or other inducements," nor should there be reward for a third party who may prevail upon a student to accept an employment offer.

On their side, students "should not hoard or collect job offers." The student

should advise other prospective employers when he accepts an offer from one, and should not accept other interviews. He should not accept invitations to plants or headquarters unless "sincerely interested" in the employment prospects there, and he should present expense accounts for such trips only for directly incurred expenses.

The colleges can contribute by encouraging businesslike interviews, discouraging "indiscriminate shopping," advising but not "unduly influencing," and by giving interviewers complete information about graduating students.

"Recruiting Policies and Procedures" may be obtained for 25¢ per copy from the American Society for Engineering Education, University of Illinois, Urbana, Ill. Discounts are given on quantity purchases.



Public schools in eight cities are participating in a national program for the promotion of teaching by television. The Fund for Advancement of Education has allotted \$986,000 to finance the program. Schools in Atlanta, Cincinnati, Detroit, Miami, Norfolk, Oklahoma City, Philadelphia and Wichita and in two States, Nebraska and Oklahoma, have received grants, which are matched dollar for dollar by the schools. Regular classroom instruction is scheduled to begin when schools open in September. In announcing the program Dr. Alvin C. Eurich, Vice-President and Director of the Fund, mentioned the success of TV educational programs in Hagerstown, Md., St. Louis, Pittsburgh and Chicago.

Another experimental program in a low-income section of New York City is making a new approach to adult education. Approximately 600 families who live in a public housing project in the Chelsea district of Manhattan will be able to view closed-circuit educational programs in their own homes. The neighborhood chosen for the experiment includes many residents who speak only Spanish and who have difficulty adjusting to city life.

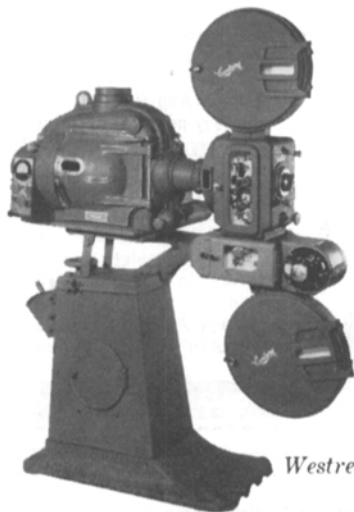
The project, which has received a grant of \$200,000 from the Ford Foundation for Adult Education, is co-sponsored by the Hudson Guild Neighborhood House, by the Board of Education and by Language Research Institute, a nonprofit foundation with headquarters at Harvard University.

The project will employ three origination points with switching units. Programs will originate at Hudson Guild, Public School 33, and the Lower West Side Health Center and will stress good citizenship, health programs and language instruction.

Telemovies (Cable Theaters) have been brought one step nearer actuality with the signing of a contract between Video Independent Theatres, Inc., and Southwestern Bell Telephone Co. Under the terms of the contract, Video will construct the coaxial cable for the Bartlesville, Okla., telemovie theater at the expense of the Telephone Company from whom Video will then rent the cable and utility poles. Video Independent Theatres is installing its own tap-out lines from the cable to subscribers' homes.

Exhibitors generally seem to be adopting a "watchful waiting" policy toward cable

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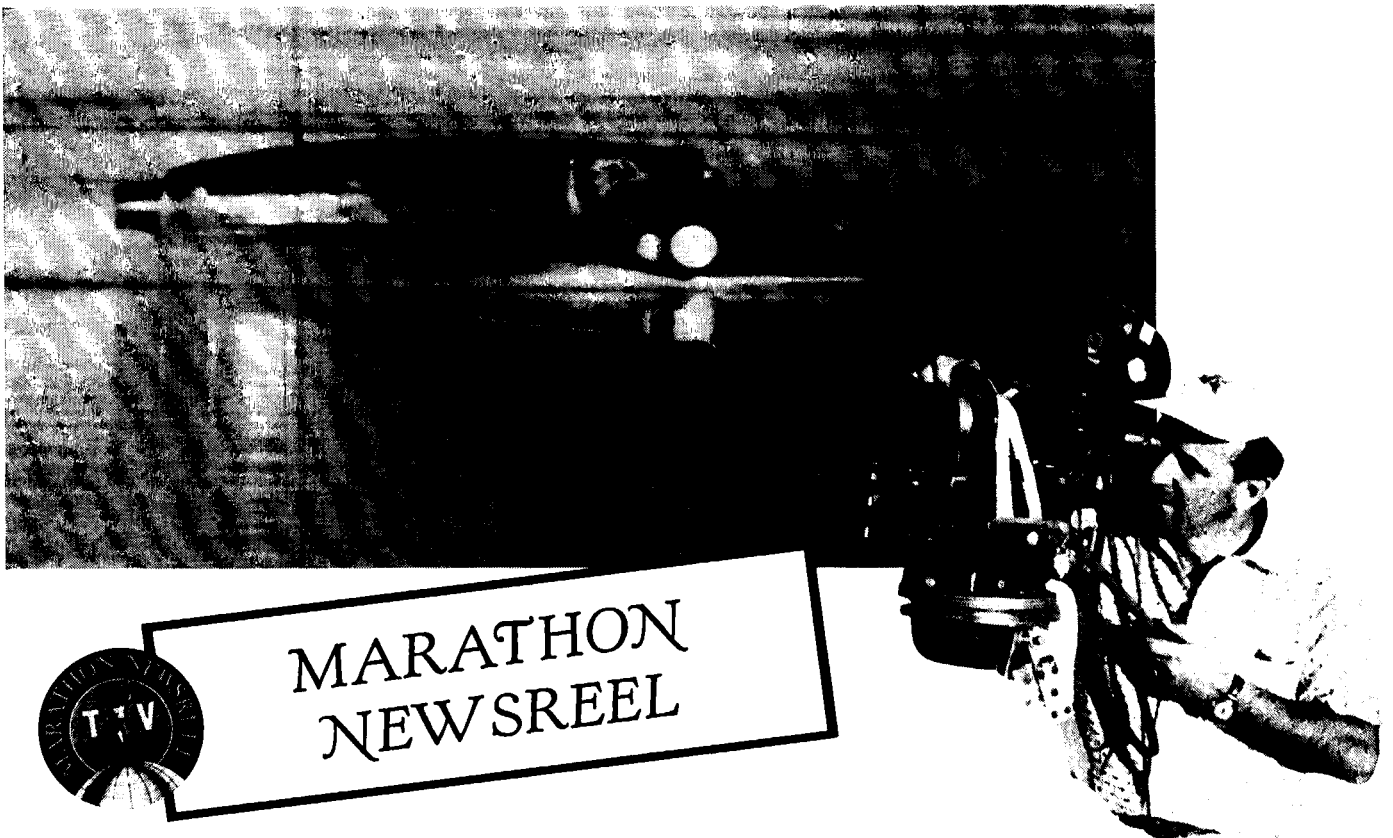
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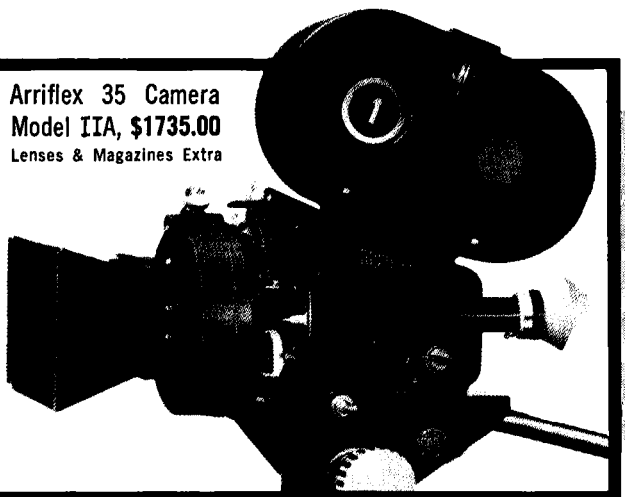
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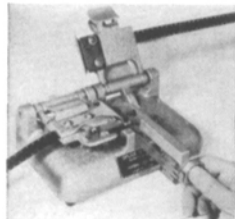
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theater. Ernest G. Stellings, President of Theatre Owners of America, regards the new development as "economically unsound." Mitchell Wolfson, President of Wometco Theatres of Florida, has said that cable theater might be practicable in countries where the government regulates industry but not under the American system of free enterprise.

The National Audio-Visual Convention and Exhibit to be held in Chicago, July 20-23, will stress the theme of public relations for the audio-visual field. The program will include such topics as Basic Public Relations Ideas and How to Work With Press, Radio and Television. A slide set produced for the Audio-Visual Commission on Public Information by Adrian TerLouw of Eastman Kodak Co. will be shown for the first time.

Rodney D. Chipp has been appointed Manager of Systems Engineering, Radio Communication Laboratory, Federal Telecommunication Laboratories, Nutley, N.J. He was formerly Director of Engineering for Allen B. Du Mont Laboratories, Inc. During the time he was with that organization he took an active part in the reconstruction of an 80-year-old building which is now the Du Mont Telecentre (*Jour. SMPTE*, pp. 535-42, Oct. 1956). In his new position Mr. Chipp will be in charge of advanced planning which will require liaison with both military and commercial communication agencies. In addition, he will coordinate the systems engineering of the various radio communication projects.

Emerson Yorke has announced the organization of a new company, Laguna Productions, Inc., 433 So. Beverly Dr., Beverly Hills, Calif., for the manufacture, purchase and sale of motion-picture and television productions. Mr. Yorke's associate in the new venture is Edward W. Ballentine who will be in charge of sales, distribution and exploitation. Both men are members of the Society. Mr. Yorke is an independent producer and Mr. Ballentine is, at present, with Acme Film Labs, Los Angeles. The first feature production to be released by the new company will be *The Cardinal's Secret*.

John E. Holmes has been appointed Sales Manager of Roger Wade Productions, Inc., 15 W. 46 St., New York 36. A member of the Society, Holmes was with NBC for 15 years in recording, radio and television. Prior to his present appointment he was Vice-President in Charge of Sales of the Automatic Projection Corp. and District Sales Manager of Viewlex, Inc.

Formation of Selling Films, Inc., a subsidiary of Roger Wade Productions, Inc., 15 W. 46 St., New York, has been announced. The new company will specialize in films and audio-visual aids for "outside" salesmen. Robert L. Shoemaker will be in charge of the new activity as Executive Vice-President. The special type of films is described as providing "automation for the outside salesman."

Obituaries



John A. Norling, 61, died May 24, 1957, at his home at 31 Whistler Road, Yonkers, N.Y. He was born August 6, 1895, in Bizerte, Tunis, Africa.

A graduate of the University of Minnesota, he served from September 1917 to February 1919 in the Photographic Division of the U.S. Army Signal Corps. At the conclusion of his army service he became associated with Bray Productions, Inc., New York, where he developed new methods of making animated drawings for motion pictures.

In 1925 he helped found the firm of Loucks & Norling Studios, 245 W. 55 St., New York. He joined the Society in 1924 and became a Fellow in 1945. At the time of his death, Mr. Norling was Chairman of the SMPTE Committee on Stereoscopic Motion Pictures and was serving on the Standards Committee, the Board of Editors and the Fellow Award Committee.

A pioneer in stereoscopy, he produced the first full-size Polaroid three-dimensional picture for exhibition in the Chrysler Motors Exhibit at the New York Worlds Fair, May 4, 1939. This motion picture was in black-and-white, but a similar subject which he also produced was exhibited in Technicolor the next year.

As a recognized authority on stereoscopy, he was the author of many technical articles which appeared in the *Journal* and other publications. Among his articles which appeared in the *Journal* are "Three-Dimensional Pictures" (Dec. 1939) and "Progress in Three-Dimensional Pictures" (Nov. 1941). In these articles he describes the making of the three-dimensional pictures shown at the Worlds Fair.

His first published article for the Society appeared in the *Transactions*, Sept. 1927, on "Animated Technical Drawings." During the years other articles appeared on various phases of the stereoscopic art. His last article in the *Journal* appeared in March 1953, a reprint from *PSA Journal*, "The Stereoscopic Art." This article contained the comment, "The art of stereoscopy... seems to have escaped the concentrated attention of most of the people in the Hollywood area. The men in the drivers' seats of the movie industry have, for the most part, failed to have a vital personal interest in and understanding of 3-D movies."

In the photo Mr. Norling is shown with the 3-D camera he invented. It has a novel