



TECH NEWS



VOL. 25

WORCESTER, MASS., JUNE 13, 1934

NO. 30

SATURDAY'S FEATURE EVENT TO BE ALUMNI DINNER IN GYMNASIUM

Frederick M. Feiker, '04, Will Be Speaker at Dinner; Professor Coombs to Again Lead Graduates' Parade

PLANS BY PROF. TAYLOR PROMISE A GALA ENDING TO COMMENCEMENT WEEK

Saturday, June 16, promises to be a very enjoyable day for the Worcester Tech Alumni. Extensive plans have been made by Prof. Herbert F. Taylor, secretary-treasurer, of the Alumni Association.

The first event on the program will be the semi-annual meeting of the Alumni Council at Sanford Riley Hall.



PRESIDENT RALPH EARLE

This meeting will be followed by the regular annual business meeting of the Alumni Association at 10:30 A. M. in Sanford Riley Hall.

President Earle will address the Association, giving an account of the various events which have taken place in the past year, stating the financial situation of the Institute, and giving an outline of the Institute's plans for the coming year. This address will be of great interest to the Alumni as it will give them an active outlook on the present administration of the Institute.

At 12:30 P. M. the Senior Class will parade, starting at the Dormitory,



PROF. Z. W. COOMBS

around through the campus, ending at the Alumni Gymnasium. Prof. Zelotes W. Coombs will be the Chief Marshal of this parade as he has been for the past thirty years.

One P. M. will find the students and faculty the guests of the Alumni at the gymnasium where an excellent meal will be served.

The principal speaker will be Mr.

SENIOR PROM AT WORCESTER COUNTRY CLUB

Ed. Murphy and Orchestra to Provide Melody from Nine Till Two

Friday night, June 15, 1934, the Seniors, or rather graduates, will make merry at the Worcester Country club. This has been the site of previous Senior Proms and is the best place near Worcester for an occasion of this nature and size.

Ed Murphy's orchestra will entertain with his usual excellent music. Every Tech man will vouch that it is good music and this will give the Seniors their opportunity to hear Ed who has played at a majority of Tech dances. Dancing will take place from 9-2. The class numerals will provide the main decorations.

The committee in charge has been fortunate in securing for Patrons and Patronesses, Admiral and Mrs. Ralph Earle, Mr. and Mrs. William Phinney, and Mr. and Mrs. M. Lawrence Price.

The TECH NEWS staff joins with the rest of the Undergraduates in wishing the Senior Class the best of happiness in this affair as well as in their life to come.

Frederick M. Feiker, '04, whom President Hoover chose as successor to William L. Cooper as Director of the Bureau of Foreign and Domestic Commerce. Mr. Feiker took over the direction of this important bureau on July 1, 1931, at which time Mr. Cooper returned to London as commercial attaché.

As Feiker was former assistant to President Hoover, his recall to government service was not unexpected by those who have followed his career. This appointment was the culmination of ten years of service, partly during a period of active duty under Mr. Hoover while he was Secretary of Commerce, and more recently as consultant for the department. Soon after Mr. Hoover became Secretary in 1921, he borrowed Mr. Feiker from the McGraw-Hill Publishing Co., of which he was

(Concluded on Page 2, Col. 4)

HON. CHANNING H. COX TO GIVE COMMENCEMENT ADDRESS



COMMENCEMENT COMMITTEE

Rothemich, Barrett, Frary, Sargent, Keenan, Whitcomb, Barnard, Warwick, Booth.

SELLEW CHOSEN TO HEAD CLASS OF 1934

Whitcomb, Keenan, Dwinell and Goodwin also Elected for Permanent Offices

The class of 1934 has chosen as its permanent leader, Everett F. Sellw of East Hartford, Connecticut. Sellw has presided over his class for four years as well as being active in many other Worcester Tech functions. He is a member of Tau Beta Pi, Sigma Xi, and Skull and Phi Gamma Delta fraternity.

Gordon P. Whitcomb of Spencer, class vice-president also has distinguished himself scholastically in all of Tech's honorary societies as well as athletic achievements. He is a member of Sigma Alpha Epsilon fraternity.

John H. Keenan of Worcester, has again been elected class treasurer, has distinguished himself with elections to Tau Beta Pi and Sigma Xi and has majored in Civil Engineering.

Dwight G. Dwinell of Orleans, Vermont, has been rewarded for good work with his election as permanent class secretary. Dwinell has been very active in class participation and has proved previously capability necessary for such a position.

Richard Goodwin of Springfield, who has been more than successful with his musical talents was elected class auditor. He is a member of Phi Sigma Kappa fraternity.

PREXIE TO PRESENT DIPLOMAS AND DEGREES AT ANNUAL AFFAIR

Commencement Committee's Plans Perfected as Final Hour Draws Near

ADDRESS BY REV. DR. KNAPP AT BACCALAUREATE

To Be Preceded by Reception at President's Home; Junior Marshals Chosen

The baccalaureate service for the Tech graduating class of 1934 will be held Wednesday evening at 7:30. The Rev. Dr. Shepherd Knapp, pastor of Central Church, will deliver the address at his church. Preceding the service there will be a reception to the graduating class at the home of President and Mrs. Ralph Earle, 11 Boynton Street.

The Junior Marshals for Class Day have been chosen. C. Marshall Davis is Head Junior Marshal, assisted by John E. Tholl, Gordon Swift, Raymond F. Starrett, Charles S. Smith, William E. Wyman, Richard E. Merriam, Edward F. Cronin, and James Tasillo.

With but a few last moment details left to check over, the stage is set for another of Tech's Annual spring celebrations—graduation. Some hundred odd Seniors will gather as an undergraduate class in the gym on Friday morning, and later in the day will be the youngest alumni class.



HON. CHANNING H. COX
Telegram

The music for this noteworthy event for '34 will be furnished by the orchestra and the Glee club both making their final appearance of the season at this gathering. Both groups assure that they have several well-selected numbers ready.

The principal speaker of the day will be the Honorable Channing H. Cox, ex-governor of Massachusetts, who will, in his own inevitable way, give the grads something to ponder over. At the present time the theme of his address has not been announced.

President Ralph Earle will present the diplomas and the degrees and give his old shipmates a parting message, while Rev. Maxwell Savage will give the invocation and the benediction.

Besides the hundred odd graduates there will be several who have earned a master's degree and are to receive them at this event.



1934's ADDITIONS TO ALUMNI

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TERMS

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Worcester, Mass.

June 13, 1934

AUREVOIR '34

Once again we come to the time of the year that calls for the parting of ways. Some to go here and there and to return next fall, others like the Seniors to go forth and start a new battle—one for existence—to live. Of course we who linger for a short time can easily say that we are not affected as yet, but when next year comes we will be in the same fix.

An education alone means nothing! Even though a man may graduate from a distinguished college does not, by any means, say that there is an opening for him—far from it. In many cases we find that the man who is able to make an opening for himself is the man that becomes president of his concern in later years. To go places you must begin at the bottom and fight your way up, that is the only way that you can be sure of yourself.

College is but a stepping stone or an aid in your fight. You must be able to use your information that you have gathered during your stay here, see where it can be applied and then use it in such a way as to get the most and the best out of the entire matter.

Thirty-four—we are indeed sorry to see you go. Nevertheless, we are proud that you are our representatives. It is up to you to prove to the world just what a place Tech is.

To you we offer congratulations, the best of luck on your next leg of your journey and may you safely weather the channel of despair and anchor your yacht inside the breakwater of success.

Keep your weather eye peeled!

G. E. HOLLSTROM
TO BE MISSED
FROM FACULTY

Gunnar's Sojourn Here Has Meant
Three Pleasant Years for
His Students

It has been called to our attention that we are about to lose the companionship of our erstwhile pal and instructor, Gunnar E. Hollstrom. Before coming to Worcester Tech three years ago, "the Gunnar" graduated from Lawrence High school in 1926. He received his A.B. degree from Dartmouth in 1930 and C.E. from the Thayer School of Civil Engineering 1931. He was very prominent in Dartmouth and is a member of the Kappa Kappa Kappa fraternity and the Green Key Honorary Society. In engineering societies he is a member of the Thayer Society of Civil Engineers, the A. S. C. E., and the Worcester Society of Civil Engineers.

Possessing a pleasing personality, a winning smile, and an abundance of character, "the Gunnar" formed many friends among both the faculty and the student body. His achievements extended beyond the classroom. He was



GUNNAR E. HOLLSTROM

a brilliant pitcher in the New England League until a broken finger forced his retirement. On the tennis court he was a very hard man to beat. It is interesting to note the genial spirit which he manifested in his willingness to aid the Varsity Baseball team by "serving them up" for batting practice.

His popularity was further shown by serving with Mrs. Hollstrom as patron and patroness at numerous dances. We sincerely hope that Mr. Hollstrom has completed his plans for the future and we feel sure that he will succeed at any undertaking. We also feel sure that his sojourn here has been one which has made a deep impression upon the students of the other courses as well as the Sophomore and Junior Civils. We hate to see him go.

BANNER YEAR
COMPLETED BY
TECH NEWS

Innovations Made by New Staff
Have Received Popular
Approval

During the first part of the year the NEWS staff under the direction of Warren M. Berrell played an important part in the activities of campus life. Feature articles by Professor Taylor and a new column under the heading of "O Tesh," later changed to "Campus Lowdown," was another prominent addition. It gave the student body all of the news and also taught the incoming men the dope of running a newspaper. Although the Senior staff was rather small, having four instead of six men, they did the job in an effective way. The Senior staff consisted of W. M. Berrell, editor-in-chief; R. D. Barnard, business manager; W. R. Burns, news editor; P. G. Guernsey, feature editor, and J. V. Rowley, secretary. This staff turned over the paper to the new staff elected on March 1, whose personnel was as follows: L. G. Humphrey, Jr., editor-in-chief; H. R. Morrison, managing editor; H. V. Leckie, Jr., business manager; C. S. Smith, news editor; C. M. Dann, associate editor; R. P. Merriam, circulation manager, and C. G. Lincoln, secretary. The junior editors consisted of H. T. Anderson, Jr., K. D. Eastman, C. E. Leech, R. A. Langer, R. A. Morrill, and G. A. Sherwin. The Junior feature editor, a new office started at this time, the editor, having charge of several special columns including "Campus Lowdown" and our new column, "Frachat," was H. N. Pierson. The business assistants were T. C. Frary and W. H. Hannah.

Under this new staff the paper has undergone several changes, the old head has been scrapped, a new one which according to popular opinion is considerably better now adorns the front page, the Frachat column, dealing with incidents in the fraternity houses and their inhabitants has been a constant source of pleasure (and displeasure sometimes) for most of the boys. The style has been revised as well as new heads added. Just to show the school that this new staff is "on the ball," at the first issue next year there will be an eight-page rotogravure section in conjunction with the regular paper. This will deal with shots of the collegiate world and according to some of the past issues, will be well worth taking a little time to look through; incidently they generally have many pictures of the fairer sex so the staff thinks it will be well received.

The present new staff hopes to be able to continue the good work it has started and hopes that the school will help when it may. It also extends its congratulations to the old Senior staff and wishes them repeated success in their endeavors in life.



TECH NEWS STAFF, '33-'34
Smith, Lincoln, Dann, Merriam
Linell, Humphrey, Barnard, Berrell, Burns, Morrison

ALUMNI DAY

(Continued from Page 1, Col. 2)

then editorial director and vice-president. The post to which he was called was that of personal assistant to Mr. Hoover, and the general scope of his work was the development of contacts between the Department of Commerce and business.

Mr. Feiker organized the commodity divisions in the Bureau of Foreign and Domestic Commerce and organized a personnel especially qualified to direct that part of the work. He assisted in the establishment of the Simplified Practice division, and helped organize the Survey of Current Business, which has popularized the use of index numbers throughout American business and provides periodic statistical summaries of business conditions. He also imparted many of the attributes of the commercial journal to Commerce Reports, the Departments' principal current periodical.



E. M. FEIKER, '04 has served on numerous committees and was one of those who planned the grocery store survey in Louisville, one of the outstanding accomplishments of the Bureau in its efforts to eliminate waste from retail outlets. He has also been affiliated with private groups working for the improvement of business practice in production and distribution, and in the fields of management and business policy.

For a period of eight years, Feiker served on the editorial and administrative staff of the McGraw-Hill Co. Prior to that service he was chairman of the editorial board of the A. W. Shaw Pub-

the organization of publishers in the business field for the United States and Canada. He was previously operating head of the Society for Electrical Development, for four years, during which period he was a member of the executive board of the American Trade Association Executives.

Feiker was graduated from the W. P. I. course in electrical engineering and took post-graduate work on high tension transmission. He has been a lecturer on industrial organization at the Institute and at Harvard, and on cooperative industrial development at Northwestern University.

It is interesting to note that Mr. Feiker's signature is in the registration book in the Electrical Engineering Offices here at Tech.

At the dinner there will be short greetings by Everett Sellow, President of the Class of '34, Carl W. Wheelock, President of the Class of '09, a twenty-five year class, and by Willard Fuller of the class of 1884, a fifty years class.

The Tech Quartet will sing and an attendance cup will be awarded the class with the largest percentage of graduates present.



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PROF. H. F. TAYLOR

lishing Co., and also served that company as editor of "System and Factory."

For four years he was managing director of Associated Business Papers,



PEDDLER STAFF, 1934

Nims, Lincoln, Smith, Bushell, Prokop, Morrison, Benjamin, Crowley, Warwick, Chase, Berrell, McElroy, Powell, Osborne, Hammett, Sherburne, Parta

KENNETH MORAN ELECTED 1935 PEDDLER CHIEF

Roland L. Nims to Be Business Manager and Homer R. Morrison, Managing Editor

On May 31 a meeting of the "Peddler" association was called in Room 19, Boynton Hall, the purpose of which was the election of the business and editorial staffs for the next year. Hughie Osborne, the past Editor-in-Chief, presided. Ken Moran, who has done much work on the two recent "Peddlers" and who fully deserved the election, was chosen to serve as a successor to Osborne for the following year. Roland Nims, another hard-working Peddlerite, was elected to the post of Business Manager, recently held by Wally Powell. These two posts having been filled, the remainder of the staff was chosen.

The Managing Editor for the ensuing year will be Homer R. Morrison, while John E. Tholl, the recently elected President of the Masque, will serve in the capacity of Associate Editor. Taking care of the sports write-ups will be Joseph R. Sigda, of Holyoke, with the title of Sports Editor. Edward D. Chase is to be the new Feature Editor and will have charge of that section of the 1935 edition. Wendell D. Jewell has been rewarded for the fine photographic work that he has done for the "1934 Peddler" by being chosen to serve as Photographic Editor. C. Gordon Lincoln in his capacity of Senior Editor will have charge of the write-ups of the class members.

As Business Assistants and Assistant Business Managers are to be found Howard E. Nordlund, Joseph Glasser, and William C. Mair.

The Junior Editors for the coming year will be: George A. Sherwin, Robert A. Langer, John H. Thompson, Norman W. Gaudreau, and Albert H. Gurnham.

Sophomore Assistants will include: Basil C. Kimball, William M. Barros, B. T. Allen Benjamin, James F. Moore, Albert E. Wheeler, Roger E. B. Randall, Stanley L. Hyman, and William S. Bushell.



NO MORE OF THIS FOR YOUSE GUYS

COMMENCEMENT WEEK PROGRAM

TUESDAY, JUNE TWELFTH—

7:00 P. M.—Class of '34, Banquet, Suburban Inn.

WEDNESDAY, JUNE THIRTEENTH—

Baccalaureate Day

7:15 P. M.—A Reception at the house of President and Mrs. Earle to the Baccalaureate Preacher, the Trustees, the Faculty and the members of the Graduating Class.

8:00 P. M.—The Baccalaureate Sermon by Dr. Shepherd Knapp in the Central Church, Salisbury Street.

THURSDAY, JUNE FOURTEENTH—

9:30 A. M. to Noon—Laboratories, shops and buildings open for inspection. The Faculty extends a cordial welcome to all visitors.

10:30 A. M.—Annual Meeting of the Corporation.

2:30 P. M.—Class Day Exercises on the Campus, South of Boynton Hall.

| | |
|--|---------------------|
| Address of Welcome by the Class President | E. F. Sellw |
| Class History | P. S. Grierson, Jr. |
| Class Day Oration | F. J. Crowley |
| Presentation of Class Gift | G. P. Whitcomb |
| Presentation of Tech Council Athletic Charms | E. F. Sellw |
| Planting of the Ivy | W. R. Burns |
| Planting of the Class Tree | W. R. Burns |

"Alma Mater"

4:00 to 6:30 P. M.—A Reception at the house of President and Mrs. Earle to the Graduating Class and their friends, Alumni, Professors and Instructors and their families and invited guests.

FRIDAY, JUNE FIFTEENTH—

COMMENCEMENT DAY

10:00 A. M.—Graduation Exercises at the Gymnasium.

| | |
|----------------------------|---------------------------|
| Processional | W. P. I. Orchestra |
| America | |
| Invocation | Dr. Maxwell Savage |
| Selections | W. P. I. Glee Club |
| Address | Honorable Channing H. Cox |
| Selections | W. P. I. Glee Club |
| Conferring Degrees | President Ralph Earle |
| Award of Prizes | |
| Class of 1879 | |
| Salisbury | |
| Message from the President | |
| Selections | W. P. I. Glee Club |
| Star-Spangled Banner | |
| Benediction | Dr. Maxwell Savage |
| Recessional | W. P. I. Orchestra |

The audience is requested to remain standing until the academic procession has passed out of the auditorium.

9:00 P. M.—Senior Promenade at the Worcester Country Club. Evening—Alumni Class Reunions.

SATURDAY, JUNE SIXTEENTH—

Alumni Day, Open House at Fraternities

9:00 A. M.—Open Business Meeting of the Alumni Council in Sinclair Hall, the chapel.

9:30 to Noon—Laboratories, shops and buildings open for inspection. The Faculty extends a cordial welcome to all visitors.

10:00 A. M.—Annual Meeting of the Alumni Association in Sinclair Hall, the chapel.

1:00 P. M.—Annual Dinner of the Alumni Association at the Alumni Gym.

T. McNULTY ELECTED PRESIDENT OF ATHLETIC ASSOCIATION

Phi Sig. Gains Permanent Possession of Intramural Athletic Cup; Lambda Chi Close Second

CAPTAINS FOR NEXT YEAR ARE ELECTED IN BASKETBALL, BASEBALL, TRACK AND GOLF

The athletic assembly of Saturday, June 2, decided many things of importance for Tech during the coming year. Besides the award of the "Big Cup" for the fraternity with the greatest number of points in intramural competition through the whole year, captains of all the spring and winter sports were elected, as well as officers of the Athletic Association.

number of points in intramural competition, went to Phi Sig, which has already won the cup twice and consequently will this time keep it permanently. Lambda Chi also had two legs on the cup but lost out in the final count.

At this point, Ev. Sellw took the floor to give out the Skull awards for the two freshmen doing the most for the school. The competition was keen, but Bob Denning received the cup, and Art Moosa was given honorable mention.

Nominations were then asked for Secretary of the A. A., and Denning was elected.



MICHAEL L. WARWICK

The assembly was opened by Mike Warwick, president of the Athletic Association. The band played a lively selection, after which the students sang "America." Mike then asked for nominations for president of the Athletic Association for the coming year and received three: McNulty, Wiley, and Cruickshank. McNulty was elected. At this point the assembly was turned over to Doc Carpenter, who gave out the baseball letters. Starrett was elected captain of next year's team.

The assembly went back to Mike, and Borden, Cole, Sandquist, and McGrath were nominated for Vice-President of the A. A. Borden was elected.

Track letters were given out, and McGrath was elected captain. The nominations for Treasurer of the A. A. were Howes, Sandquist, and Fuller. After the vote was counted and Howes elected, the tennis and golf letters were given out. The election of a tennis captain was postponed because all the members of the team were not there, but Sleeper was elected captain of golf. The letters for first and second team basketball were awarded and Sukaskas was elected to captain the team.

Following this, the cups were given out to the winning fraternities in intramural competition. The winners were: Phi Sig, tennis; Phi Gam, track and swimming; Lambda Chi, baseball, squash, and bowling; Theta Chi, basketball. The "Big Cup" for the greatest



INTRAMURAL ATHLETIC CUP Won by P. S. K.

Doc Carpenter took over the assembly once more and gave the students a comparison of Tech's sport program during the depression years with that of other colleges. Although Tech has been forced to cut down the expenses in every line, it has dropped not a single sport. This compares very favorably with other schools where they have dropped three or more sports.

Even though Prexy's address was quite extemporaneous, in less than five minutes he showed the students just how appreciative he was for the good reports that had come in during the year. In contrast to many years, there was this year not a single bad report on students' behavior at athletic games.

Summary: Officers of the A. A., President, McNulty; Vice-President, Borden; Treasurer, Howes; Secretary, Denning. Captains—Baseball, Starrett; Track, McGrath; Golf, Sleeper; Basketball, Sukaskas.

Standing of the "Big Cup": First, Phi Sig; second, Lambda Chi; third, Phi Gam; fourth, Theta Chi; fifth, T.U.O.; sixth, S.A.E.; seventh, A.T.O.; eighth, Friars; ninth, S.O.P.



ATHLETIC COUNCIL, '33-'34
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THE TECH NEWS

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the Best of Luck and Success

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