



October 14–20, 1974

What's In A Campus Name? Money, History

What's in a name?

Money, if you're talking about buildings or facilities on most college campuses today.

And RIT is no exception.

Although most people refer to the administration building on the Henrietta campus as the administration building, its official name is the George Eastman Memorial building.

Ever hear of the Chester F. Carlson memorial building? Probably not. But it's the official name for the building housing the College of Science.

How about the Lewis P. Ross memorial building? It's commonly called The Annex, and houses the computer center and ROTC.

Names were originally attached to campus roads and buildings by the Memorials Committee of the Board of Trustees. This committee, begun with the planning of the Henrietta campus in 1966, is still chaired by board member F. Ritter Shumway. Names are now chosen by committees which include students and others, however.

The original rule for naming things on campus was simple: new buildings were named after major financial donors; roads were named after founders or those instrumental in the founding of the Institute, according to Alfred P. Davis, administrative secretary to the board of trustees. All of the names with meaning on the old campus were carried over to the new campus.

Here's a list of campus buildings and who they were named for:

George Eastman Memorial building (administration, College of Business, College of Continuing Education; campus building number 1): The Eastman building was the main building on the old downtown RIT campus, and named for George Eastman, founder of Eastman Kodak Co.

When RIT moved to the Henrietta campus, Eastman's name was attached to the new administration complex.

Frank Ritter Memorial Ice Arena (building 2): Named for Frank Ritter, founder of the Ritter Dental Co., now a division of Sybron Corp.

Ritter was one of the original founders of Mechanics Institute, the predecessor of RIT.

Wallace Memorial Library (building 5): Named for Mrs. Florence Wallace of New Jersey, a 1907 graduate of

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And There Are Still Some Buildings Left---

Don't get the idea that everything on campus that could have a name has been named for someone else.

Because as part of the Institute's 150th Anniversary campaign, a whole list of buildings and other facilities is being offered for people who'd like to have their names perpetuated on cam-

pus.

For \$500,000, for example, the Institute will restore the barn on the west side of campus, turn it into a student center or faculty club, and name it after you.

Or for \$590,000 you can have an addition put on the Ross building to house an expanded

computer center.

Or there are several landscaping and playfield projects at prices ranging from \$8,000 to \$100,000.

Details are available in the Office of Development or of the Vice-President for Business and Finance.



This historic barn, on west side of campus, will be named after the person who contributes \$500,000 to the Institute for the job. See stories, above.

'Early Starts' Begin Co-op Ahead

Early-start Co-op is the latest innovation in Rochester Institute of Technology's cooperative work-study program.

The College of Business is opening up that option for low-income youths from public and private schools in the City of Rochester who might not be able to finance their college educations otherwise.

Priscilla A. Johnson of 311 Sawyer St., Rochester, has been hired as coordinator of the federally funded program.

Unlike other Co-op students, who begin their work blocks after completing two years of academic study, early-start Co-ops will alternate work quarters with school quarters for their entire undergraduate careers.

An immediate impetus for the innovation was the increasing unavailability of federal aid for low-income students, says Ms. Johnson, who worked with Higher Education Opportunity Students at the University of Pochester the past three years.

"I've seen a severe tightening



Johnson

of money," she reports. "A lot of federal legislation for educational money for low-income families is being redone. It's leaving a lot of people without funds."

In addition, Ms. Johnson says, the opportunity to finance one's education ought to give a student a "sense of pride and individuality."

Ms. Johnson hopes to recruit about 35 students this school year to place in jobs next summer. The first early-start Co-op students probably will start their academic study during Winter Quarter 1975-76, she expects.

Tyler Given Founders Award; Highest Honor By Trustees

Dr. Ralph W. Tyler, renowned educator and consultant to Rochester Institute of Technology from 1929 to 1969, received the RIT's Founders Award on Friday, October 4.

The award, given on only six other occasions in the last 40 years, is the highest honor conferred by RIT's Board of Trustees. Most recent recipient was Dr. Mark Ellingson, president of RIT for 33 years.

Dr. Tyler began his affiliation with RIT when the institution was still known as Rochester Athenaeum and Mechanics Institute. In a span of 40 years, he helped the Institute to develop its educational curricula and define its goals and objectives.

During his tenure, RIT grew from approximately 2000 students to 4500 full-time and 10,000 part-time students; the Institute's annual operating budget increased from about \$200,000 to \$20 million. In that time, RIT rose from a cultural and training center to an educational institution granting associ-

ate, bachelor, and masters degrees.

Currently, RIT serves approximately 8000 full-time and 12,000 part-time students. The operating budget for 1974-75 is \$41,340 and a new \$42 million endowment fund campaign is underway.

In the formative years of the National Technical Institute for the Deaf, one of nine campus colleges at RIT, Dr. Tyler served as chairman of the National Advisory Group for NTID. He and the other members of the group were responsible for giving NTID educational guidance in its developing stages.

Befitting his role in this deaf education program, Dr. Tyler will receive the Founders Award at a dinner marking the dedication of new campus facilities for NTID.

In addition to his years of work with RIT, Dr. Tyler has published several hundred articles and authored Basic Principles of Curriculum and Instruction and Appraising and Recording Student Progress.

Carlson, Gleason, Ross: They Helped Build RIT

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the department of Domestic Science and Art. Both Mrs. Wallace and her husband, Charles, were major financial supporters of RIT.

James E. Booth Memorial building (building 7A, College of Fine and Applied Arts): Named for Rochester Industrialist James Booth after his son, Irving, made a substantial contribution to RIT in memory of his father.

George H. Clark Memorial Gymnasium (building 3A): Named for George H. Clark, a member of the RIT board of trustees for 43 years and treasurer of the Institute for 33 years. Termed one of the "All-time great friends of the Institute" by Davis, Clark had donated other substantial funds to the Institute before he left money for the bymnasium in his will. His son, Brackett Clark is serving his 41st year on the board of trustees, and George H. Clark's wife had herself contributed money for renovation of buildings on the downtown campus. The **Adele Hathaway Clark Room (dining room, mezzanine level of the College Union)** is named for George H. Clark's wife. See above.

Ingle Memorial Auditorium (College-Alumni Union): Named for Arthur Ingle, Rochester industrialist who founded the Consolidated Machine Tool Corp., now a division of the Farrell Corp. Ingle was a member of the board of trustees for 54 years and the funds for the auditorium were donated in memory of his wife and mother.

Chester F. Carlson Memorial building (building 8, College of Science): Named for Chester F. Carlson, scientist, inventor of the xerographic process which was the basis for the Xerox Corporation, Carlson would allow no publicity about his gift, which was made early in the campaign to build the Henrietta campus, and his generosity was not noted until after his death. Several years after Carlson's death, his estate made another substantial gift to RIT.

James E. Gleason Memorial building (building 9, College of Engineering and School of Applied Science): Named for James E. Gleason, president and Chairman of The Gleason Works, a Rochester machine company. Gleason was on the RIT board of trustees for 65 years (1899-1964)

and was chairman of the board for 20 years.

The Lewis P. Ross Memorial building (building 10, the Annex, Computer Services and ROTC): Named for Lewis P. Ross, president of the Board of Trustees from 1899 to 1913.

Grace Watson Hall (building 25, resident dining hall): Named for Mrs. Grace Watson, Rochesterian who had no contact with RIT during her life, but who left a percentage of her estate to RIT as an educational grant. That portion turned out to be over \$3 million, the second largest bequest ever made to RIT.

Kate Gleason Hall (building 35A, residence): Named for Rochester businesswoman Kate Gleason, the first woman engineer to graduate from Cornell University. Ms. Gleason was a pioneer in developing pre-fab housing industry during the 1920's and 30's and there are several homes designed and built by her in the East Rochester area.

Nathaniel Rochester Hall (building 35B residence): Named for Nathaniel Rochester, founder of the city of Rochester and first president of the

Rochester Athaeneum, predecessor of RIT.

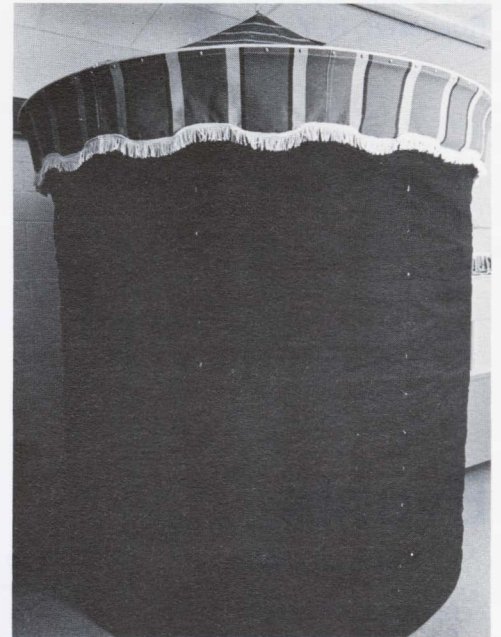
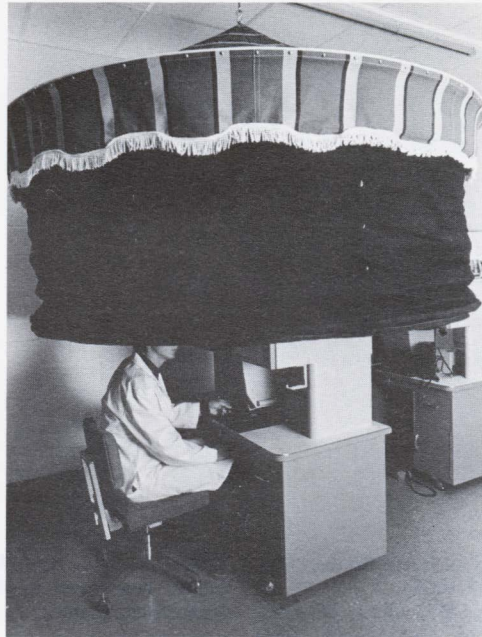
Frank E. Gannett Memorial building (building 7B, College of Graphic Arts and Photography): Named for Frank E. Gannett, founder of the Gannett newspaper chain, member of the RIT Board of Trustees from 1938 to 1957, and considered the "father" of the School of Printing.

Sol Heumann Hall (building 40, residence): Named for Sol Heumann, Rochester industrialist who owned Timely Men's Clothing Company, and was a member of the RIT board of trustees for 23 years.

Colby Hall (residence): Named for Eugene Colby, first president of Mechanics Institute (1885).

Fish Hall (residence): Named for Mrs. Helen Murray Fish, who lived in the old third ward near the downtown campus and could be considered the "angel of the Third Ward" for her generosity to RIT and its students.

Gibson Hall (residence): named for Carlton Gibson, president of RIT around World War I.



A beach cabana in the Gannett photo building? Not really. It's actually a moveable darkroom designed by McGee Photo Professor James E. McMillion for use with automatic printing machines. "Pull the ripcord," McMillion says, "and the black tent drops around the person who's printing." Since the tent is only needed when light-sensitive paper is being loaded or removed from the machine, the whole unit is on a track and can be moved across the room to other printing machines. "Most automatic printers are enclosed in small, cramped rooms," McMillion said. "We decided the moveable tent would give us a nice open work area." Tent is located in the Processing and Finishing lab.

News and News Makers

Henry Leichtner has been awarded a fellowship in the American Society of Photographers. He teaches portraiture in the College of Photographic Arts and Sciences. The fellowship is earned by ASP points in the annual Master's Exhibit and by preparing a paper incorporating one's philosophy, life work, and achievements in photography....**Dr. V.V.Raman** of the Physics Department was the invited speaker at the area High Schools Science Teachers' Conference (Livingston County), held at the Avon Middle School on September 30. He addressed the group on Science and Relevance....**Harold J. Raphael**, 2128 W. Jefferson Rd., Pittsford, N.Y., director of RIT's Department of Packaging Science, is chairman of the Fourth Annual Packaging Education Seminar, sponsored by the Packaging Education Foundation, Inc....**Fred Meyer** art professor and chairman, graduate studies, College of Fine and Applied Arts, will be exhibiting terracottas and bronzes at the Midtown Galleries, New York City, October 1-26

Women Set First Meeting, Picnic This Month

The RIT Women's Club will hold its first general meeting on Wednesday, Oct 16, at 8 p.m. at the home of Mrs. Paul Miller, 250 Esplanade Drive, Brighton. The program on "Drying, Preserving, Arranging Flowers and Grasses" will be given by Mrs. lone Dutton. Mrs. Dutton is an authority on this and a member of the Burroughs Audubon Nature Club. Newcomers are especially invited to attend this meeting.

The Women's Club board members and newcomers picnic

is planned for Sunday, Oct. 13, at 3 p.m., in Powder Mill Park, East Area. Write or call Barb Kenyon, 57 Old Forge Lane, 385-1780, for more information.

The Women's Club culture group meeting is planned for Thursday, Oct. 24, at 12 noon, at the GEVA Luncheon Theater. Admission is \$1.50 and members should bring a bag lunch or buy a box lunch for \$1.75. Tea and coffee will be served. Call Nan Gravitz at 381-5544 by Oct. 15 for reservations.

Peter Giopolus Named Associate Dean In Fine Arts

Peter Giopolus has been appointed associate dean for RIT's College of Fine & Applied Arts according to Robert Johnston, dean of the college.

A six year employee of the Institute, Giopolus is associate professor and chairman of art education. Before joining RIT, he had 10 years' experience teaching art at the elementary and high school level.

"In Peter's new role as associate dean, we expect to benefit especially from his substantial background in the field of art education," says Dr. Johnston.

Giopolus received his B.F.A. degree from Syracuse University, completed his M.Ed degree at Pennsylvania State University, and is currently finishing work for a Ph.D. also at Pennsylvania State University.

He holds professional memberships in the Central Western Zone Art Teachers Association, New York State Art Teachers Association, National Art Education Association, and Phi Kappa Phi All University Honorary.

For three years, Giopolus was chairman and judge of the Scholastic High School Art Exhibition



Giopolus

in Rochester. He has exhibited paintings and ceramics at Bristol Valley Playhouse, Wolf Gallery, Rochester, and with the Pennsylvania Watercolor Association. His paintings and ceramics are held in private collections.

Giopolus is replacing Neil Hoffman, who has left RIT to begin a new school for craftsmen at Boston University.

Events

Up-Coming Events

- Oct. 18—Luther Allison
Oct. 25-27—Homecoming Week-
end
Oct. 25-TEP Beer blast.
Oct. 26—Oktoberfest.

Monday, October 14

- Baseball with Geneseo at RIT, 2
p.m.
CUB Meeting, 5 p.m., Alumni
Rm. CU
Student Senate Meeting, 7 p.m.
Gen. Stud. Bldg. Info—2203.
Greek Interviews.
RIT Chorus, open to all interested
singers, meets 7-8 p.m., Multi-
purpose room, Room 1829, Contact
Charles Devoe.

Tuesday, October 15

- Aviation Club Meeting, 1 p.m.,
08-1130, plans for the flight simu-
lator will be discussed.
"The Destroying Ray"—Nickelo-
deon Theatre, Ingle, noon and 1
p.m., \$.05.
Higher Education Management
Services, NYS Education Dept. Clark
Dining Room. 4-7:30 p.m., Ingle
1:30-5:30 p.m. Contact John Haines
at 518-474-3701.
"The Gold Rush/Pay Day" Chap-
lin Films, Ingle, 7:30 & 10 p.m.
\$1.00
Greek Interviews
Burl Ives in a minstrel of ballads
and folk songs. Eastman Theatre.
\$3.50 & \$6.50.
Women's Council Meeting, 3-4:30
p.m. Mezzanine Lounge.
Randy Newman plus Sweet Mama
Shake up. Genesee Community Col-
lege. 9:30 p.m. at GCC.
Isabel Chase Nichols concert,
Eastman Quartet, Keuka College, 8
p.m., Hegeman Aud.
Brazilian Theologian, Ruben Alves
speaks. Second in a series of lectures
to expose people to the theologies of
the oppressed. U of R Interfaith
Chapel. 8 p.m. Free.

Wednesday, October 16

- RIT's Women's Council, Library

A-100, 10 a.m. to noon. Contact Mrs.
Mulford at 217-1296.

Continuing Education Division,
NYS Education Department, 1829
Room, 9 a.m.-3 p.m. Contact Robert
Holtz at 621-1000 x17.

"Modern Times" Chaplin Film
Ingle, 7:30 & 10 p.m. \$1.00.

Soccer with Hobart at RIT, ICAC
contest. 4 p.m.

Professional Business women,
Guest speaker is Dorothy Lauts,
Henry Lomb Room, 11:30 a.m.

Thursday, October 17

"Pepe"—Here is an entertainment
feast for the entire family, crammed
w/ fun, music, and pagentry. Cantin-
flas, Dan Dailey, Shirley Jones, Bing
Crosby, and 35 other guests.
Rochester Museum and Science Cen-
ter, 2 & 8 p.m. \$1.00.

CPA's—Flowcharting, Interpreta-
tion and Preparation, M-2, 9 a.m. to
5 p.m. Contact Bill Gasser at 2312.

RIT Chorus, See Mon, Oct 14.
Meets 6:30 - 7:30 p.m.

Friday, October 18

CPA's—Foreign Tax Credit &
Source of Income, M-2 at 9 a.m. to 5
p.m. Contact Bill Gasser at 2312.

"The Tall Blonde Man with One
Black Shoe"—A young violinist un-
knowingly becomes the decoy in a
cut throat battle between political
spies. Ingle, 7:30 & 10 p.m. \$1.00.

Saturday, October 19

"O Lucky Man"—Mick Travis
embarks upon a series of adventures
often Bizarre and ludicrous, which
revolve about "The eternal circle of
human experience." Ingle, 7:30 & 10
p.m. \$1.00.

Sunday, October 20

"Viva La Muerte"—Quasi-auto-
biographical set during the Spanish
Civil War. Explores violence, eroti-
cism, and the plight of man. Ingle
7:30 & 10 p.m. \$.50.

Country Music workshop, lead by
fiddler Tracy Schwarz and his wife

Eloise. 2 p.m. 1050 East Avenue.
\$2.00, sponsored by Golden Link
Folksinging Society.

Continuing Events

The Cumming Nature Center—
Rochester Museum and Science Cen-
ter (through October 13)

Exhibition of Space Paintings—
Strasburgh Planetarium (through
October 13)

"Ores and Metals"—Exhibit,
Rochester Museum and Science Cen-
ter (through November 21)

"Patent Models"—Exhibit,
Rochester Museum and Science Cen-
ter (through November 21)

"An Iroquois Village" Rochester
Museum and Science Center. A new
multi-media show about the transi-
tion from archaeological dig to the
construction of a diorama. (Shown
daily through November 15)

"The Glass of Fashion"—Roch-
ester Museum—Outfits from the
Museum's exceptional costume col-
lection, together with fashion dolls
from the Strong Museum. (through
February 1975)

4th Annual Tropical Fish and
Decorative Aquarium Show—Spon-
sored by the Rochester Aquarium
Society. Midtown Mall shopping cen-
ter (October 28-November 2)

"Faculty Collects" An unusual
exhibit of Arts & Crafts from the
personal collections of the faculty
and staff of the College of Fine and
Applied Arts, RIT (through October
25)

"Silent Spheres"—Strasburgh
Planetarium. New Secrets that man
has pried free from the planets and
their satellites. Call 244-6060 56.
(through October 13)

"War of the Worlds"—Orson
Well's classic radio program is re-
broadcast in the Star Theatre. 7 p.m.
Strasburgh Planetarium. (through
October 27)

"Commercial Web Offset" Gan-
nett Building, all day, Contact Judy
Torkington at 2757. (October 30-
November 11)

College Union Exhibit, John Mas-
sey, RIT Public Affairs, photography,
(October 27-November 2)

Grants

The Office of Grant & Contract
Administration reminds all faculty
and staff that the following are
deadlines for program application.
Since Institute review and approval
must be accomplished prior to
mailing a proposal, applicants are
requested to forward their proposals
to Grant Administration one week
before the listed deadlines.

NATIONAL SCIENCE FOUNDATION

Research Applied to National
Needs, Technology Assessments in
Selected Areas (74-34)

Nov. 15, 1974—Large Air Transport
Technology, Telecommunications-
Transportation Interactions,
Scientific & Technical Information,
Retrospective Technology
Assessments.

Nov. 29, 1974—Hail Suppression,
Risk to Structures from Natural
Hazards.

Dec. 6, 1974—Controlled
Environment Agriculture, Life
Extending Technologies, Human
Rehabilitation Techniques.

Dec. 13, 1974—Instructional
Scientific Equipment Program
(E-75-15)

**THE FOLLOWING NSF
PROGRAMS HAVE NO
DEADLINES AND PROPOSALS
ARE ACCEPTED ANYTIME.**

1. College Faculty Workshops
(E-74-6)

2. Science and Engineering
Technician Education Program
(E-74-18)

3. Minority Institutions Science
Improvement (E-75-8)

4. Technological Innovation in
Education (E-74-9)

5. Field-Initiated Studies and
Experimental Projects in Science
Education (E-74-11)

6. Materials and Instruction
Development (E-75-3)

7. Educational Systems (E-75-10)

8. Field-Initiated Studies and
Experimental Projects (Elementary &
Secondary Education
Programs)(E-74-11)

U.S. DEPT. of INTERIOR

Jan. 10, 1975—Title II—Water
Resources Research Project.