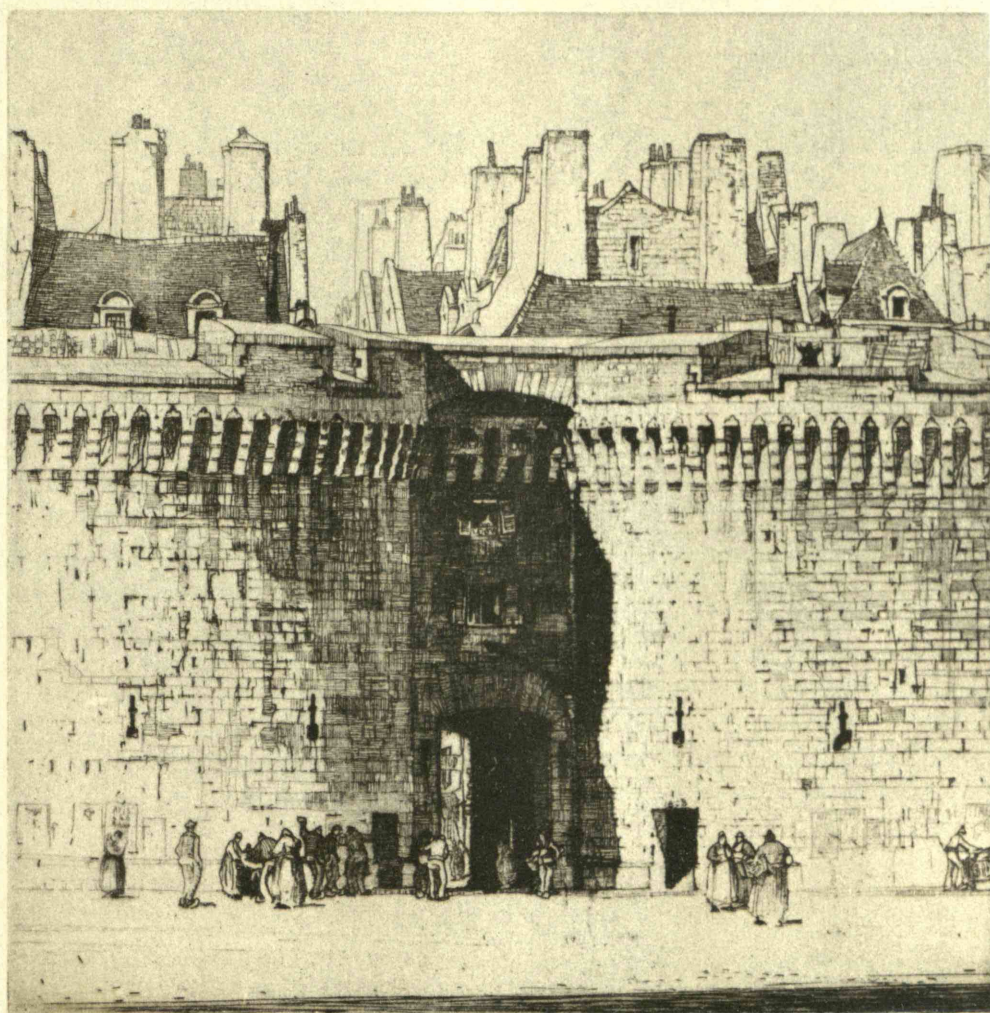
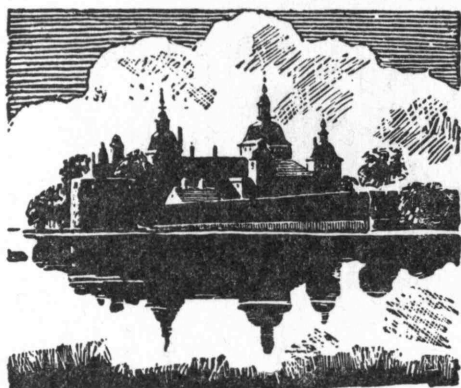


THE TECHNOLOGY REVIEW



RELATING TO THE MASSACHUSETTS
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APRIL • • • • 1929

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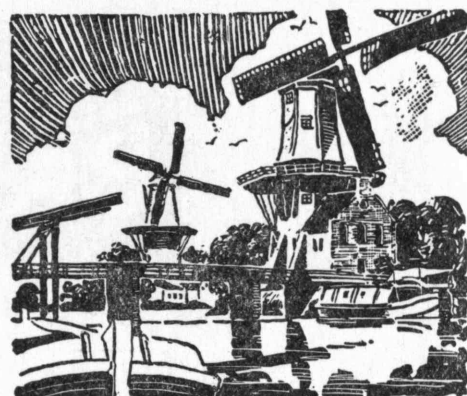
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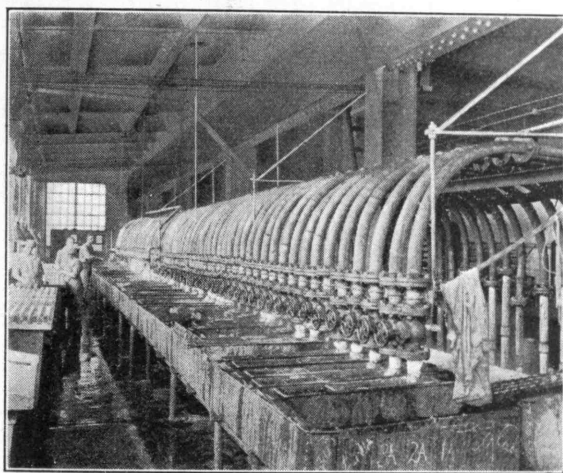
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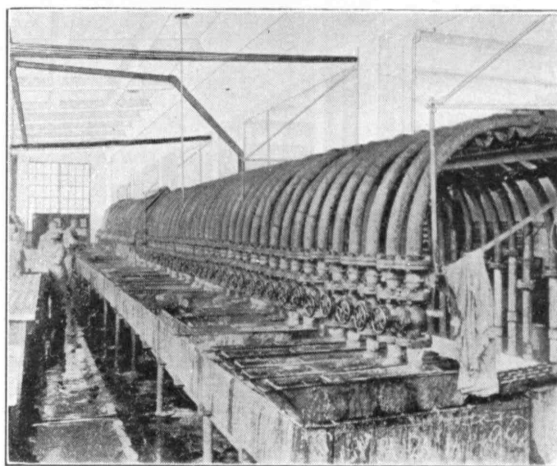


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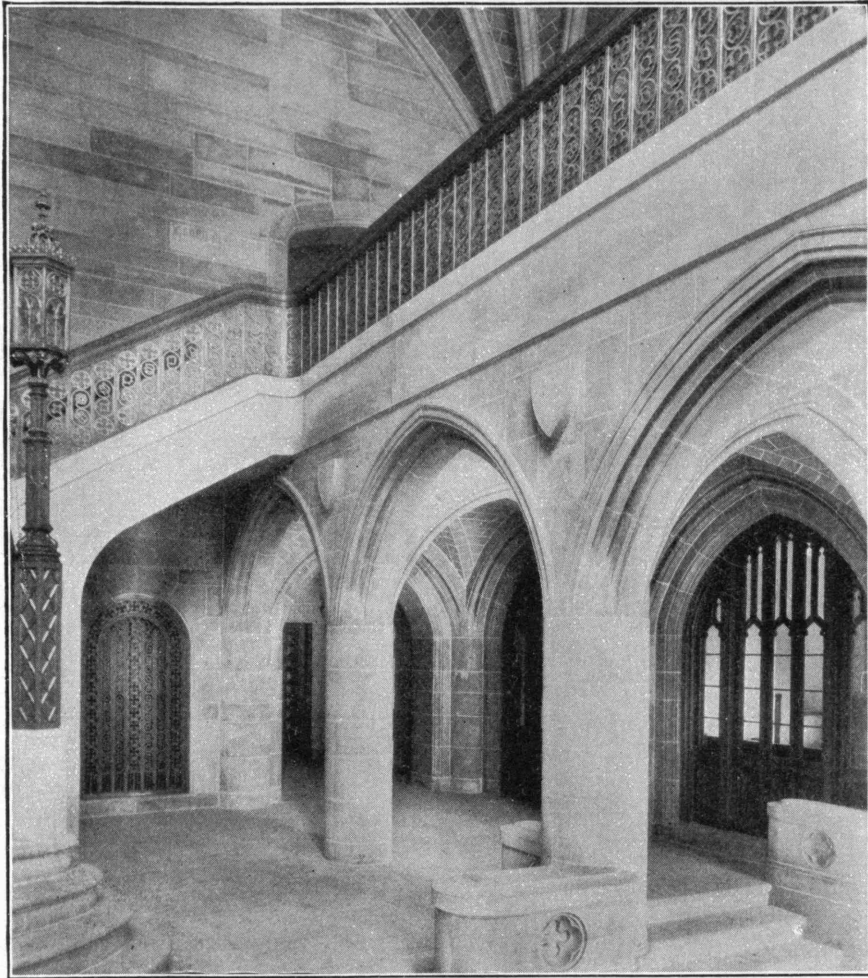
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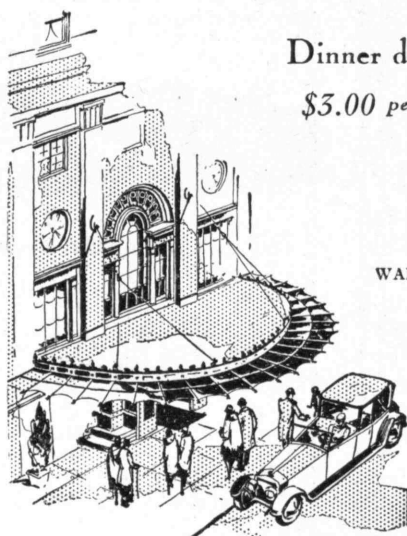
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THE TABULAR VIEW

THE "talkie," or sound moving picture, has been tremendously developed in the last two years, due largely to the work of men in the Bell Telephone Laboratories and to the promotional efforts of Warner Bros. Pictures, Inc. Edison was primarily the inventor of the idea of sound and motion synchronized, but he had better success with motion, resulting in the "movie." Since the dramatic opening of "The Jazz Singer" in New York, moving picture producers have realized that sound has become an essential in the cinema world, and while results are far from perfect at present, the talking movie is rapidly improving technically under the care and research of scientists, all too few in number. ¶ JOSEPH A. BALL, '15, entered the field of the motion picture upon his graduation from the Institute. From Kalmus, Comstock and Westcott, Inc., to Technicolor Motion Picture Corporation, and finally to the Technical Department of the Producers Association, a branch of the Hays organization, he went, gathering experience and knowledge of every branch of the motion picture. His article in this issue gives the layman an idea of the difficulties to be overcome in the production of the "talkie." ¶ ALFRED P. SLOAN, JR., '95, left for Europe shortly after The Review obtained his article on the automobile industry. Those who read the public prints are familiar with the furor he has created on the continent by his negotiations with the Adam Opel Company, the leading automobile manufacturer of Germany. Mr. Sloan has effected an alliance between General Motors and Opel whereby the former will invest about \$30,000,000 and will contribute financial, engineering, and managerial resources. The alliance will make General Motors a dominating factor in the automobile business of Europe, and an influential force in the world's industry. In the light of this great expansion, Mr. Sloan's article takes on added meaning. ¶ Mr. Sloan, who has successively held the positions of Director of the E. I. du Pont de Nemours and Company, Director of the Chase National Bank, and President of the United Motors Corporation, is now President of the General Motors Corporation and Term Member of the Institute's Corporation since 1926.

JOHN BAKELESS has devoted most of his life to the study of modern economic conditions. This has taken the form of magazine work with *The Living Age*, *The Independent*, and *The Forum*. Besides his editorial work he has lectured on a variety of topics and written "The Origin of the Next War." At present Mr. Bakeless holds the position of Editor of *The Living Age*. In his article, "Science and World Affairs" on page 335, he pleads for the use of more scientific methods in solving social and international problems. ¶ Since JOHN M. BREWER received his Ph.D. from Harvard in 1916, he has given most of his time to teaching in California, and at Harvard. In 1920 he became a director of the Bureau of Vocational Guidance at Harvard as well as a member of several societies interested in vocational guidance. He has
(Concluded on page 326)



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THE TABULAR VIEW

(Continued from page 325)

written seven or eight books on this form of personnel research that place him in the foremost rank of educators interested in vocational guidance.

THE cover etching for this month is an excellent piece of draughtsmanship by Louis C. Rosenberg, '13. An interesting composition has been made from the small shadowed gate in the great city wall with roofs of quaint old houses peering above it. The Editors are indebted to the Casson Galleries for the loan of this etching.

AERONAUTICAL progress is a fact that has become commonplace, but who realizes that in 1928 commercial planes piled up a mileage of 10,472,024 miles and transported 52,934 passengers, a gain over 1927 in mileage of 100 per cent, in passengers of 427 per cent? The Review for May will present a picture of the rapid, astounding changes that are taking place in the aeronautical industry, and an imposing list of contributors have been assembled for this purpose. ¶ Each will write fact, comment, and opinion on his own specialty, and taken altogether, these articles will afford an extensive, authoritative survey. In planning this forthcoming issue the Editors have had the assistance and advice of Associate Professor Charles H. Chatfield, '14, and Daniel C. Sayre, '28, of the Department of Aeronautical Engineering.

THE circulation of The Review increases steadily both within the ranks of Institute Alumni and in the wider field of the general public. By the end of the present volume it will top 8,000 net paid, of which approximately an eighth will be non-alumni readers. This increasing number of general readers derives from the demand for a magazine that presents an authoritative review of science and engineering. The absence of such a magazine has been commented upon in this column before. There is a plethora of trade journals, able and sound, but the general reader would have to wade through dozens of these to get a conception of what is happening in the world of technology. ¶ The several magazines that are attempting to focus this diffuse material into the limits of one book have been forced by commercial competition into a vertiginous, sensational editorial program or else they have clung to the lofty heights of unleavened erudition, unscalable by the lay reader. It is becoming more and more apparent that a golden mean is possible, and The Review is aiming toward it. It proposes to publish an increasing amount of editorial matter that will be informative and entertaining to any reader who is interested in science and engineering, and what person desirous of being well-informed is not interested in these things? ¶ In collecting and presenting this material, it will make use of all the advice, all the knowledge, all the authoritative judgment that it can obtain here at the Institute. Already it has been reported that up-to-date members of women's clubs have been reading it at monthly meetings. That is the apogee in the orbit of journalism.



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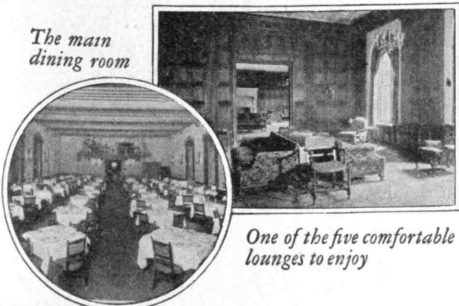
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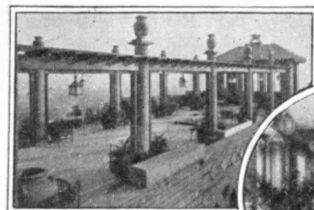
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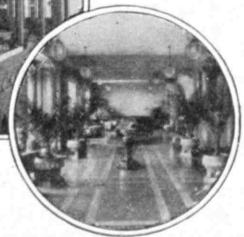
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