

# *Memories From the SEAS Time Capsules*

*The Seventh Decade: 1925-1934*



COLUMBIA | ENGINEERING

The Fu Foundation School of Engineering and Applied Science

1864-2014

# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934



- Columbia takes over patents coming from discoveries on campus, to protect the inventor and allow the University to share in profits, as reported in the March 18, 1925 *Spectator*.
- This has a major impact on how Columbia and the Engineering School operate and grow for many years.

# *From the SEAS Time Capsules*

## *The Seventh Decade: 1925-1934*



- 1926 – The School of Mines, Engineering, and Chemistry is renamed The School of Engineering.
  - Later, in 1961, it becomes The School of Engineering and Applied Science (SEAS), and, in 1997, The Fu Foundation School of Engineering and Applied Science.
- Shown, a Mines lecture room during this period.

# New York Moments

## The Seventh Decade: 1925-1934



- 1927 – The first modern Broadway musical, *Showboat*, with music by Jerome Kern and book and lyrics by Oscar Hammerstein II, opens.



# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934



- 1928 – Thomas J. Watson, Sr. donates and installs IBM punch card tabulators and sorters in Hamilton Hall, enabling sophisticated computation across disciplines.
  - This is first used for sorting examination papers in 1928, for test scores in 1929, and for astronomy research starting in 1929.
  - Shown, (upper) the Columbia University Statistical Bureau, 1928-33 and (lower) typical tabulating machine installation at Columbia.

# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934



Common sense and ability to act quickly in an emergency.

The sales engineer is no longer an ordinary salesman but is expected to understand thoroughly the engineering features of the apparatus he is endeavoring to sell and while he must have the personality to please the customer, he must also have the technical knowledge to be able to convince the customer's engineer that his proposal is sound.

The practice of electrical engineering is very democratic and co-operative and there is hardly a job which is handled by one man alone. Each individual has his own duty and all contribute to the success of the final installation. It is true that some individual, as the chief engineer or consulting engineer, may have executive authority throughout the whole job but with the complexity of modern electrical engineering, such an engineer would not think of deciding the details of the various specialties but his duty would be mainly to see that he gets the advice of able men in each field and then to direct to the final result.

Examples of the application of electrical engineering in which the electrical engineer is engaged include the following and many others: Telegraphy, telephony, submarine cables, radio, (this group comes under the heading of communication or weak current engineering), manufacturing, electrical machinery, central stations, hydro-electrical and transmission plants, illumination, railway electrification, steel mills, mining, electro-chemistry, factory equipment, electric propulsion of vessels and last as typical of the development of the art, geological exploration.

As the electrical current is an invisible cause of many different outward visible effects, the student should have sufficient imagination to visualize the causes, whether in the form of mathematical equations or physical phenomena. As the particle of electricity is the smallest known quantity in the human knowledge and has been measured, weighed, and its effects predicted, it is natural that in electrical engineering one deals with finer, neater and more accurate phenomena than in any other branch. Therefore more accurate results are possible and required and the student should be one who takes pleasure in obtaining high accuracy and nicety in his experiments and calculations. Finally, since the art of electrical engineering has revolutionized itself frequently in the last thirty years, the practitioner must be sympathetic and interested in developments and changes and should enjoy reading and studying about his profession all through life in order not to become a back number.

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- On May 25, 1928 The *Spectator* publishes *Professional Guide: Electrical Engineering* by Prof. Walter I. Slichter, as “the eighth of a series of articles written by members of the Faculty aiming to assist students in selecting a profession.”
  - It addresses questions, such as “What are the qualities which go to make a successful electrical engineer? ...”
  - It uses the Encyclopedia Britannica as the authority for noting “The last great new branch of engineering is electrical engineering, which touches on the older branches at so many points that it has been said that all engineers must be electricians.” ...

# New York Moments

## The Seventh Decade: 1925-1934



- During Prohibition (1920-1933) there are an estimated 20,000 to 100,000 speakeasies in New York City. Shown:
  - Opening night at Evelyn Nesbit Thaw's new speakeasy, c. 1930.
  - Beer being dumped by authorities in lower Manhattan.
  - Celebration as prohibition ends, with the 21<sup>st</sup> Amendment, with a goodbye to the 18<sup>th</sup> Amendment.





# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934

- Ads in *The Spectator*, May 25, 1928, reflecting student life.



The GRAYSON  
Spring Clearance  
is on!

The Opportunity You  
Have Awaited is Here:

\$35 suits (3 and 4 piece)	NOW \$29 <sup>75</sup>
\$40 suits	NOW \$34 <sup>75</sup>
\$42 <sup>50</sup> suits (all with extra trousers)	NOW \$34 <sup>75</sup>
\$45 suits	NOW \$36 <sup>75</sup>
\$50 suits (Including 4 piece golf suits)	NOW \$41 <sup>75</sup>
\$55 suits (Including 4 piece golf suits)	NOW \$46 <sup>75</sup>
\$65 suits (4 piece Ensemble)	NOW \$52 <sup>75</sup>

TUXEDOS

\$35 (Not all sizes)	NOW \$24 <sup>75</sup>
\$45	NOW \$38 <sup>75</sup>
\$50	NOW \$43 <sup>75</sup>

All brand new suits	And Sports suits
This season's fabrics	With long pants
The latest weaves	And knickers.
Cosers and patterns	The sooner you call
Included are:	The larger
Extra trouser suits	Your selection

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Clothing • Haberdashery  
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"Just Off 106"



STAY ON THE FAIRWAY;  
STICK TO CAMELS!

SOMEWHERE between your collar-button and the bottom of your plus-fours there's a smoke-spot—seeking "fill-fulfillment." The vast majority of jobbies who feel that in'ard hankerin' have discovered what to do about it. They pull a cool cloud of joy away down into it—and slowly exhale fragrant Camel smoke.

*Tobacco science has produced in Camel a superb blend of the choicest Turkish and Domestic tobaccos. Just revel away in the delicious, quivering cream of a cloud of Camel smoke. We'll bet a caddy in a left-handed sockie you'll never get off that fairway!*

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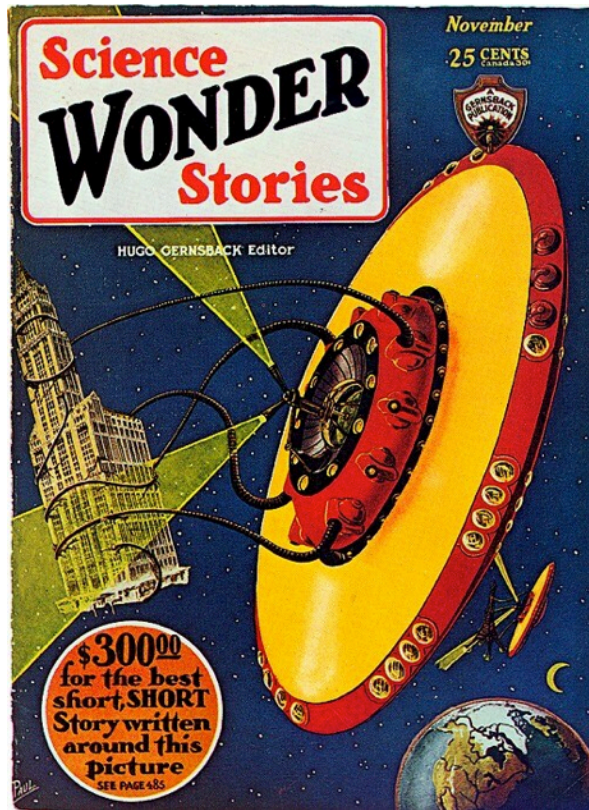
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# New York Moments

## The Seventh Decade: 1925-1934



- New York is often portrayed as being under attack in science fiction.
- Shown, the Woolworth Building (the tallest in the world from 1913 to 1930) is allegedly being destroyed in January 1929 by a glacier (left) and in November 1929 by a tentacled flying saucer.



# New York Moments

## The Seventh Decade: 1925-1934

**BROOKLYN DAILY EAGLE**  
And Complete Long Island News

LATE NEWS  
WALL STREET  
1:15 PRICES ★★

1929 YEAR—No. 250. NEW YORK CITY, THURSDAY, OCTOBER 24, 1929. 32 PAGES. THREE CENTS.

### WALL ST. IN PANIC AS STOCKS CRASH

#### Attempt Made to Kill Italy's Crown Prince

**ASSASSIN CAUGHT IN BRUSSELS MOB; PRINCE UNHURT**

Royal Sutor Was Attempted to Lay Wreath on Unknown Soldier's Tomb

**Hollywood Fire Destroys Films Worth Millions**

Consolidated Studios Are Sought by Flames Fatal to One-Month Run

**FEAR 52 PERISHED IN LAKE MICHIGAN; FERRY IS MISSING**

Wreckage Picked Up In Great Craft West Side With All Aboard

**PIECE OF PLANE LIKE DITTMAN'S IS FOUND AT SEA**

Black and Orange Wreckage Indicates During Flight West to Death

**High Duty Group Gave \$700,000 to Coolidge Drive**

County Agrees Rate West Up Due to His Action in Propaganda Favors More Lobbyists

**FOR MORE LOBBYISTS**

Washington, Oct. 24.—A group of lobbyists, headed by Joseph P. Kamp, of New York, today announced that they had secured the passage of a bill in the House which would increase the number of lobbyists from 100 to 200.

**WARDER SOUGHT SOMERS NAMED TO KEEP SEA TRIP AS HEAD OF NEW**

Washington, Oct. 24.—A search for a new head of the new Federal Reserve Bank was continuing in the city today, it was learned from a source here today.

**STOCKS CRASH IN RUSH TO SELL; BILLIONS LOST**

Morgan, Mitchell Reeling Stocks as Effort to Check Rush to Unload

Wall Street rose to a new peak, and as the market opened today it was expected to be in a panic. It was a panic that was not only in the market but in the minds of the people. The crash was a result of a combination of factors, including the high level of speculation and the lack of liquidity in the market.

**CARNEGIE CHARGE HOOPER'S TRAIN OF PAID ATHLETES HALTED BY AUTO**

Pittsburgh, Oct. 24.—A charge that President Hoover's train was carrying a team of paid athletes was today halted by an auto accident.

- The stock market crash begins on October 24, 1929.

"All the News That's Fit to Print"

# The New York Times

Vol. CXXXVII No. 47,258 Copyright © 1929 The New York Times NEW YORK, TUESDAY, OCTOBER 22, 1929 50 CENTS

## STOCKS PLUNGE 508 POINTS, A DROP OF 22.6%; 604 MILLION VOLUME NEARLY DOUBLES RECORD

**U.S. Ships Shell Iran Installation In Gulf Reprisal**

Offshore Target Termed a Base for Gunboats

**BY STEVEN V. ROBERTS**

WASHINGTON, Oct. 21.—United States naval forces today took to Iran today for attacks on arms depots, gunboat bases and other Persian Coast shipping by shelling two coastal cities.

**A Huge Blow to the Five-Year Bull Market**

The Dow Jones industrial average, which has been advancing an average of 1.5% a year since 1924, today fell 508 points to 286.1. This is the steepest decline since the crash of 1929.

**WORLDWIDE IMPACT**

**Frenzied Trading Raises Fears of Recession — Tape 2 Hours Late**

By LAWRENCE J. DE MARSA

Stock market prices plunged in a tailspin today as selling pressure, growing to full force as word came to today and raising fears of a recession. The Dow Jones industrial average, considered a benchmark of the market's health, plummeted a record 508



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# *New York Moments*

## *The Seventh Decade: 1925-1934*



- Marginal Street, looking east from 125<sup>th</sup> St. on November 20, 1929, with road construction in the foreground.
  - Very near the site of the new Manhattanville campus.



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# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934

### *New Laboratory is Planned for University; Will Serve as Center for Material Testing*

Plans for a materials testing laboratory which is to contain the largest universal machine in the world for the testing of steel, brick and concrete structural units, were announced yesterday by Dean George B. Pegram of the Engineering School. The foundations and steel work of the laboratory will be designed for a structure, similar to the Physics Building, which ultimately will rise to a height of fourteen stories on the Green at 120th Street and Amsterdam Ave.

The machine, according to the announcement, will have a capacity of 3,000,000 pounds, and will cost \$50,000 to construct. It will enable the University laboratory, it was stated, "to make practically all the tests which may be required for the safety and progress of the engineering art in New York City." The new apparatus will be made with funds supplied by Col. William Boyd Thompson, an alumnus of the School of Mines.

- On Jan. 20, 1930 The *Spectator* reports that Dean George Pegram has announced plans for an advanced materials testing laboratory in a fourteen-floor structure at the corner of 120<sup>th</sup> St. and Amsterdam Ave.
- The new testing machine would be able to test specimens that are thirty-five feet long and six feet wide, and be able to break them in tension and compression.
- The University could not be involved in recent large-scale projects due to the limitations of existing facilities.



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# *New York Moments*

## *The Seventh Decade: 1925-1934*



- A “Hooverville” in Brooklyn, c. 1930-1932, in what is now known as Red Hook Park.



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# *New York Moments*

## *The Seventh Decade: 1925-1934*



- 1930 – The Empire State Building under construction.
- 1931 – It opens officially.



The Chrysler Building in the background in the photos on the left and right.



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Now



# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934

### Automobilists Need Not Fear Fuel Shortage Declares Columbia Engineering Professor

Automobile owners need not fear a shortage of motor fuel, according to a statement by Professor Thomas T. Read, Vinton Professor of Mining Engineering in Columbia University. He stated that he foresaw the possibility that the automobile of the future might not require liquid fuel. "This development," he declared, "seems improbable now, but not more improbable than flying through the air seemed thirty years ago."

"The only people who have grounds for immediate worry," Professor Read stated, "are the petroleum refiners. In 1929 the refiners made 420,000,000 gallons more gasoline than they could sell and so had to add it to their already large stock."

"The wells drilled two or three years ago did not average over 2,500 feet in depth, while now engineers are talking confidently of drilling to 10,000 feet. In addition not more than a third of the oil in the ground comes out of the well, though practice in that regard is improving. Nobody can be certain as

to how much petroleum is obtainable.

"We could stand higher prices for gasoline," he continued, "if we got more work out of it. At present not more than one-tenth of the energy in gasoline is turned into useful work and scarcely more than a twentieth of it in the actual job of propelling the machine along the road."

Professor Read also declared that gasoline is not the only possible fuel for automobiles. Even now, he stated, motor fuel is being produced by the hydrogenation of coal. "In the face of the fact that more ordinary gasoline is being made than can be sold, a number of possibilities of substitute liquid fuels are being studied and encouraging progress is being made," he said.

A gradual rise in the price of motor fuel, he added, would not be a serious matter. "Annual depreciation on the average automobile is more than its yearly fuel bill and by being less responsive to changing designs the motorist's pocketbook would not suffer after all."

- The April 22, 1930 *Spectator* reports that Prof. Thomas Read thinks the public need not worry about potential automobile fuel shortages.
  - Wells will be drilled deeper.
  - Fuels other than gasoline are possible, such as from the hydrogenation of coal.



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# New York Moments

## The Seventh Decade: 1925-1934



- The George Washington Bridge is dedicated on October 24, 1931, and opened to traffic the following day. Groundbreaking began in October 1927.
- When it opened it had the longest main span in the world, at 3,500 feet, nearly doubling the previous record.
- It is later honored in the below postage stamp.



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# *New York Moments*

## *The Seventh Decade: 1925-1934*



- 1931 – Columbia campus, 116<sup>th</sup> St. between Broadway and Amsterdam Avenue.
- In 1953 this section of 116<sup>th</sup> St. is closed to public traffic, becoming College Walk.



# *New York Moments*

## *The Seventh Decade: 1925-1934*



- Radio City Music Hall opens on December 27, 1932, near the site of the earlier Columbia campus.
  - Photo taken in 1934 by the Wurts Brothers.
  - The Sixth Avenue “El” seen in this photo was closed on December 4, 1938 and razed during 1939. It was replaced by the underground IND Sixth Avenue Line, which opened between 1936 and 1940.



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# New York Moments

## The Seventh Decade: 1925-1934

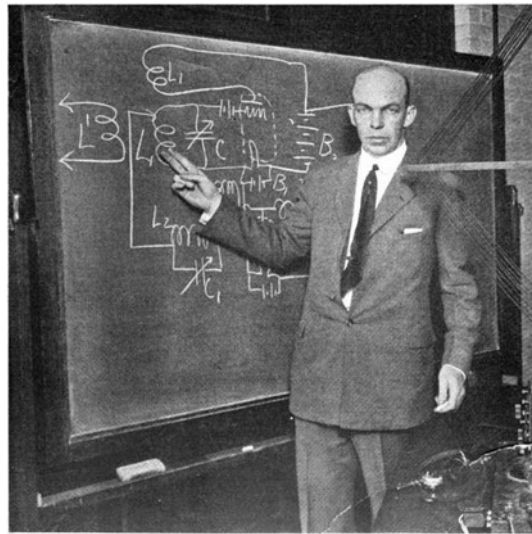
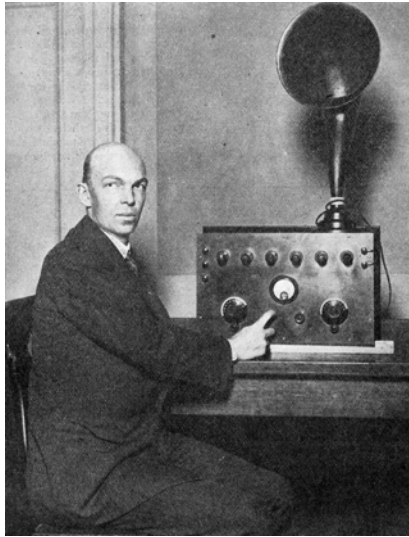


- 1933 – The Empire State Building, which had opened in 1931, becomes even more famous with the release of the movie *King Kong*, which premieres on March 2 at the newly opened Radio City Music Hall and the RKO Roxy across the street.
  - Shown, promotion for the movie.

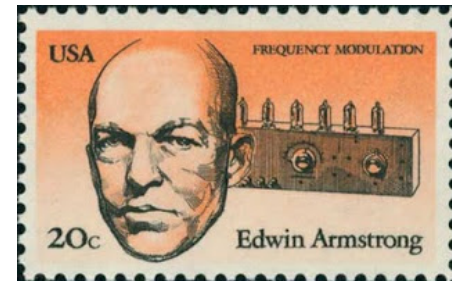


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## The Seventh Decade: 1925-1934



- 1933 – Prof. Edwin Howard Armstrong BS'13 invents wideband frequency modulation (FM) radio, a development that also paves the way for television.
- This invention is later commemorated in a U.S. postage stamp (1983).



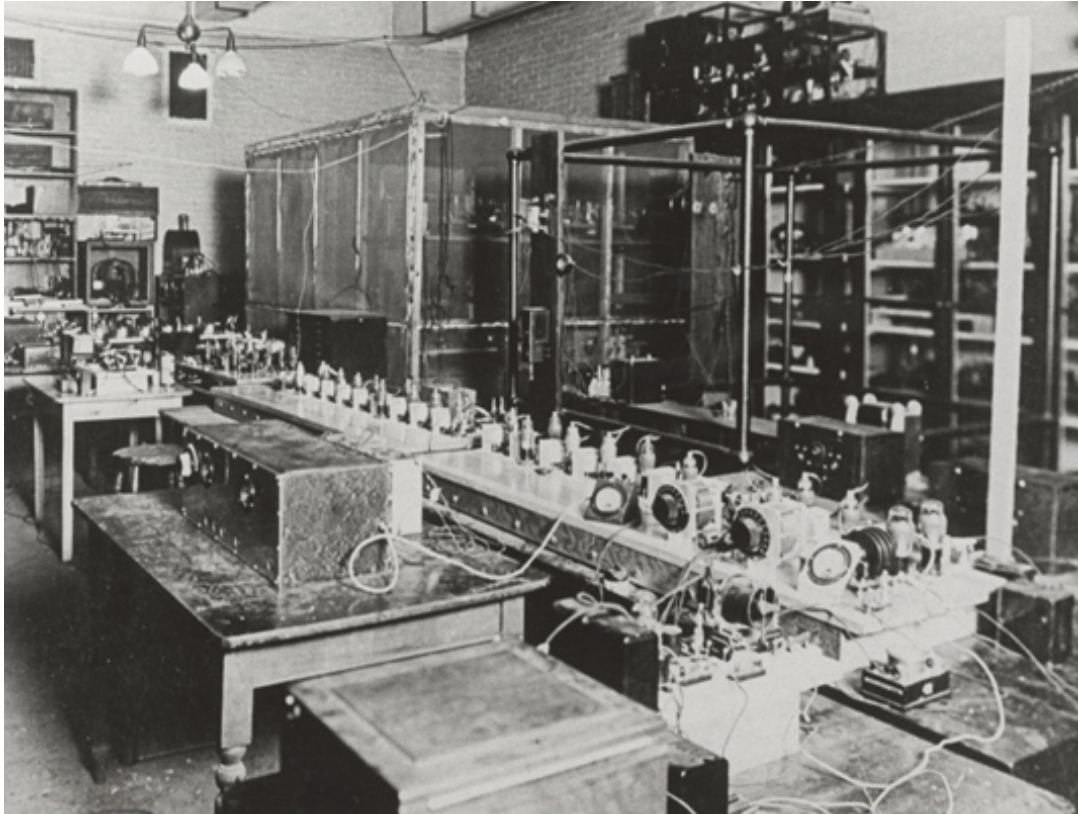
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# *From the SEAS Time Capsules*

## *The Seventh Decade: 1925-1934*



- The Marcellus Hartley Laboratory in the basement of Philosophy Hall, where most of Prof. Edwin Howard Armstrong's work occurs during this period.



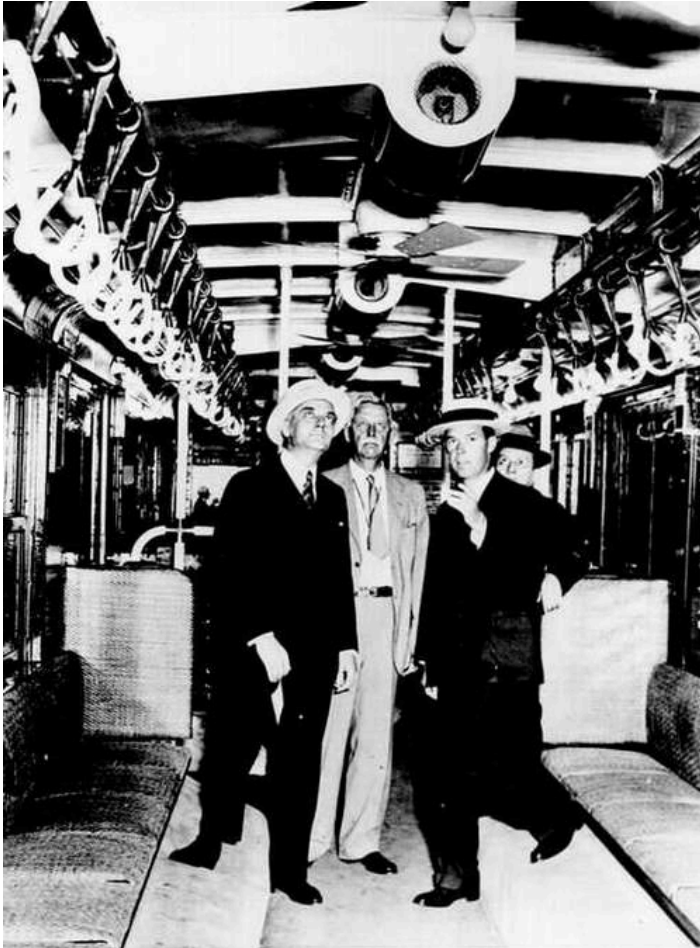
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# *New York Moments*

## *The Seventh Decade: 1925-1934*



- 1933 – Subway executives inspect new subway car (that was first introduced in 1932).
  - Blowers that ventilate with the windows closed are a breakthrough.
  - These cars, with straw cane (wicker) seats, last until c. the 1960s.



# *From the SEAS Time Capsules*

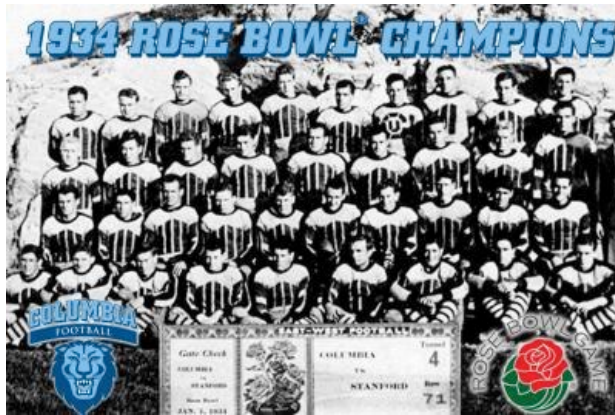
## *The Seventh Decade: 1925-1934*



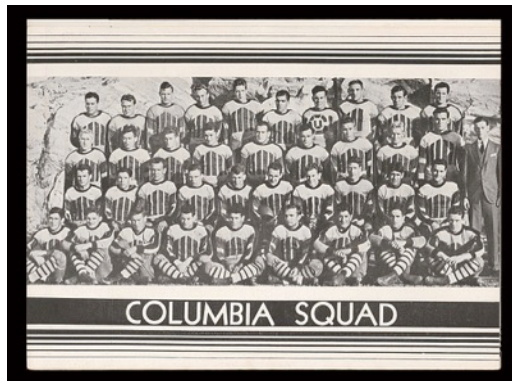
- Surveying equipment used by undergraduates during the summer at Camp Columbia, near Litchfield, Conn. c. 1930s.
- Camp Columbia ran in Connecticut from 1885 to 1966 to instruct students on surveying and other skills during the summer.

# From the SEAS Time Capsules

## The Seventh Decade: 1925-1934



- The Rose Bowl on January 1, 1934.
- The big upset: Columbia 7 Stanford 0





# New York Moments

## The Seventh Decade: 1925-1934



- 1934 – The High Line elevated rail line (left), running along Manhattan’s West Side in and out of factories and warehouses, opens.
  - This eliminates many street-level railroad crossings and adds 32 acres to Riverside Park.
  - It is later converted into an elevated grassy, pedestrian-packed park, with construction beginning in 2006, shown below.



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# New York Moments

## The Seventh Decade: 1925-1934

**"My ticket reads 'to New York', and I am going to New York."**



- In November 1934, New York City mayor Fiorello LaGuardia flies home on TWA from Chicago and lands in the only major municipal airport in the NY metropolitan area, in Newark.
- He refuses to leave the plane, and makes his famous declaration, on the left.
- He is flown to Floyd Bennett Field, a little-used municipal airport (and later a naval air station) in Brooklyn, and deplanes.
- Under his guidance, in 1937 the City begins the transformation of the smaller North Beach Airport into a major airport, which opens in 1939.
- This first major municipal airport in New York City is commonly called LaGuardia Field, and officially becomes LaGuardia Airport in 1947.

# New York Moments

## The Seventh Decade: 1925-1934

DAILY NEWS, WEDNESDAY, DECEMBER 19, 1934

NO. 3. IN OUR SERIES OF GREAT CHRISTMAS SALES

### Sale of PRACTICAL GIFTS

NO PAYMENTS 'TIL FEB. 1st



**\$4.95**

Here's a useful gift that any man will appreciate. A fine Military Brush set—consists of tooth and shaving brushes of genuine black shaven. Comes complete in a beautiful presentation case and is offered at this special low price today and tomorrow.



**\$2.95**

Tray and toaster an offer for sale this complete Hospitality Tray and Toaster at this special price. The set consists of chromium plated tray, 1 slice electric toaster with plug and a glass dishes for milk and very hot. Don't miss it. It's an ideal gift at a real low price.



**\$3.95**

Give the nationally advertised Fire Lighter and Cigarette Case combination. Chromium plated metal with enamel in various designs. Would undoubtedly sell for much more. We offer it today and tomorrow at this special sale price.

- Holiday deals at Finlay Straus, a now-defunct department store.



**\$29.95**

REMINGTON PORTABLE TYPEWRITER

Max Capital and Small Letters

The Remington Portable Typewriter has at \$29.95. It has compact and small letters, standard for home, club, bar and every business found in the biggest machines. On sale at all stores except Jamaica.



**\$8.95**

PORTABLE ELECTRIC MIXER and JUICE EXTRACTOR

The manufacturer of this Portable Electric Mixer and Juice Extractor asked us to withhold his name because of this special low price. This is a nationally known useful and practical gift at a very low price. See it in our store and tomorrow.



**\$19.95**

12-piece Dinner Set of American-made Dinnerware. Beautiful hand-painted designs. A remarkably bargain at our special sale price.

**JEWELERS**  
**Finlay Straus**  
**OPTICIANS**

10 STORES IN NEW YORK: BROOKLYN, JAMAICA, JERSEY CITY

- NEW YORK, 26 W. 14th St.
- NEW YORK, 148 E. 9th St.
- NEW YORK, 103 Broadway
- BROOKLYN, 217 Third Avenue
- BROOKLYN, 314 E. Franklin St.
- BROOKLYN, 461 Fulton Street
- BROOKLYN, 132 Broadway
- RIDGEWOOD, 57-57 Myrtle Ave.
- JAMAICA, 145-17 Jamaica Ave.
- JERSEY CITY, 141 Newark Ave.

ALL STORES OPEN EVENINGS TIL 11 O'CLOCK

The RCA Licensed Tube Midget Radio has A, C, and D. C. It's a good-looking Radio. Long and short waves. Fine Radio Cuts. Automatic Repeat and other fine features as well as regular program. It's an amazing value at this low price. Buy it now at all stores except Jamaica.

**RCA LICENSED MIDGET RADIO \$9.45**

It's a week! It's a week!

- This Depression-era ad ran in the *New York Daily News* on December 19, 1934.