

BROOME TECHNICAL COMMUNITY COLLEGE

BINGHAMTON, N. Y.

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THIS WEEK

APRIL 8 - 14, 1963

Will all faculty and staff please note the times their departments and/or organizations are listed for having pictures taken for The Citadel and be sure that all who want to be pictured are present.

MONDAY -- April 8

Yearbook pictures scheduled for:

- 4 p.m.--Freshman class officers in E 101.
- 4:15-- Social committee in Faculty Dining Room.
- 5:15--Circle K in cafeteria.

TUESDAY -- April 9

Faculty Association meeting in T 105 at 4 p.m. to discuss professionalism in relations with students and in relations with faculty and administration.

Yearbook pictures scheduled for: 1 p.m. - ASTME in M 108.

WEDNESDAY -- April 10

This is BLOOD BANK DAY on campus and all students, faculty and staff are urged by chairman Pete Everett to give blood and help reach the campus goal of 160 pints. Time for donating blood is 10 a.m. to noon and 2 p.m. to 4 in the Student Center.

Broome Tech Women's Club meets in Faculty Dining Room at 8 p.m. to hear Joan Cheevers, community ambassador who visited Pakistan last year.

Yearbook pictures scheduled for:

- 9 a.m. --Administration and staff in A Building
- 9:45 --- Athletic Department
- 10:00---- Electrical Department in Electrical Bldg.
- 10:30-- Maintenance Department in Maintenance Bldg.
- 11:00 -- Business Department in A 201
- 11:15 -- - Chemical Department in Chem Bldg.
- 11:45 --- Business Club in Little Theater
- 12:10 ---- Girls Friday Club in Little Theater
- 12:30 --- Dental Hygiene Department in Dental Hygiene Lab.

THURSDAY -- April 11

Convocation with Dan Moore, counterspy, in Little Theater at 11 a.m. Mr. Moore was scheduled to appear last September, but was grounded in Scranton and couldn't get here.

Graduation committee meets in A 104 at 11 a.m. with the senior class officers and the student graduation committee.

Honor Society dinner meeting in Faculty Dining Room at 5:30 p.m.

Yearbook pictures scheduled for:

- 8:30 a.m. ----Mechanical Department in Mechanical Bldg.
- 10:15 ----- Cafeteria staff in cafeteria
- 12:00 ----- Senior cheerleaders and Hornet in Athletic office
- 12:15----- Medical Office Assistant Department in Science Bldg.
- 12:30 ----- Engineering Science Department in Titchener Hall.
- 12:45 ----- Dental Hygiene Club in Titchener Hall lobby.

4 p.m. ---Camera Club in T 102
4:15 ----- Drama Club in Titchener Hall lobby.
4:30----- Student Council in T 102.
4:45 ----- Newman Club in Faculty Dining Room.
5:15 ----- Honor Society in cafeteria

F R I D A Y -- April 12

Good Friday, and so there will be no classes after 12 noon.

FACULTY FACTS AND STAFF STUFF
for week of April 8 - 14

Edward Troicke is a new instructor in the Electrical Department. He is a graduate of the University of Rochester and has taught night school at Rochester Technical Institute. He will take over Erwin Hamm's classes when he goes on his two-week tour of reserve duty with the Army shortly.

Chuck Greene and his student madrigal singers gave a musical program and lecture last Saturday at the Port Dick Community Baptist Church for the Mr and Mrs. Club.

Dick Baldwin will be the speaker Wednesday night at 7:30 at the Greene Central School Father and Son Athletic Banquet. He will speak on "Some Qualities of the Successful College Athlete."

BUZZING WITH THE HORNET

Vance Packard, noted author who was last Thursday night's convocation speaker, wasn't a stranger in Binghamton. He used to bring his wife here on dates when he was courting her. The 48-year-old Packard is married to the ~~former Virginia Matthews of Susquehanna, Pa.~~ He comes from Troy, Pa.

Her mother still lives in this area, between Susquehanna and Windsor, and the Packards come to visit her fairly often. His other ties with the area include the fact that his latest book, "The Pyramid Climbers," was printed by Vail-Ballou for McGraw-Hill Publishing Co.

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Mr. Packard found very amusing--and profitable--the German translation of the title of his book "The Hidden Persuaders." In Germany it's called "Der Geheimliche Verführer," which is the same terminology for what we would call the hidden or secret seducers. This resulted in a fine boost for sales of the book in Germany.

When the police recently made a raid on a collector of pornographic literature in Germany, Packard related, they found his book in the collection. He had obviously judged from the title that the book would qualify for his collection.

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Success came unexpectedly to Vance Packard, who found himself without a job when Collier's Magazine folded about eight years ago. After collecting a couple of unemployment checks, he thought he had better assemble the material he had that he hoped some day to put into book form.

Neither his mother, wife nor publisher was particularly optimistic about the prospects of "The Hidden Persuaders," so Packard figured that a sale of 12,000 books was the most he could expect. In fact, 6,000 seemed more realistic, he said.

He was among those most surprised, therefore, when the book sold over 150,000 in the hard cover printing and has gone way over the million mark with paperbacks.

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Though Packard believes solidly in a college education, he has found in his travels and research that too many big companies overestimate its value. "The original Henry Ford wouldn't have been hired by his own company, if he had applied for a job today," he said. "He didn't have a college education."

Packard also learned that of 70 men he interviewed in a category he calls the men who made \$10,000,000 or more in the last 15 years, only one went to college. These men all had to organize their own companies or start with small companies that they have since made large. The established big companies wouldn't hire them, because they had no college education.

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Another area in which Packard criticizes big companies is their screening of a man's wife. "Screening her by having her and her husband out to dinner with company executives isn't too bad," he said. "But at least one company insists on psychoanalyzing the wife of candidates for executive jobs,"

He also pointed out that another company rejected a promising candidate for an executive post, "because his wife didn't know what city Yale was located in."

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Mr. Packard made a trip to Japan within the last year, and he will soon have a magazine article published telling of the attempts to apply Madison Avenue advertising techniques in Japan. One impossible application, he observed, is that of using pictures of pretty women to sell products.

The women are still regarded as inferior to the men in the Japanese society, and so it's rare for a man and his wife to walk together in public. Only the daring walk side by side with their wives, he said. It's much more usual to see a Japanese woman walking respectfully about five or six paces behind her husband.

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~~At least one observer Thursday night noted that Packard was a more adroit speaker than W. H. Auden, noted poet who talked last Sunday night at Harpur College. "Auden had trouble keeping his teeth in his mouth, while Packard talked all right with his tongue in his cheek."~~