blimp...

Directory shows confused image

By Clark Kent

MIT Telephone Directory, by the MIT Communication Office, published by the Massachusetts Institute of Technology. Distributed free to selected members of the MIT community, paper bound.

Although the latest edition of the MIT Telephone Directory tried very hard to convey the notion of a revolutionary new format, it left too many of its readers confused.

Starting from the beginning, we note that the cover, although it is larger than that of a difference edition, is basically the same old MITGA stock design which has appeared on the cover of the past year. We might add, however, that the Communications Office has not been entirely consistent in its design, as the new directory looks even worse in blue. This is a compliment, as the first few pages. In past directories, the inside cover page was filled with such useful information as to what is to be done in case of fire or building collapse, how to summon a taxi, or how to find out what the weather was like the day before. This year the inside cover page is a reprint of a report on the first two pages, the table of contents.

Pages two and three are filled with examples of how not to organize a reference book. First of all, they refer to 1962's inquiry to other pages, designat-ed by Roman Numerals. Unfortunately, the aforementioned Roman Numerals appear nowhere else in the directory. Furthermore, the section on "Tales ofTTales and service calls..." does not exist in the directory at all.

MITADMIN

On the second and third pages we find only one bit of information which we had not previously seen: the Institute's toll-free address: "MITD DirMEN."

The pages on "General Information," "Direct Lines to Outside Points," "Toll Calls and Other Services," and "Fraternity and Housing Groups," although they present a pleasing appearance, are almost impossible to use. It is a typical GA trick to set type in thin-spaced columns of flash left, rag right stuff unreasonable for appearance, but actually because it's cheaper in this latest issue of the directory. First of all, the impression is given of a monotonous, almost unreadable page. Second, the alphabetization often yields confusion to GA's distorted pages layout.

Pop Art

Prof. Andersen should be pleased with the "pop art" which appears on the "How to Use This Directory" page. In proving that Prof. Sad S. Abarbanel of Course XVI has lost his touch, Prof. on that page to Mr. Rohsys L. Agnew of the National Magnet Laboratory. We have, however, heard the implications of this change.

The inside pages of the directory are much like any other, only slightly updated. The print is slightly smaller, presumably for economy, and is set with both upper and lower case. Although generally informative, the new directory can often tend to be somewhat obscure in its extremely terse style. For example: "ERWIN, John W... Man Eye & Ear Room 421... 523-7900... Elec Eng, Research Laboratory. We have not, however, investigated the implications of this change.

The final pages of the directory are much the same, only slightly updated. The print is slightly smaller, presumably for economy, and is set with both upper and lower case. Although generally informative, the new directory can often tend to be somewhat obscure in its extremely terse style. For example: "ERWIN, John W... Man Eye & Ear Room 421... 523-7900... Elec Eng, Research Laboratory. We have not, however, investigated the implications of this change.

The telephone directory knows no protocol, being an entirely democratic publication. For example we note the insertion: "JONORSON, Howard W... 3-208... 466... Assets, President... 111 Memorial Dr, Cambridge, 334-5277."

This issue of the directory clearly addresses itself to the "big wigs," although it obviously will be used by all (and the main point that Playboy tries to flatter its readers) As an example, we cite the fact that fifteen entire pages are devoted to the section on "Numbers Frequently Called." If there is anyone who manages to legitimately fill all these pages, this reviewer will probably eat his head in caper.

The most striking addition to the directory is the yellow pages section. The only real improvement in this widely-read publication, the yellow pages are reason to congratulate the Communications Office. Here are listed, in usable fashion, all the offices and services which one would otherwise have to look up in the yellow pages section.

Like any new service, the "yellow pages" has its share of inaccuracy. As an example, we note that the Technical Information Program in the Hayden Library is listed as a division of The Tech. Furthermore, we note that the Daily Reamer is not listed at all.

Chump

Technically, the new directory is a bit clumsy with its new format, and in our hope that next year's edition will include some necessary refinements. If past performance is any indication, however, the best for which we can hope is a rather dull mediocrity—it never was a very interesting book. Like all previous editions, this directory is ready to be thrown out for what it does not contain for what it does. For example, the fact that dialing 85 one can obtain a Framingham dial tone is left for the experimenter to discover for himself. Neither is one told what is connected to the 86 and 88 branches.

In short, the directory does not remove any of the mystery and intrigue associated with the MIT Telephone system. There is still a place for the little man to fax the computer interface with his Institute extension and programming to search for the station. Happy hunting!

Jim Kuekesin

and

THE LyMAN FAMILY

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Covered Bridges

12.15 2.30 5:30

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This is the company that pioneered with Great Canadian Oil Sands Ltd., the famed Athabaska oil sands project in Northern Alberta—a project that can multiply the world's petroleum resources. And this company—"Sunoco Specials" and the Penske/Donohue team in major auto racing championships—is committed to competition—a prime driver and developer of Sunoco products for the public; that is planning a new $125 million processing facility in Puerio Rico; expanded its Telecor Refinery to the tune of $500 million; Parsons a continuing program for air and water pollution control—beautifies Sunoco service stations throughout the land; and recently broke through the billion dollar a year barrier in sales! Sound interesting? Sun is geared for growth. Perhaps we could use you. Write us for an appointment, write for our book "Sunoco Career Opportunities Guide," or contact your College Placement Director to see Sun's representative when on campus. Sun Oil Company, Industrial Relations Dept. NE, 1600 Walnut Street, Philadelphia, Pa. 19103.

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