

The Knowledge Bank at The Ohio State University

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THE MAN BEHIND THE COVER

By JAMES W. RICKELS

Last year, the Ohio State Engineer sponsored a contest among the engineering students for the purpose of determining the design of the magazine's front cover for the ensuing year. From a field of sixty contestants, Mr. John Seidel, an architectural engineering student, took first place last year and his attractive cover design is being used this year on the magazine.

So that the readers might know something more about Mr. Seidel, your reporter was assigned to interview him. I was met at the door by his attractive wife, the former Mary Etta Andrews, of the Kappa Alpha Theta sorority, and conducted inside, where I met Mr. Seidel. A young fellow, John Seidel, had just returned from his work at the Curtiss-Wright airplane plant where he is employed in the engineering department, developing lines for aircraft. There are only six men in the entire plant doing this type of work. Three of these six men are graduates of architectural engineering. They are Ralph Fry, Cree Sheets, and Thomas McNulty.

In answer to your reporter's query, Mr. Seidel stated that he created his design because of the desire for a more simple solution to a cover. This thought was foremost in his mind while he was designing the winning cover. "A simple cover," he said, "catches the eye more quickly than a complex one." One of the "bugs" of the new design, according to Mr. Seidel, was the grading of the color from the dark at the top, to the lightness at the bottom. However, this difficulty was soon remedied by the engraver. The contrast in color shading at the top is to bring out the picture in the upper left corner.

Mr. Seidel said that he had attended Ohio State University for four years, is a member of Phi Delta Theta fraternity and, although he has been working since last June, he intends to complete another year at State. He is also planning to undertake post-graduate work at Cambrook or Harvard Universities.