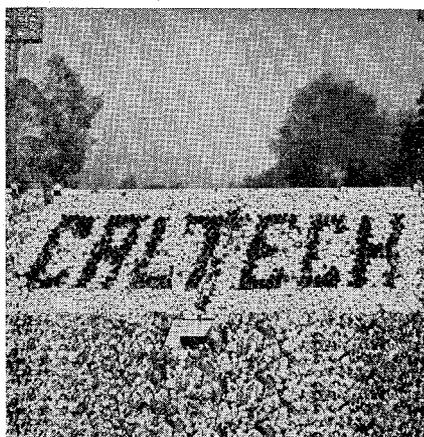
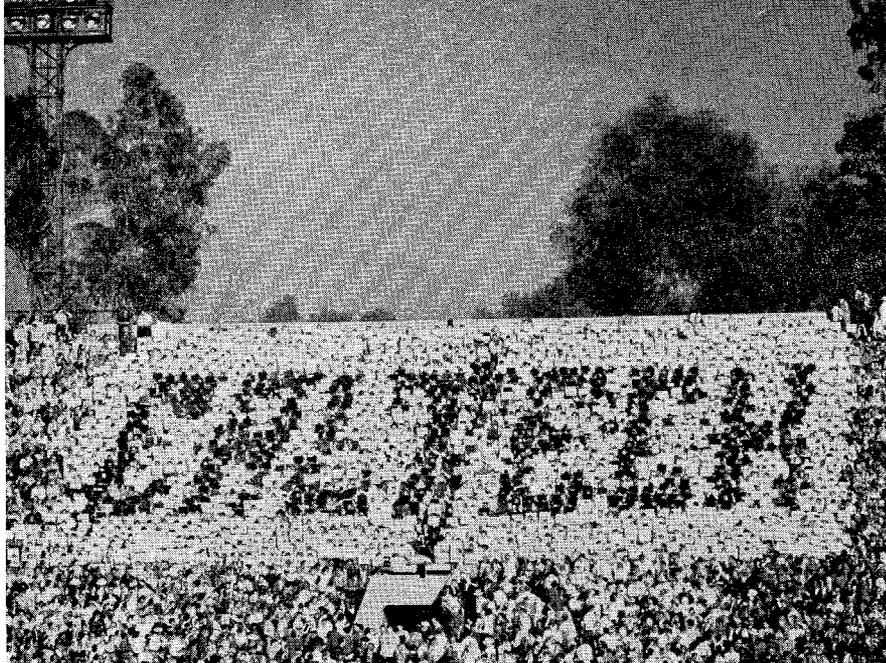


# Letters



*E&S cover picture, January 1961*



*The picture in its pristine state.*

## Double Hoax?

Claremont, California

DEAR EDITOR:

Who's kidding whom? "The Great Rose Bowl Hoax" reported in your January issue is one of the best pranks heard of in a long time, but the "pictorial proof" on the cover is something of a hoax, too. Who pieced together that crowd in the foreground?

Congratulations to the Lloyd House Fourteen!

GRAYDON D. BELL, PhD '57

Culver City, California

DEAR SIRs:

It would appear that the Great Rose Bowl Hoax did not end on January 2, 1961, but is being perpetuated. One wonders whether the editors of *Engineering and Science* are among the conspirators or the victims. An examination of the picture on the cover of the January issue reveals that it is a montage, portions of the crowd below the card section being repeated several times. What's the story on the Great *Engineering and Science* Hoax?

W. H. PROUD '50

Cincinnati, Ohio

DEAR EDITOR:

Our beagle recently gave birth to seven puppies and I regrettably chose the half-time of the Rose Bowl game to go out and take care of the ravenous animals. As a result I missed the nationwide TV coverage of the great Rose Bowl hoax, so it was with great delight that I was able to read the

intricate planning that was required to pull off this superb practical joke.

In looking at the picture on the front of *Engineering and Science* it would appear that the boys from Lloyd House did it again . . . It looks as though the picture has been tampered with . . . What happened?

C. F. CARSTARPHEN '39, MS '40

## It was this way—

We can explain everything.

To begin at the beginning, Bruce Whitehead, research fellow in physics at Caltech, was at the Rose Bowl game on January 2, 1961. In his own words:

"I had just arrived in California to join Caltech as a research fellow, so I took plenty of pictures when I had a chance to see the Rose Bowl game. In fact, I had just taken several snaps with my Nikon camera of the half-time entertainment, including the bands and original card stunts, using the normal camera lens, when I decided to try a telephoto close-up of the drum majorette. My host, Mr. Robert Mackay Lawson, noticed the CALTECH appear in the card-section but he had just run out of film. He wanted to be sure I snapped it so he called it to my attention — just in time. Neither of us realized at the time that it was a hoax, but it did seem a little out of place."

As soon as we heard about Dr. Whitehead's kodachrome slide of the historic event, we promptly borrowed it and sent it off to have a black and white print made. (The *E&S* budget doesn't allow us to print color very

often). The black and white print was superb; in fact, it looked good enough to run on our cover. We sent it out to our photo engraver, David Hettema. In his words:

"The photo submitted to us to make the coverplate was not proportioned right to fit the usual format of the magazine, and thus presented this problem: When the width was right, it lacked enough area to fill the space required for depth. We had two alternatives:

- A. Photographically lengthen the sky and thereby fill the space needed.
- B. Add to the non-rooting-section crowd, obtaining the same result.

"We selected alternative B for these reasons; it would balance the point of interest in the center of the cover, and mechanically it could be achieved with less time and cost.

"When photographing the print supplied to us for the cover we found we lacked two inches roughly to fill up the needed space for the cover format, so by making several extra shots of the main crowd at the bottom inch of the picture we had enough material to repeat the crowd two additional times and fill the space, even deleting the tunnel which of course could not be repeated.

"We felt the result was satisfactory; however, I would like to note that if the sharp-eyed graduates of your famous institution watch the welfare of our nation as they do their Caltech magazine, we have little to fear."