

The Armour Engineer, Its Development, Content, and Purposes

By Jarl T. Sorensen (Editor-in-Chief)

This series of articles is written with only one vital purpose in mind. I hope to be able to present to every student a true picture of the constant advance of the Armour Engineer throughout its history, and to explain fully the newly conceived magazine which will be distributed November tenth. The new Engineer will be of a modern make-up, of a richer content, and will be of vastly greater value to all.

First Published in 1907
The first Engineer was distributed twenty-four years ago, it then being a small technical journal with articles written solely by alumni and faculty members. There were no interesting news and technical sections to present to the readers new ideas of the times and give them more information of varied technical and scientific subjects.

Capable student staffs carried the magazine on, always developing it in some way, with new sections added, or in the more subtle manner, with advanced styles of type and make-up. The Engineering College Magazine Association had been formed with the primary purpose of creating a standard size of type page in all member magazines with a resulting ease in the solicitation of national advertising, and to aid in the improvement of editorial quality and make-up in the many technical college periodicals then extant. The Armour Engineer became a member of the group in 1924, the succeeding staffs rapidly absorbing all there was to be gained from this affiliation.

Used as Standard by E. C. M. A.
The Engineer very soon rose to a peak position among the twenty-four members of E. C. M. A., the chairman having stated at the 1930 convention this praise: "Let me say that it will be the realization of one of my ideals when all E. C.

M. A. magazines look as well as Armour's." In glancing through correspondence of the past two years with E. C. M. A., I have often seen it suggested that certain member magazines take a copy of the Armour Engineer to their printers, asking that their publication be made on a par with the Engineer in quality and make-up. Thus we can see how former staffs have produced a magazine in the fore of American technical college publications.

Publication Board Created
In 1931 the Development Plan of Armour Institute of Technology was put into effect. In its operations a Board of Publications was created to govern the two major student publications, the Armour Engineer and the Armour Tech News. One of the first duties the members of this Board undertook was a full analysis of E. C. M. A. and its value. The Armour Engineer was easily in the fore of the member publications, with little to gain in experience and content from its membership. The standard size of type page required was undoubted in most magazine format. It was realized how difficult the securing of really excellent photographs has always been, and though those in the Engineer have been on a par with any, yet many in previous times could be said to be undisturbed and of little real value to the reader. The E. C. M. A. has required enameled paper, realized to be greatly inferior in appearance. This fact, together with a realization of the ineffectiveness of photographs except in rare cases of vital necessity, caused a decision in favor of the use of antique paper with its more favorable appearance. The decision to change page size, paper stock and types rendered necessary the Engineer's withdrawal from E. C. M. A.

Independence is an Advantage
The group rules impose certain restrictions on its agency connections for advertising, which have been to the disadvantage of the Engineer. It is hoped that our present independent position will result in an increased advertising revenue for the next year.
(The second article of this series will explain the content of the new Armour Engineer, and will relate its increased value to the technical student.)

FACULTY CLUB REMODELED



Left to right: Professors Spencer, Winston, Seegrist, Foster, Nash, and Moreton.

Under the able direction of Professor Moreton members of the faculty have been busily engaged in planning and working on improvements in the faculty club. The physical labor was begun last fall and will not be completed for a short time yet.

Dressed in old clothes and outfits that at times approached the classification of ludicrous, the faculty members have been busily engaged in running levels, sawing, hammering, plastering, painting, and installing a ventilating system.

A ventilating system that builds up a slight pressure throughout the clubrooms has been installed. While the system is in operation a red pilot light in the hallway is lit. The last man to leave the room is reminded by this light that the system is on so that he is able to turn it off.

Several new rooms have been added to those formerly occupied. All of the rooms of the suite are finished in a light oak panelling with a cream colored paint on the walls. A magazine rack has also been constructed and placed in the hallway.

A new lavatory with new fixtures has been installed. Some odd pieces of marble that have been unused in storage about the Institute were pressed into service and form an attractive panelling. A ventilating system that goes into operation when the light is turned on in this room is an ingenious feature.

The men who devoted a great deal of their time to this project are Professors Moreton, Spencer, Swineford, Seegrist, Nash, Winston, Grafton, Perry, Bibb, Colvert, Foster, Sear, Snow, and Teach.

Fraternity Notes

PHI KAPPA SIGMA

With only three graduates lost, and with the return of almost the entire active chapter, Phi Kappa Sigma is looking forward to one of the most successful years of its existence. Carroll Simmons is taking over the editorship of the Cycle, and James Juvinall and Ellsworth Eberth are holding the offices of Associate Editor and News Editor on the Armour Tech News, respectively.

Louis Bagler, of last spring's infield, is back to take an active hand in the coming basketball campaign. Bob Van Dyke, also a sophomore and a letter-man, is returning to carry on at tank.

During the summer, James Bryant, '32, established himself in a home in Oklahoma and is now the proud parent of a bounding baby girl. We extend our heartiest congratulations to Jimmy and wish him all the luck in the world.

RHO DELTA RHO

Rho Delta Rho is now entering its fourteenth year as a local fraternity on the campus of Armour.

This summer was crowded with many get-togethers for the fellows, among them being a beach party at "no man's land." Wiclers were roasted and marshmallows toasted well into the night—or rather into the morning.

Last week the fellows were busily engaged in a general housecleaning at our new house at 3433 S. Michigan.

SIGMA ALPHA MU

The summer's activities of the fraternity consisted of two house parties given by the alumni and a beach party sponsored by the active chapter.

The Chicago Alumni Club is sponsoring a dinner-dance at the Allerton Club on Wednesday, September 21. Several of the active members plan to attend this affair.

The chapter is pleased to announce the pledging of Zorro D. Ruben, C. E. '34.

DELTA TAU DELTA

A number of alumni have visited us during the summer. Butch Beal and Cese Larson are now living at the house.

The chapter welcomes Brother Kennedy of the Purdue Chapter who plans entering this fall term.

The chapter announces the marriage of Ted Scholes to Doris Hassey who are now living in Omaha.

TRIANGLE

With seven men graduating last semester, including Lind, Waindie, Rasing, Venema, Young, Bengtson and Shultz, the rest of the chapter has placed the house in order after a week of the famous fraternity clean-up.

An announcement was received

BACHELOR'S HAND LAUNDRY

For Better Work and Service
102 E 31st Street

September 3 that Brother Vander Velde '31 is now the husband of the former Miss Bernice M. Lauer. Speaking of Van we might add that his classmate R. M. Spencer is now a proud father of a baby girl named Sylvia. Mrs. Spencer is the former Gwendolyn Lyford, sister of Pledge Brother Bob Lyford.

J. E. Harrower '27 has been transferred from Pensacola, Fla. to San Diego, Calif.

SIGMA KAPPA DELTA

"Red" Andrews, Stan Newlin, Harold, and "Hank" Fox, alumni of the Sigma Kappa Delta fraternity spent their summer months in residing at the house. Also Ed "Chief" Stehno returned from Dubuque after another season with the professional baseball team.

George M. Reed, a junior electrical and a member of S. K. D. participated in a swimming meet at Delavan Lake, successfully winning first place in swimming and second place in diving.

BETA PSI

Impossible as it may have seemed last Wednesday, the house is thor-

oughly cleaned and again in order. Humiston came in first in the carpet beating contest, winning the jar of blister salve. Staib talked a close second.

Unofficial reports say that the chapter will be practically one hundred per cent as school opens. Eddie Staron may not be back until mid-semester but his credits will not suffer as he was a semester ahead of his class.

THETA XI

Brother Baumann attended the sixty eighth annual convention of Theta Xi which was held in Los Angeles immediately following the Olympics. New chapters were installed at Northwestern, Alabama and Amherst.

All the fellows are back and have the house in readiness for the coming school year.

Brothers from Rose Polytech, U. C. L. A., Wisconsin and Illinois visited the house during the summer. Those who attended the summer school celebrated the end of the term with a dance on Friday evening, July 28.

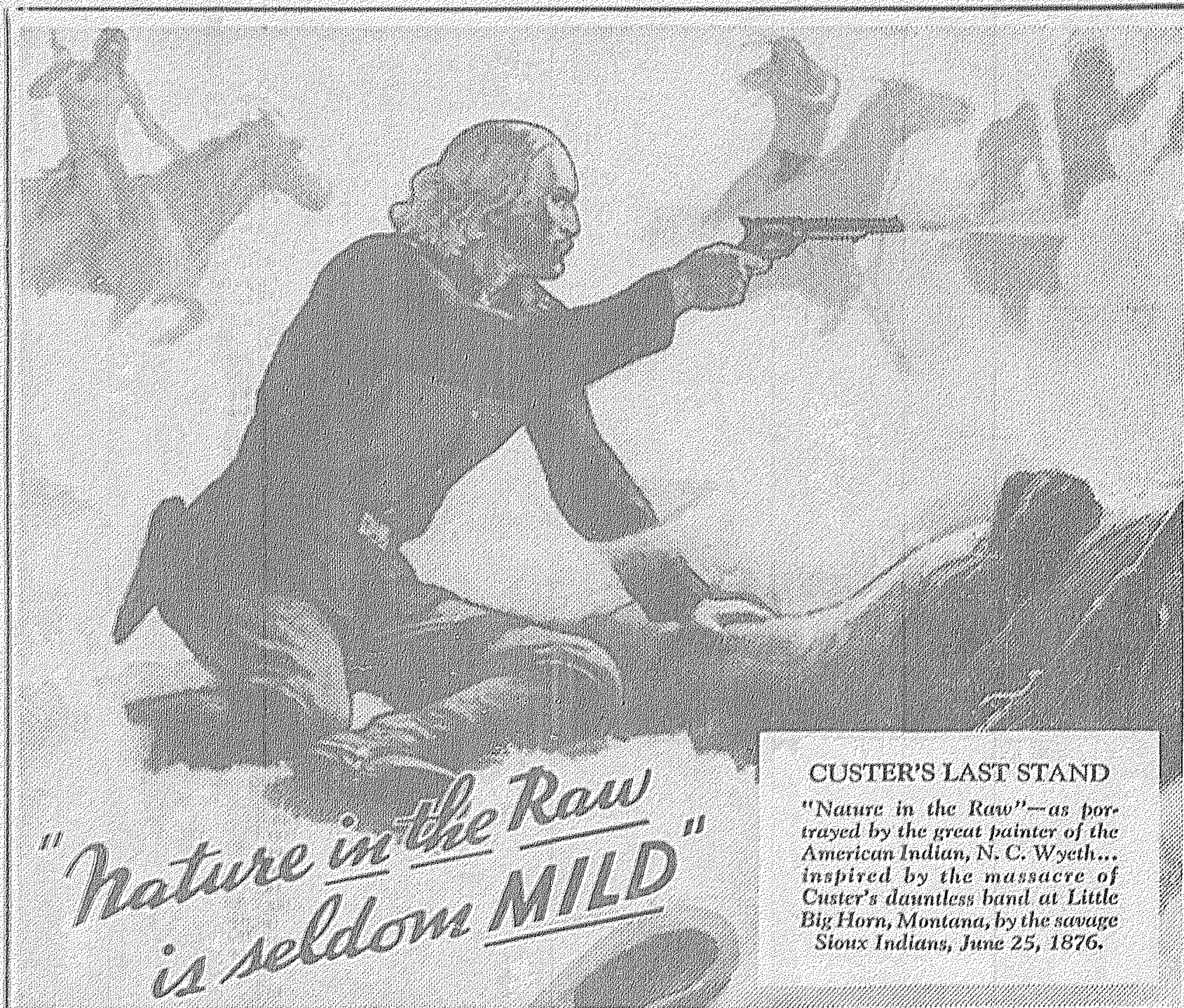
ALICE RESTAURANT

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BREAD, BUTTER, COFFEE or TEA, DESSERT

Home Cooking



CUSTER'S LAST STAND

"Nature in the Raw"—as portrayed by the great painter of the American Indian, N. C. Wyeth... inspired by the massacre of Custer's dauntless band at Little Big Horn, Montana, by the savage Sioux Indians, June 25, 1876.

—and raw tobaccos have no place in cigarettes



They are not present in Luckies... the mildest cigarette you ever smoked

WE buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so

these fine tobaccos, after proper aging and mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

"It's toasted"
That package of mild Luckies

"If a man write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, the build his house in the woods, the world will make a beaten path to his door."—RALPH WALDO EMERSON.
Does not this explain the world-wide acceptance and approval of Lucky Strike?