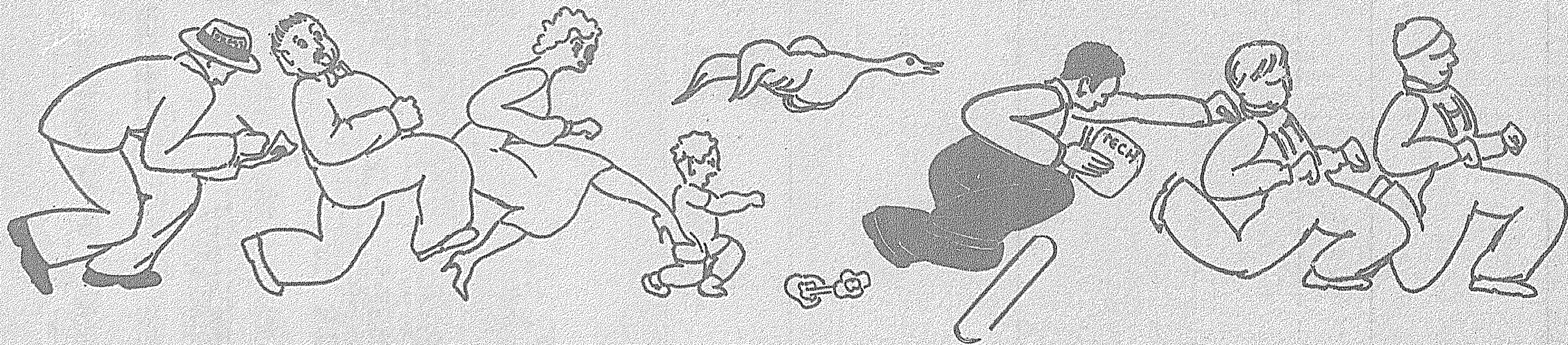


THE GALLUPING POLL



by "Dr." James Murray

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Chicago, Ill., Oct. 1—Just what do you think of your school newspaper? Have you ever stopped to think how the "Technology News" is rated by those readers whom you have never seen, and probably will never see? Perhaps if you will give me a few minutes of your time, I will relate to you a story which may, or at least should, be of decided interest to you.

Shortly after the past summer started, Peter Woods, our editor, received a few very encouraging letters from unknown "Tech News" readers. This gave our alert "boss" an idea; and here is where our story begins.

Summoning this writer, he was told to secure a nationwide survey of the sentiments of other "Tech News" readers on the merits or demerits of the said publication. The results of this poll will now be told.

By hook and crook, borrowing and stealing, the names of thousands of residents throughout the United States were compiled and letters were sent, along with copies of the "Tech News," and these were asked to read these copies carefully and compare them with their own school publication, and with as many others as they could obtain. Each contact was exhorted to be as fair as possible, and by this we meant, that since we were vitally interested in facts alone, sentiment for Alma Maters and the like were to be pushed to one side. Many weeks passed before the fruits of our labor finally began to bear fruit.

Since the Southwestern States were the first letters to be sent, it was from this district the first replies came.

Questions asked in poll

The poll put to a cross-section of the American public stated the following questions:

1. Do you approve of the style of writing used?
2. Is each item of importance placed in its proper place?
3. Do you think the TECHNOLOGY NEWS is the finest college newspaper you have ever read—without limitations?
4. What section do you think best?

The answers were as follows: Southwestern States.

California			
Ques. No.	Yes	No	%
1	43	7	86
2	48	2	96
3	37	13	74
4 Sports 22, News 10, Humor 7			
Idaho			
1	32	9	78
2	37	4	90.3
3	30	11	73.3
4 Sports 13, News 15, Humor 5, Editorial 8			
Nevada			
1	46	22	67.6
2	56	9	82.4*
3	41	27	60.3
4 Sports 12, News 21, Humor 35			

*3 said "not always"

The next group of states to reply were the Northwestern States, including Washington, Montana, and Oregon.

Washington			
Ques No.	Yes	No	%
1	63	34	65
2	79	18	81.4
3	80	17	82.5
4 Sports 23, News 45, Humor 23			



"Dr." James Murray at work.

Montana			
1	28	3	90.4
2	29	2	93.5
3	24	7	77.4
4 Sports 8, News 19, Humor 4			
Oregon			
1	28	17	62.2
2	38	7	84.2
3	36	9	80
4 Sports 19, News 13, Humor 10, Front Page			

Cartton 3

Ten Central States were very cooperative in sending replies. Of this section, Kansas, Nebraska, and Iowa were the leaders. The results are as follows:

Kansas			
Ques. No.	Yes	No	%
1	23	6	79.3
2	27	2	93.1
3	20	9	68.9
4 Sports 10, News 13, Don't Know 6			
Nebraska			
1	23	5	82.1
2	26	2	92.8
3	21	7	75.0
4 Sports 8, News 18, Other 2			
Iowa			
1	16	24	40
2	28	12	70
3	15	25	37.5
4 Sports 5, News 18, Humor 11, Misc. 6			

NORTH CENTRAL STATES: ILLINOIS, INDIANA, MICHIGAN

Indiana			
1	37	12	75.5
2	43	6	87.8
3	33	13	62.4
4 Sports 24, News 14, Humor 11, Don't know 3			
Michigan			
Ques. No.	Yes	No	%
1	15	7	65.2
2	21	2	91.4
3	13	10	56.5
4 Sports 8, News 10, Humor 5			
Illinois			
1	43	7	86
2	45	5	90
3	33	17	66
4 Sports 15, News 82, Misc. 7			

Of the remaining states, there were many whose fine support of this poll really deserve a place in this summary, but due to lack of space, only the above may be mentioned at this time. To such states as Massachusetts, Colorado, Maine, and Texas, as well as those above, the whole staff of the TECHNOLOGY NEWS extends a boisterous "Thanks" for your interest and cooperation.

Taking all the replies received, the following grand total was the result:

Ques. No.	Yes	No	%
1	693	216	76
2	755	151	83
3	593	275	65.2

4 Sports 365, News 421, Misc. 123

This poll was not only encouraging on point three, on which issue nearly two-thirds of the voters reclared the Technology News the finest college newspaper they had ever read, but also many valuable points were suggested by the voters which will be used very advantageously by the entire staff. Approximately 50% of the voters claimed that more pictures should be used in every issue. In spite of the fact that this point had already been decided upon, this proved the editor's conviction that this would be a desirable move. Ever so many practicing engineers said they were kept in direct contact with the news of the Research Foundation by reading the current issues of our paper. This point is very true for in some instances when new developments take place in the Foundation, our publication, being on the scene, is able to cover the story without the usual delay experienced in our daily papers. Many others replied that they were kept in close contact with our well-known professors, and as a result were able to seek aid on many difficult problems.

Read This, Doubtful Ones!

During the past year there were many remarks about the "material" used in our humor column. Sixty-two per cent of the

answers remarked on the cleanliness of the column. Twenty-two per cent thought it a bit shady, while the rest did not remark. These figures show that at least the majority are in accord with the column, so don't forget the old adage, "majority rules."

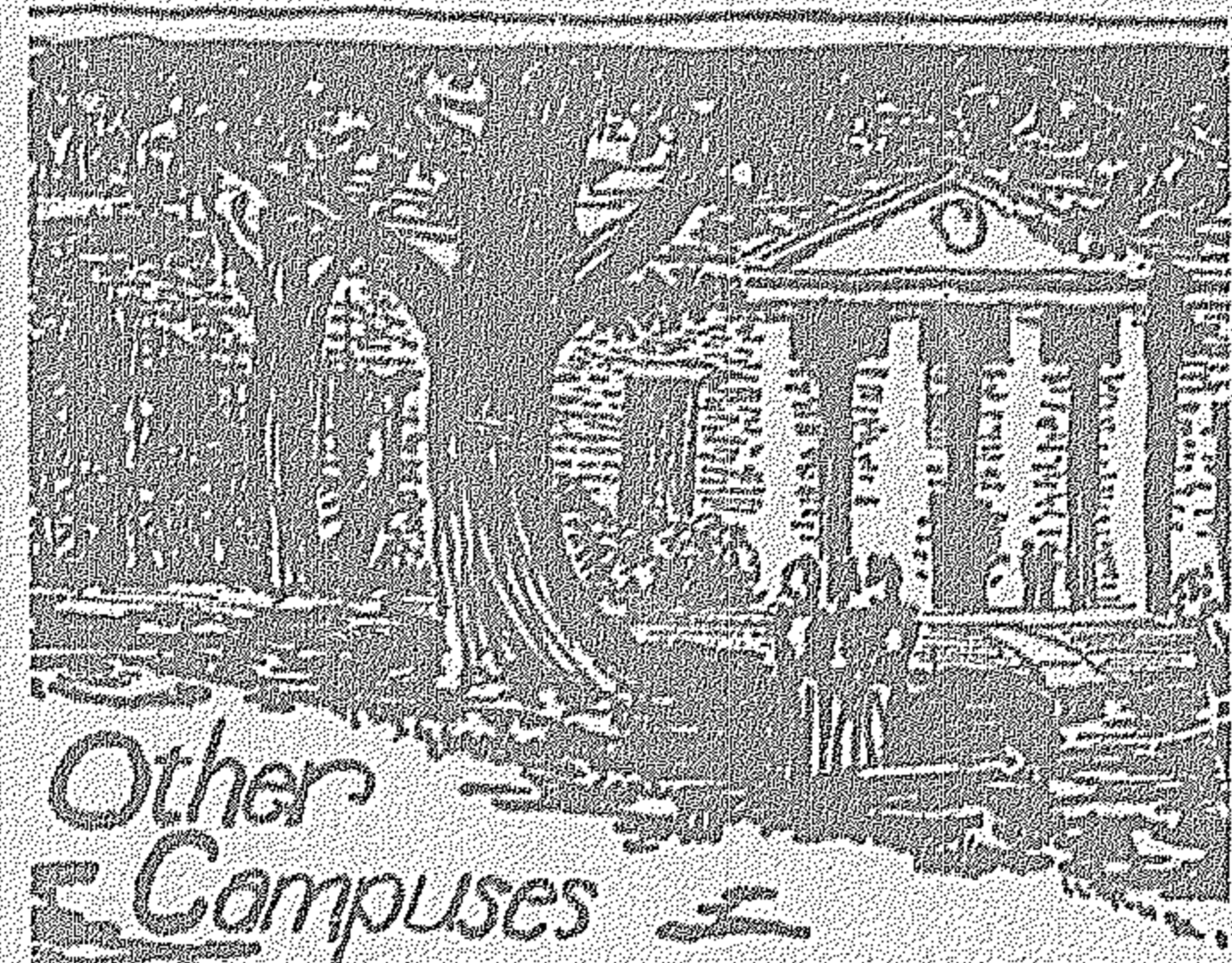
Mailing List Swells

Not only the material in the paper will be better as a result of the poll, but the circulation is now bettered to the tune of 349. These are absolutely new customers and have given orders for a year's supply. This, of course, was the best proof we have of the merits of our paper, and we are ready and willing at all times to pit ours against any.

Of particular interest were the replies from the states also boasting a flourishing educational center. A multitude of men attending these schools agreed to be quite frank with us but under one condition, namely, that their names be kept out of print. This simple request will certainly be granted, although it is really a shame not to be able to show some of these fine letters.

Practically every second letter asked one question, "How do you raise the funds to have a name band for every dance?" Of course this question was easily answered by noting that every social affair boasts a crowd of nearly 600. Naturally this would make for the success of any affair.

Well, gentlemen, now that we have told you the story of how we may call our paper the finest of its kind, we trust that the time you spent scanning this column was not in vain. Even though we knew this point, we know may not only boast, but also have substantial evidence to support our belief. So go now men of 12T, and fear not to mention in your conversation that the proof of your statements may be found in the Technology News, the finest college newspaper in the world. See you later.



by Charles I. Ball

Because of the present war in Europe, no Rhodes scholarships were granted in 1940.

This year the NYA will spend \$102,000,000 on 130,000 college students in the United States almost one student in every ten is employed by this agency.

Because of the disturbed conditions in the world, Columbia University is now giving courses on the effects of war on society, government, the individual, the family, property, etc.

The University of Chicago has announced a course in exterior ballistics to be given by

the well known mathematician, Dr. Gilbert A. Bliss. It will teach the extremely complicated subject of modern gunnery and is intended to help National Defense plans.

A feminine student of the University of California daily flies herself to Los Angeles from her home in Palm Springs and back home again in her own plane. A good idea and probably faster than the "L."

The first school in the United States to establish a school of Fine Arts was Yale University.

Alma College of Alma, Michigan has abolished final examinations for two semester as an experimental stimulus for students to keep up with their daily work.

In accordance with a recent amendment to the A.C.S.A. constitution, Hilard Stryz, 4B, was elected as one of the two Co-op representatives to the Armour College Student Association. Stryz has been actively engaged in Co-op affairs and his election should result in a strong Co-op voice on the Board.

Journalism students of Boston University have two United Press teletypes installed in the class room to provide spot news copy. This class room is a model of a typical newspaper copy desk.