

CLUBS

Press Club

The Press Club, the Publications, and Sphinx are three separate and distinct organizations. However, they all have one common interest, namely the promotion of literary and journalistic activities at Armour. The result is that the scope of one overlaps the scope of the other, and no one would be as effective were it not for the proper functioning of the others.

With this in view, it is difficult to determine the relative importance of the three groups, but in any event, it is safe to say that the Press Club constitutes a factor comparable to that of either of the other two.

It is in the Press Club that the raw material is discovered. Its meetings are open to any, and all, and it is here that the indifferent or mildly interested are shown the attractiveness of publication work which makes them invaluable as future staff workers.

In conjunction with the regular business meetings, it has been the policy of the present administration to present speakers. These have been Armour Alumni who are now engaged in some form of publication work, and who, in the most part, were actively interested in publication work at Armour when they were undergraduates.

Mr. Ralph S. Kenrick, '22, is now assistant editor of *Railway Age*, and was our first speaker this year. He spoke on phases of editorial work as connected with a trade journal. Up until recently, he has supplied the *Armour Engineer* with alumni personals.

Mr. Harold W. Munday, '23, spoke on the opportunities open to the technically-trained man in the publication field. As editor of *Pit and Quarry Magazine*, his information was first hand and in every way pointed to the value of the work of the Press Club.

In order to enlarge the field of information, we considered the subject of advertising as connected with publications. Mr. Leo Henry Rosenberg, '17, covered this topic. His connection with the advertising agency of Thomas F. Logan, Inc., made information available which was of especial interest to us.

The direction of the Press Club is being left to those who follow, with an established record. The importance of the organization as related to the publications, although never doubted, has been proven by its past activities. And, by these same activities, it has obtained a position of considerable prestige among the various organizations. It is our desire that the next year may provide further development for this organization.