

ENGINEER AND ALUMNUS

and more dissatisfied with it. Finally officials of the school acted upon the suggestion of Professor Walter Hendricks, head of the Department of English, who suggested that the magazine be changed to a student-alumni publication. After considerable discussion, it was decided that this recommendation be considered, and in 1934 a committee was appointed by former President Hotchkiss to undertake the work of reorganizing the *Engineer* along the suggested lines. The work of reorganization having been completed, a part of the original committee of students, faculty members, and representatives of the alumni were appointed as a managing board for the publication. This board was appointed in October, 1935, when the *Engineer* was separated from the jurisdiction of the Student Publications Advisory Committee. This separation marked the beginning of active faculty control and direction of the magazine.

It soon became apparent that students could not publish the new magazine, because of lack of time. The publication was expanding rapidly. Circulation doubled several times. Work on magazine became a full time job. With the normal load carried by the students in their regular school work, they were not able to continue in official staff positions. The student editor and business manager who had worked hard to make the publication a success were obliged to relinquish their positions to faculty members who were able to spend more time on the publication. Student participation became secondary, although it was still necessary and welcome.

The magazine expanded from a purely local journal with limited interests and outlooks to a ranking college publication within an extremely short period. The original circulation of eight hundred copies was doubled and redoubled several times. Today it boasts of a circulation of over twenty thou-

sand copies that are sent to all sections of the globe. The larger part of this circulation is in and about Chicago, but copies are sent to every state in the Union, to all the European countries, and even to Asia. Seven copies are sent to various districts in Russia alone, and several copies are subscribed to by historical and engineering libraries in London.

The circulation in the United States is confined to alumni of Armour, research foundations and groups, industrialists, engineering colleges and universities, and many public libraries. A copy is sent to every Armour man whose address is known. The entire group that receives the magazine is enthusiastic in its praise of the new publication, and this support has done a great deal in stimulating the managing board to even greater effort.

As the magazine expanded, it was found necessary to appoint members of the faculty to permanent positions of administrative control. In July, 1938, Professor D. P. Moreton was appointed General Manager in charge of the magazine, and Professor Walter Hendricks was reappointed Editor. Offices have been moved into reconditioned quarters in the Research Building. There new machines have been installed to facilitate the handling of the large volume of mail that must be handled.

Alumni activities have been coordinated by the officers of the magazine, and in this phase of the magazine's activities a valuable service is being performed for both the school and the graduates. The alumni and industrialists who receive the magazine are inspired by the splendid work that is being done here at the Institute. They, as employers, are aiding graduates by offering positions in recognition of the aggressive and determined spirit school officials have shown in Institute affairs.



David P. Moreton

