

The Knowledge Bank at The Ohio State University

Ohio State Engineer

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THE E. C. M. A. CONVENTION

By G. F. Rechten
and H. W. Engelman

SOME of you may know, some of you may not, that this, The Ohio State Engineer, is a member of a national association of similar magazines. Each year, there is a convention, and this year was no exception.

Since we, as editor and business manager of this magazine, went to Iowa State College, at Ames, to attend such a convention, we feel at least slightly responsible for some sort of a report. This is that report.

The essential content of the report amounts to one thing: purpose. Why have such an organization, why a convention, and did this last convention answer its purpose?

First, last, and in the middle, the object of all these goings on is to improve the member magazines and get national advertisers. A poor magazine is a poor advertising investment, and the 2000 students or less who look at an individual member magazine are a nonentity to advertising men who count in tens of thousands. Therefore the union for mutual help, both regarding the number of readers, and in improving the magazine. The convention represents an otherwise impossible opportunity to talk things over with everyone concerned. Mr. Littell of the organization's national advertising representative, Littell, Murray, and Barnhill, is there to answer questions, and we mean just that! Editors and business managers can get together and talk over poli-

cies, better ways of doing things, and whether or not to have jokes.

Suffice it to say that we attended and learned.

Having attended and having learned, we intend to have a somewhat different magazine from that we have had in the past. This sounds fine, but we really intend to try.

Now, some editors of other magazines feel that jokes are undignified. Others feel that a good, thorough, technical article is the thing, but like a dash of humor. It seems to us quite evident that we have here arguments based on a fundamental fallacy.

The first criterion of any article, joke, or the magazine itself is this: Is it good? If it is, people will read it, which is, after all, the idea in printing it.

As for dignity, or anything related, there is only one thing to be said. Dignity is a phenomenon which occurs between two people, the one who is dignified being respected by the other. It just seems to us that if we print one good joke we have more to be respected for than if we print a sixteen cylinder article read by nobody.

And so seems to be the opinion of those who should know. Besides, just who do we think we are to try to compete with the good technical journals?

Therefore, we come from the convention with this idea: to print what you want, not our idea of what you should read. You let us know, and we'll try.