

The Knowledge Bank at The Ohio State University

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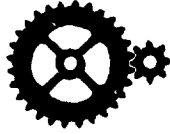
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THE OHIO STATE ENGINEER

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To the majority of the students these initials mean little or nothing. Yet the association represented by them, the Engineering College Magazines Associated, does invaluable work every year in helping the member magazines to better their publications.

Monthly criticisms of lay-out, illustration, and content of each magazine, from which that publication can better its succeeding issues, are only a small part of the work done by E. C. M. A. Advertising accounts with nationally known firms are contacted through it and much valuable advertising, without which no magazine can thrive, secured.

But apart from all this, a convention is held each year on the campus of some member magazine. This year's convention was held at the University of Minnesota, with representatives from 14 different colleges attending. In a group such as this, all types of publications and all kinds of campus conditions are represented. Consequently in the round table discussions no problem was advanced that had not been approached and overcome by at least one member publication. As may be readily imagined every possible phase of preparing and publishing a campus periodical was discussed and from so thorough a treatment every representative came away with at least one or two constructive ideas concerning his magazine.

Of course, no conference would be complete without a certain amount of entertainment. This one was no exception, the Minnesota Techno-Log as hosts did more than their share of providing ample recreation of a lighter nature, and we should like to take this opportunity to thank them for a most enjoyable stay.

With E. C. M. A. lending a helping hand when necessary, insuring continuity of editorial policy, and steadying the publication as a whole, we may say that you need have no fear that your magazine is a stag-

nant publication nor a retrogressive one, but rather a progressive one.

FOR MEN ONLY

Attention, Engineers! It's Round-up time again. Don't miss this, the most important social event of the season. Many of you have attended Round-ups in the past, but few of you have ever witnessed one so chock-full of entertainment as this year's will be.

The big night is November 10, at 7:30 in the Armory. Sponsored and arranged by the Engineers' Council, this greater 1937 Round-up features skits by the various professional societies, a "he-man" chorus of handsome chorines, a faculty debate, refreshments, and general hilarity. This is one night studies can be forgotten, cares thrown to the winds, and good fellowship allowed to rule.

The Round-up is one of our few Engineering College traditions and as such deserves the whole-hearted cooperation of the engineering students. This Round-up is for you, you provide the entertainment, you are its critics and its sponsors. It's up to you to see that your Round-up is a smashing success.

The professional societies are working on their skits this year with the added incentive of a handsome trophy to shoot at. Funnier and more finished, the skits alone are a good evening's relaxation, but don't forget the debate, the high spot of the evening. Some will remember the former Turnbull-Sherman debates and the heckling and caustic wit attendant with them. Those who attend the Round-up this year have a surprise in store for them on this score.

There's fun in plenty in store for you, and a chance for a bit of public hazing of faculty and departments. Don't miss this chance to get together with your fellow engineers for a good evening's enjoyment. Let's see all you mavericks in this Round-up for sure.