

A CHAPTER PUBLICATION

As a means of serving its alumni and at the same time winning their greater cooperation, Phi Kappa at the University of Illinois has been issuing a monthly four-page Chapter publication, *The Phi Kappa News*, which is proving most effective.

Just how effective the publication is proving has recently been shown. Wishing to get financial aid from the alumni because of the added expense of publishing the paper monthly, we asked each alumnus to send us a dollar. The results of the request were most satisfactory. The alumni promptly cooperated cheerfully providing the needed amount. Some even sent more money than was requested of them. And with most every check came a voluntary letter saying such things as:

"Never thought I could appreciate a Chapter paper so much. I look forward to it every month."

"Keep up the good work. I enjoy the *News* very much and am more than glad to contribute."

"*The Phi Kappa News* is certainly a welcome message from the Chapter. This good work is doing much to keep us together. It's a bargain day for news. A dollar well spent."

"The *News* is just what we need, a good connecting link with which to renew and keep fresh our brotherly bonds."

"The *News* is the greatest step forward that the Chapter has made in the advancement of the interest of the graduate Brothers. I hope you can keep up the work and get the *News* out with some degree of regularity."

As for further proof that the Chapter publication is worth while, the Chapter finds it is getting more letters from alumni than ever before, more alumni visitors than ever before and next fall we are looking forward to securing more rushing aid than ever before.

In deciding to issue *The Phi Kappa News* regularly each month, the Chapter considered the direct-by-mail advertising principle that the results of a mailing tally with its frequency. Also, a monthly publication, the Chapter has learned, permits more timely and therefore more interesting news, indirectly encouraging greater good will from the alumni. Its regularity, too, impresses the alumni, we believe, that the active Chapter is