

more in earnest in their effort to keep in touch with them. As a result, they respond much more promptly and enthusiastically in cooperating with the Chapter.

Typographically, *The Phi Kappa News* is a newspaper-appearing pamphlet which folds for mailing twice into a long envelope. It has newspaper-style headlines and make-up. We also write it pretty closely after newspaper fashion, although a bit more familiar, because we believe most alumni readers, being busy, like conciseness and don't appreciate wading through sophomoric rhetoric when the same thing could be said in seven words.

In the *News* we try to put more alumni than active Chapter news. The reason for this is obvious: we want to satisfy our readers. We try to put ourselves in the position of the alumnus ten years out of college who doesn't know intimately one man in the active Chapter and at the most recognizes only a few names of men he happened to meet the last time he visited the Chapter House. Under such circumstances the alumnus is most interested in the men he knows or the Brothers who were in college when he was. The alumnus, we find, like everybody else, likes first to read about himself, next about his friends and classmates, and then the things most familiar to him.

We realize, since he is not usually personally acquainted with men in the Chapter, he is not much interested in the trivial things about them. He is glad to hear who are elected officers, perhaps, that the Chapter has the editor of the student daily and two men on the football team, etc., but aside from such news he is not much interested. What he likes to read, judging from the letters of commenting alumni, is, for instance, what Bill Jones, whom he roomed with for a semester and has not seen since graduation, is doing now. He appreciates hearing that "old Bob Otter has a new job and has moved from St. Louis to New York."

We use some news about the University in the *News*, too, because we believe the alumnus is interested in what is taking place on the campus with which he used to be in daily contact. We tell about changes being made and new buildings, for instance. Sometimes we even tell him what other fraternities are doing. He was interested in all this when he was in college and it stands to reason that he still retains some of this interest back in his memory. One alumnus has even confessed that he would like