

to read now and then what some of the latest collegiate clothing styles are.

For the same reasons already mentioned, we are now and then also using some news about the national Fraternity. It seems very logical that the alumnus would like to hear about the fraternity of which he is a member.

Of course, we use pictures in the publication. Some of these are of alumni; others are of active Chapter men and campus scenes, etc. Pictures not only dress up the appearance of our publication but also make it more attractive to read, we believe. Another thing, in the case of pictures of alumni and active Chapter men, we find they subtly serve to better acquaint alumni of different ages with each other and with the members of the active Chapter, since everyone is more interested in a stranger whom he can visualize.

In getting alumni news for the publication we depend largely on a questionnaire which we ask every alumnus to fill out for us ever so often. A surprising amount of news is sent us by alumni voluntarily. The University alumni office, glad to cooperate with us, furnishes still more news and now and then, noticing that a particular alumnus has a big or interesting job, we sometimes write him, soliciting information for a news story about it. Getting alumni news may sound difficult, but with *The Phi Kappa News* under way we are finding each month that we usually have more news than space will permit us to use.

Not the least work of the job of conducting *The Phi Kappa News* is that of keeping up the address files and "morgue" of the alumni. With a monthly publication we are able to keep the home and business address of each alumnus right up to date. With the news and letters, as well as the questionnaires mentioned before, we are building up a complete record of every man—a thing which helps in writing the news stories.

We mail the *News* third-class postage in unsealed envelopes which are decorated in such a way as to make it possible to distinguish each envelope from the rest of the morning mail. Third-class postage is cheaper and, just as important, we find it the best way of keeping our address lists up to date. Such postage is not forwardable and since we guarantee return postage we learn promptly of every incorrect address.