

ASSOCIATIONS ARE NEW
(Continued from Page 1.)

reported by them for membership became a member. One or two colleges conferred membership on former students by a vote. Others gave honorary membership for distinctive service to the college or to the state.

"3. What is the circulation of your alumni magazine? (State whether weekly, monthly, or quarterly)."

Seven magazines gave three thousand as their circulation; five as 1,000; four as less than 1,000; three as 1,500; four as two thousand; one as 2,500; one as 5,000; one as 5,500; one as 7,000; and two as 8,000. The largest circulation came from Northwestern—13,500.

Three alumni associations cooperate with the student paper to which many of the alumni are subscribers. One association sends the paper to their members at the expense of the association. Two of the alumni magazines are financed by private corporations.

"4. What percentage is this of the total number of graduates and former students from your institution?"

This question produced a variety of answers from which it was hard to compile comprehensive data.

In many cases the subscription list was partially made up of many copies sent to libraries and high schools to advertise the institution. In many instances it was impossible to more than estimate the number of former students.

Seven reports said that the magazine was sent to all graduates free, either being paid for by popular subscription or sent as a bulletin of the institution.

Three reports stated that the subscription list was less than 10 per cent of the total number of graduates and former students. One gave 12 1/2 per cent; another gave 15 per cent; a third gave 25 per cent; two said 30 per cent; five gave 20; six gave 33 1/3 per cent; and one clapped the climax with 50 cent.

"5. What percentage of your subscription list is paid in advance?"

Twenty-seven answered this question (not including those where the magazine was sent free to members of the association).

The answers varied all the way from none to all to the entire subscription list. Six reported that all their subscribers paid in advance while three stated that none of their subscribers paid in advance. Four reported not many; one reported nearly all; three reported 50 per cent; three 80 per cent; two 10 per cent; one 12 1/2 per cent; one 20 per cent; one 70 per cent; and one 75 per cent.

"6. What method do you find most effective in collecting subscriptions?"

There were twenty-one answers to this question.

Two-thirds of these said that they used a statement and a letter. One asserted that enclosing bills in the magazines proved effective, and Kansas gave the information that a "jolly" was sent with their bills.

Illinois summed up the feeling of the entire set of answers when it gave the one "Persistence." The general tone of the answers indicated that collecting Michigan and Wisconsin stated that

they finally used a sight draft when letters and statements failed. Princeton required payment in advance. Ohio averred that the most effective method was "incessant dunning."

Bills were sent out in most cases twice or three times a year. A few sent bills oftener.

"7. Do you have a homecoming in the fall? If so, how largely attended?"

Twenty per cent had homecomings. Many of those who did not, stated that they concentrated on bringing back the alumni at commencement. Many had reunions at the alma mater in the spring in February or March. Some had reunions of the alumni in larger cities of the state at stated times during the year.

Very few gave figures on attendance at the homecoming which could be considered accurate. One said the attendance was poor, one said it was fair, three expressed it as good, two institutions said that two hundred usually registered, one gave 500, and another varied between 1,500 and 2,000.

"8. Do you have mid winter meetings of alumni throughout your state, such as county club reunions and other like gatherings? Do you believe in this system?"

The answers to this question were hard to classify.

Nineteen institutions held reunions throughout the state which were supposed to be for all the alumni. Eleven answered "no" to the question.

Only one institution expressed itself as against the plan although Kansas, which has such gatherings, said that the benefit was doubtful. Eighteen were in favor of the plan and the remainder expressed no opinion.

"9. Is the compensation of the alumni secretary paid entirely by the alumni?"

Forty-seven answered this question. In twenty instances the entire salary is paid by the alumni. In sixteen instances the secretary obtained no compensation while one said that he "works for love."

In five cases a part of the compensation was paid by the alumni and the rest by the university. In two cases the salary of the secretary was paid by the alumni but the university furnished the clerical help.

The university hired the alumni secretary in four of the schools reporting.

"10. What do you consider the best attraction to bring the alumnus back at commencement?"

Several did not answer this question. Six said they did not know. Seventeen expressed a preference for class reunions.

Six institutions found that many attractions, suited to the different tastes of the graduates,—athletic contests, speeches, plays, and banquets—were the most attractive features.

Three said that a baseball game coupled with a banquet was the most attractive feature they had found. Two suggested a banquet for the alumni.

Several other attractions were mentioned. Colorado stages a football game. The other suggestions were: a program, a class play on the campus, alumni day, a good speaker, and a prize for the largest reunion class. A free dinner brought the alumni back at one college.



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May 15, 16, 17

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Leggan	\$61.10		
ARIZONA		NEW YORK	
Grand Canyon	\$55.00	Buffalo	\$41.70
Phoenix	\$55.00		
BRITISH COLUMBIA		ONTARIO	
Field	\$61.10	Toronto	\$43.65
Glacier	\$61.10		
COLORADO		PENNSYLVANIA	
Denver	\$17.50	Pittsburgh	\$40.30
Colorado Springs	\$17.50		
Pueblo	\$17.50	QUEBEC	
Ft. Collins	\$17.50	Montreal	\$55.20
Estes Park	\$24.50		
IDAHO		SOUTH DAKOTA	
Pocatello	\$38.60	Deadwood	\$17.85
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IOWA		UTAH	
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OKOBOJI	\$9.92		
Spirit Lake	\$9.94	WISCONSIN	
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MICHIGAN		Milwaukee	\$22.70
Detroit	\$33.20	Three Lakes	\$25.35
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St. Paul	\$16.20	Kirby	\$32.00
		Glacier National Park	\$35.00

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	Dates of Sale	Special Dates: June 30 to July 7, Aug. 22 to 29	Daily June 1st to September 30, Limit October 31st	Special Dates: June 1st to 4th, June 22d to 29, July 8th to 11
ROUND TRIP RATES	\$55	\$60	\$55	\$60

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