

File

Dear Alumnus:

If you were asked what part of your schooling has meant most to you, I believe you would at once recall your days at the Eastern Illinois State Normal School, where you came under the energizing influence of those excellent and dynamic instructors. I venture to say, too, that, if you knew you could do something for your Alma Mater, you would offer your services with sufficient readiness to prove your loyalty.

I want to call your attention to a way in which you can give a practical proof of your affection for your school. There is no doubt that the strength of a school lies, to some degree at least, in its numbers. The quality of the school you can benefit only indirectly, by the success of your own career; the size of the school you can benefit directly if you will but respond to the request of the Alumni Association. We want you to do two things: first, each to send to the registrar the addresses of any young people who may decide to attend the school if the advantage of such a decision is brought before them; second, each to do all he can to get one good pupil to attend our Alma Mater this fall. If each alumnus succeeds in sending one student who would not otherwise go, think what we shall accomplish.

By performing this simple service you will produce a triple profit: to the school, which will gain through increased registration; to the students, who will be brought into a thoroughly good and wholesome school atmosphere; and, finally, to the Alumni Association, which will truly come to mean something under a régime in which for the first time its members band together to accomplish definite tasks.

Sincerely yours,