

(5) Develop special groups to work for the campaign--
classes, University societies and organizations, parents, and the
like.

The Alumni Association is giving this campaign its best attention and will continue to do so. It is absorbing an indefinite amount of the cost of expenses. That matter is being taken up with the alumni board. The organization director is doing a sincere, intelligent job. So far we have not been able to obtain the services of a vigorous sales type field representative. It may be questionable whether we want such a person. The boys we have had are two of the ablest young men the University has produced in the last half dozen years. Frankly, the local alumni committees have been pushing these boys around a little, putting them off, procrastinating, giving them the run around, and all that sort of thing--just as they have been handling the alumni secretary for the past 22 years.

The memorial trustees are strong enough to carry this job through, and there are some situations coming up in prospect that make things look hopeful. Nevertheless, it is going to be a job to reach \$500,000, and really there should be more than that amount to carry through the project as beautifully as it should be done.

Respectfully submitted,

Fred Ellsworth

Secretary

FE:mvn