

## SOMEONE WITH ZIP

“Well George, I don’t know what *I* can do. *I already gave*, but what *you* should do is go see these guys who haven’t given and —

“Sixty-four hundred of them? Good grief! Well, what are you going to do in your spare time? Heh, heh.

“These guys just don’t think it’s important to give to the Fund and they prob’ly won’t give a *nickel* until —

“*I know* you aren’t looking for nickels — I only meant they won’t give if they don’t think it’s important, and that’s *your* job — to see that they know.

“Sure you’ve been working hard! Wasn’t I there when you had your fit — I mean nervous breakdown?

“Whatcha need is something flashy — like maybe matchbook advertising — or how about a blimp with ‘Give to Caltech’ on a banner — or, I’ve got it! Instead of a regular dull letter, send these guys a sheet of paper — maybe green — and put a bunch of words on it like *Participate, ’lumni Fund, an’* —

“Oh, you did, huh? Well, you’ve got to get some life into this thing. You need someone with *zip!* Boy! When I raised that money for the Campfire Girls I just sat down at the desk and dictated a letter to —

“What? Oh, no. I just meant that . . . no, I don’t have ti — But . . . but . . . Nolte can do it . . . no . . . well . . . if you don’t think it would upset him . . . alright. ’Bye.

“Miss Johnson? . . . Yes, *now* please. This is a draft, double space. Ready?

“Dear ’lumnus: Be the first one in your block to make your gift to the 1961-62 ’lumni Fund. Awaken! For a limited time only, each and every ’lumnus who gives will receive absolutely free of charge . . .”

THE 1961-62 CALTECH ALUMNI ENDOWMENT FUND ENDS SOON