

ISN'T THAT GREAT?

"Yes, George . . . yes . . . sure, George . . . I know, but who reads that stuff? The minute our guys see that envelope with Caltech on it they prob'ly put it in the circular file. They know what's inside . . .

"Well, look — I mean, maybe I'm no expert, but watcha wanna do is stop this bulk mailing . . . send your letters first class . . . That'll cost two thousand bucks right off, huh? . . . Yeah, that *is* a lot of money, but . . . Well, now gimme a chance, George.

"First class, see? Then you get yerself some fancy letterhead and envelopes, maybe orange, engraved — with a real nifty monogram — like a slipstick or a gear or somethin' . . . not less than a thousand for that, huh?

"Yeah, but boy — what results! You'd make a million. Then — get this George — you *hand type all* the letters, see — maybe make a coupla mistakes, see — to make it look real. Then . . .

"Really? . . . Not enough time? . . . Even if you hired three, four extra typists? Huh . . . Sure you have to pay 'em but think of what a big impress—. Two or three thousand bucks more, huh? . . .

"Well, now listen — 'cause here comes the clincher. In the letter you tell each 'lumnus to WIRE his gift — COLLECT!! How about that! . . . Isn't that great, George? . . . Hey, George . . . it's great . . . *isn't* it?

YOUR ALUMNI FUND COUNCIL SUGGESTS YOU USE THE DO-IT-YOURSELF-TYPE
POSTAGE-FREE ENVELOPE. IT WILL REACH US FAST ENOUGH THANK YOU.