

As they
THINK
you are



As you
REALLY
are

Advertisers are funny folks:

They look at people in bunches and draw some amazingly inaccurate conclusions. They seem to think that a yachtsman goes to his office in blue coat and white trousers, that a horseman wears spurs to keep his feet from rolling off his desk. Here's what they think about college graduates:



They think all your daytime hours are spent yelling at football games.

Never do you buy an automobile.

We've got to change that notion.

Are you going to buy a car this year?

If so, please tell us.



They think you spend your evening hours at class reunions.

You wouldn't think of buying an electric refrigerator.

Or would you? Please tell us.



They think you spend your vacations at Commencement get-togethers.

You're not one of the people who go abroad.

Or are you? If so, please tell us.



It comes down to this:—

This magazine is a good advertising medium but it is hard to convince the advertiser of it. We are in competition with the big national magazines that spend hundreds of thousands of dollars a year on market investigations and research. The big fellows prove what they've got. We little fellows must prove it too. The most convincing proof is definite statements from our readers as to their intended purchases this year.

We hate to be a nuisance. We realize fully that requests for information of this sort are distasteful but we are most anxious to get advertising. All advertising revenue is plowed back to improve the magazine and thus redound to the prestige of our college.

We appeal to your loyalty to fill out the adjoining prepaid questionnaire and send it to us today.

My Purchasing Plans for 1937



Unless seriously considering purchasing products or services listed, please don't check. **OUR ADVERTISERS ARE PRINTED IN TYPE LIKE THIS, PLEASE FAVOR IF POSSIBLE.**

For My Home

- Electric Refrigerator
 FRIGIDAIRE
 KELVINATOR

Other Products

- Air Conditioning
 Oil Burner
 Water Heater
 Boiler Burner
 Coal Stoker
 Electric Range
 Electric Washer
 Electric Ironer



I plan to Build Buy Remodel in 1937

- Send free booklet on **KELVIN HOME**
 Send free booklet on **DELCO-FRIGIDAIRE** Heating and Air Conditioning Products.

Careers for College Graduates

A survey of average earnings of members of a class ten years after graduation showed insurance men at the top of the list.

Check here if interested in entering life insurance salesmanship:
 On commission basis On fixed compensation basis

Check here for a copy of the free booklet:

- "Insurance Careers for College Graduates"

For My Future

I am interested in receiving information about:

- Investment Program for the Future
 Retirement Income Plan
 Monthly Income for my Family
 Educational Insurance for My Children
 Inheritance Tax Insurance

Personal Property Insurance

- Please send me a free **HOUSEHOLD INVENTORY** Booklet

Automobiles

- Under \$800 \$800-\$1200 \$1200-\$2000 Over \$2000

- CHEVROLET La Salle _____ Used Car
 Cadillac OLDSMOBILE _____ trailer
 CORD Pontiac _____ truck
 Dodge Packard _____

Accessories

- GOODRICH TIRES Battery
 _____ Tires Auto Heater

Typewriters

- REMINGTON Portable
 L. C. SMITH-CORONA Office



Special Offers

- NEWS WEEK—the illustrated News Magazine. Send me the next 20 issues and bill for \$1.00 (half the single copy price). Special offer new subscribers only.
 HEALTH RAY SUN LAMP—Send full details of special FREE TRIAL OFFER.
 FRANK BROTHERS' FREE Booklet, "Shoe Styles for Men"

NAME

ADDRESS

CITY..... STATE.....

COLLEGE..... CLASS.....

OCCUPATION..... (4)

Tear out coupon carefully along dotted lines

Please Fill Out Other Side of This Coupon

Then fold for mailing as indicated on reverse side