

# CROSS REFERENCE SHEET

Name or Subject      University Record

File No.

Regarding

Date

## SEE

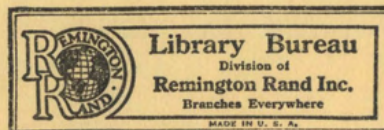
Name or Subject

File No.

Fiske, H. S.

University of Chicago Publications

File cross reference form under name or subject at top of the sheet and by the latest date of papers. Describe matter for identification purposes. The papers, themselves should be filed under name or subject after "SEE."



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# CROSS REFERENCE SHEET

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Regarding Date

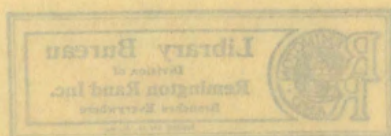
SEE

Name or Subject

File No.

Wlake, H. S.

University of Chicago Publications



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Cat. No. 30-2802

The cross reference form under name or subject at top of the sheet and by the latest date of papers. Describe matter for identification purposes. The papers themselves should be filed under name or subject after "SEE."

Judd: "I have thought of the Record as serving a very useful purpose. It will be a great misfortune if members of the University faculties are not kept in intimate contact with what is done by the donors and what is done in the University."

Marshall: "I hope that only as a last resort will a policy be adopted that results in not sending a copy to every member of the faculty."

Jorenson: "The proposed distribution through the departmental offices would prove more wasteful and less efficient than the present method."

E. J. Goodspeed: "I should be sorry to have the faculty circulation of the Record reduced, at least in my department. I think it has a real value as a medium of official information within the University, and as a reliable historical record of events. This I have personally proved over and over in all kinds of University relations. I strongly favor the wider circulation of it in the city and among select friends of the University. This is a valuable form of cultivation of intelligent public interest, and should be built up and sustained, since it does not bear its proper fruit in one year or five years."

The foregoing are the more emphatic expressions of opinion favorable to the present wide distribution of the Record among members of the faculties.

On the other hand one reply (H. W. Prescott) says: "I think it sufficient for the University Record to appear on the tables in various libraries on the campus, as it does with us here in Classics. Individuals who wish it can inform you; others can depend on finding it in the current periodicals in the library of the building. I quite agree that there is an undesirable waste in the present distribution."

The number of copies printed for April was 1,200, leaving a few extra copies for later use.

The Record is sent to Trustees of the University, of the Theological Union and of Rush Medical College; to a few libraries and universities; to some sixty or more paid subscribers; and to the "University Calendar" list which is supposed to contain names of all members of the faculties of rank above and including instructors. There

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is a list already having addressograph stencils of some 800 names, to which the Record is not now mailed. It contains names of donors (about 125), public libraries, educational institutions (universities, normal schools), consuls, and a few others.

In the light of the foregoing, I recommend:

1. That the Record continue to be sent to all members of the faculties of rank of Instructor or higher.
2. That there be removed from the mailing list the names of some sixty to seventy-five persons for whose presence thereon there appears to be no outstanding, or at least observable, reason.
3. That a letter be sent to all libraries now on the list (something like fifty or more) asking if the Record is useful and is still wanted.
4. That an attempt be made to remove duplications if they exist.
5. That the names of Presidents of outstanding universities and secondary schools, executive officers of the leading foundations and learned societies be added to the list and such other important libraries as are not now represented.
6. That the names of more prominent donors to the University funds and those of hopeful "prospects" be gradually added to the list until the edition reaches 1,500 copies, adding in the course of the fiscal year say \$300 to the total expenses.

Sincerely yours

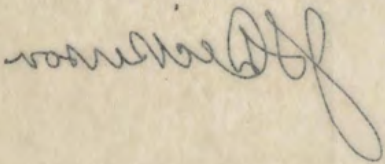
J. H. Dickerson

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Sincerely yours



## The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

*Woodward*

Sept. 24, 1896.

CHICAGO

My dear Dr. Harper:

*How*

I suppose it is time for us to think about the first number of The Record.

1. Shall we insert the Convocation address and the President's statement in the first number, or shall we divide them?

2. We ought to have some one to report the Divinity Conference and secure the papers therefor. Dr. Hewitt has been suggested. Would he be the proper man?

3. How about obtaining the baccalaureate sermon preached last Sunday for publication in The Record?

4. It seems to me that the great problem through the coming quarter and through the coming year, for that matter, is to secure suitable leading articles for The Record. I present the problem to you for consideration.

5. I suppose that in October two meetings will take place, that of the Colleges and Secondary Schools, and the quarterly meeting of the instructors of affiliated schools. Have you fixed on any date for these? And shall we have anything to publish in the way of announcement in The Record?

6. Will you settle upon a chaplain for the week Oct. 5-10, or shall we wait for Dr. Henderson to arrange the matter?

7. I enclose to you the action of the Graduate Faculty on order of business and standing committees. I suppose we ought to have these committees appointed and notified.

Yours very truly,

*W. H. Woodward*

The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

Sept. 24, 1896.

CHICAGO

My dear Dr. Harper:

*John*

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*John*

The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

CHICAGO August 1, 1905.

My dear President Harper:-

I am sending you, with this, the first born of the new quarterly Record. Perhaps with age it will develop in size and body. I hope, however, that you will like it even in this form.

Very truly yours,

Horace S. Fiske

Assistant Recorder.

The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

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August 1, 1905.

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Assistant Recorder.

TREVOR ARNETT  
AUDITOR

The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

Office of the Auditor

CHICAGO, July 20, 1908.

Dear President Judson:-

I have gone over the matter of the proposed merger of the University Record and The Chicago Alumni Magazine as requested by you. First, as to the financial obligations which the merger will impose upon the University. The plan as I interpret it, calls for the payment from the University of \$1800, \$550 being receipts from the present Record, almost wholly accounted for by subscriptions paid by the Correspondence Study Department for Records sent to its students; second, the subsidy of the University for the expense of printing the Record, over and above receipts, estimated at \$400, and third an additional amount of \$850 representing the difference between the expense of the new Magazine plus the expenses of the Alumni office, and the receipts for subscriptions, advertising and the present appropriation for the Record.

Further, the receipts from alumni sources are estimated at \$1500 from subscriptions and \$1800 from advertising. This, however, is only an estimate and the burden of paying the bills is placed upon the University whether the receipts come up to the estimate or not. It also places the burden upon the University of seeing that the expenditures are not greater than the estimate. In other words, should the estimate as to receipts be too great and the estimate as to expenditures too little, the University would be called upon, under the plan, to make good the deficit.

The proposal to send the Magazine free to all graduates during their first year out of the University is a good one, but it does not

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The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

Office of the Auditor

President Judson--2.

CHICAGO,

seem to me to be feasible to split up the diploma fee in order to provide for it, but rather an appropriation from the general funds of the University for the purpose should be made. The proposal to send the Magazine to all Correspondence Study Department students at a special one dollar rate involves no extra expense other than that provided for by the additional subsidy of \$850. The Correspondence Study Department however feels that the present expense borne by it, namely, \$550 represents the advantage to that department, so that none of the additional subsidy of \$850 could be borne by that department. The subsidy of \$850 as I understand it, would also take care of the special rate of one dollar to the Doctors of Philosophy and to the members of the Faculty, if it was thought advisable to make such a rate.

The Committee further suggested that some general promotion be undertaken during the first year among the alumni and former students and friends of the University. If this were undertaken it would involve an additional expense of several hundred dollars.

To sum up the financial aspect of the case, the proposed merger involves an additional cost to the University of \$850 per year, and also makes the University liable for the deficit, should the receipts decrease and the expenditures increase over the estimate.

From the standpoint of general policy as it appeals to me, I think the University should in every way possible aid the Alumni Association and foster the objects for which it strives. But I am not sure but that it would make a much better impression upon the alumni if the University wished to make a subscription of \$850, to pay

CHICAGO

President Johnson--2.

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The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

Office of the Auditor

Presidnet Judson---3.

CHICAGO,

it to the Alumni Association and let it publish its own magazine, and let it be purely an alumni enterprise. The University might stipulate that in return for this subsidy the Association should send its magazine free to all graduates during their first year out of the University, and any further stipulations that it might wish to make, but should leave the control and financial responsibility of the Magazine entirely in the hands of the alumni. As an alumnus of the University and from participation in meetings of the alumni, I have noticed that there is considerable feeling among them to the effect that the University dictates to them and does not allow them sufficient initiative, and it may be that the alumni, as soon as they discover that the new Magazine is published under University auspices, will not support it. This is merely a suggestion for your consideration and perhaps has already been fully taken up by the Committee, if so it needs no further thought.

By the proposed merger the University Official Publication loses its identity and the alumni Magazine no longer is a magazine wholly, but is partly official and partly of popular character. If the University gave a subsidy to the Association to help its Magazine, and continued the Record as it now exists, the Alumni Association would be helped, its initiative would be encouraged and the University Record would remain purely an official document.

If either of these plans is followed it would be necessary for the Board to take \$850 from the Contingent Fund to pay the expenses.

I enclose herewith the papers relating to the merger.

CHICAGO

President Johnson--3.

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TREVOR ARNETT  
AUDITOR

The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

Office of the Auditor

CHICAGO,

President Judson--4.

I trust that you reached Montana safely and are having a  
restful and enjoyable vacation.

With kindest regards, I am,

Very truly yours,

*Trevor Arnett*

President H. P. Judson.

The University of Chicago

RECEIVED BY JOHN D. HANCOCK

Office of the Librarian

THE UNIVERSITY OF CHICAGO  
LIBRARY

CHICAGO

President Johnson--4.

I trust that you reached Montana safely and are having a

restful and enjoyable vacation.

With kindest regards, I am,

Very truly yours,

*John D. Hancock*

President H. F. Johnson.

MEMORANDUM OF AGREEMENT, in duplicate, made and entered into this twentieth day of September, nineteen hundred and eight, by and between the University of Chicago, for and on account of its University Press, party of the first part, and Benjamin Wilk, party of the second part,

Whereas, the party of the first part has undertaken to cooperate with the University of Chicago Alumni Association in the publication of a periodical known as the University of Chicago Magazine, and

Whereas, the party of the second part has been appointed business manager and has assumed financial and other responsibilities in connection with the said periodical, under an arrangement with the said Association, and <sup>it is proposed</sup> ~~is~~ <sup>that</sup> ~~serious of engaging~~ the party of the first part <sup>shall act as</sup> as manufacturing and publishing agent, <sup>the party of the second part is desirous</sup> and ~~of~~ availing himself of certain accounting facilities possessed by the party of the first part,

WITNESSETH:

That the party of the first part has agreed and does hereby agree with the party of the second part, to furnish materials and print and bind the said periodical and to act as the publishing agent ~~of the party of the second part and~~ <sup>conduct for the party of the second part</sup> ~~carry on~~ certain lines of accounting in connection with the advertising of the said periodical, in accordance with the specifications and stipulations herein-after set forth, viz:

1. That the stock shall be as follows: Text,  $27\frac{1}{2} \times 39$  - 75, machine finish laid; advertisements,  $27\frac{1}{2} \times 39$  - 70, S.& S.C.; inserts,  $28 \times 42$  - 156, No. 1 enamel; cover, subject to selection of the party of the second part.
2. That the composition of the text matter shall be in 2-columns, old style type, executed in 8 and 10-point linotype.
3. That the dimensions of the type page ~~shall~~ be  $4\frac{5}{6} \times 7\frac{1}{2}$  for the <sup>text</sup> matter;  $5\frac{1}{6} \times 8$  for the advertisements; with the dimensions of the paper page,  $6\frac{3}{4} \times 9\frac{1}{2}$ .
4. That the signatures of the said periodical shall be sewed and bound in paper covers, said covers to contain title page and three pages of advertising in one color.
5. That engravings, both line and halftone, shall be furnished as required under special agreement.
6. That the figures herein shall be based upon 2500 copies of each number of the said periodical, containing 48 pages of text matter and 32 pages

MEMORANDUM OF AGREEMENT, in duplicate, made and entered into this

twentieth day of September, nineteen hundred and eight, by and between the

University of Chicago, for and on account of its University Press, party of

the first part, and Benjamin Wik, party of the second part,

Whereas, the party of the first part has undertaken to cooperate with

the University of Chicago Alumni Association in the publication of a periodical

known as the University of Chicago Magazine, and

Whereas, the party of the second part has been appointed business

manager and has assumed financial and other responsibilities in connection with

the said periodical, under an arrangement with the said Association, and is

entitled to engage the party of the first part as manufacturing and publishing

agent, and availing himself of certain accounting facilities possessed by the

party of the first part,

WITNESSETH:

That the party of the first part has agreed and does hereby agree with

the party of the second part, to furnish materials and print and bind the said

periodical and to act as the publishing agent of the party of the second part, and

to certain lines of accounting in connection with the advertising of the

said periodical, in accordance with the specifications and stipulations herein-

after set forth, viz:

1. That the stock shall be as follows: Text, 27 1/2 x 39 - 75, machine finish; laid; advertisements, 27 1/2 x 39 - 70, S. & S. G. finish; 28 x 42 - 150, No. 1 enamel; cover, subject to selection of the party of the second part.
2. That the composition of the text matter shall be in 2-columns, old style type, executed in 8 and 10-point line type.
3. That the dimensions of the type page shall be 4-5/8 x 7-1/2 for the text matter; 5-1/8 x 8 for the advertisements; with the dimensions of the paper page, 6 1/2 x 9 1/2.
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*and four cover pages of which there may be for advertising*  
 of advertising per issue, with the understanding that either the edition or the number of pages may be increased or decreased in connection with any issue.

7. That in the capacity of publishing agent, subscription and mailing lists shall be maintained and collections made thereon under the terms hereinafter stated; with the further understanding that the party of the first part shall bear all expense connected therewith, as well as the expense of addressing, wrapping, postage, etc. in connection with the several issues of the said periodical.
8. In connection with the advertising secured by the party of the second part, bills shall be rendered, collections made and statements rendered to the said party of the second part, in accordance with the terms hereinafter stated.
9. That payments toward the maintenance of the editorial office shall be assumed and paid from funds herein provided, in accordance with the terms hereinafter stated.

In consideration of the faithful performance of the foregoing agreements by the party of the first part, the party of the second part has agreed and does hereby agree as follows:

1. To pay for stock, presswork and binding of 2500 copies of the said periodical the sum of one hundred forty dollars and fifty cents (\$140.50), and for additional copies the sum of five dollars and eighty cents (\$5.80) per hundred.
2. To pay for additional pages over and above the specifications hereinbefore stated as follows:

|                   | <u>16 pp.</u> | <u>8 pp.</u> | <u>4 pp.</u> |
|-------------------|---------------|--------------|--------------|
| 2500 copies,      | \$21.50       | \$15.75      | \$12.35      |
| Additional 100's, | .80           | .60          | .45          |

3. To pay for composition as follows:

|                                                                                                                                      |         |
|--------------------------------------------------------------------------------------------------------------------------------------|---------|
| 10-point page,                                                                                                                       | \$1.60, |
| 8-point page,                                                                                                                        | 3.10,   |
| Advertising, per page,                                                                                                               | 3.00,   |
| Tabulated and formula matter, double price,                                                                                          |         |
| Objectionable matter, - that is, matter interspersed with caps, small caps, abbreviations, or foreign words, one and one-half price. |         |

4. To pay for stock, presswork and binding of 2500 inserts, the sum of fifteen dollars (\$15.00) each, and for additional copies the sum of fifty cents (50¢) per hundred.
5. To pay for alterations in text matter and advertisements, that is, changes from original copy, and alterations in standing advertisements, the sum of eighty cents (80¢) per hour for the time consumed in making the same, as evidenced by the time tickets of workmen so engaged.
6. To be responsible for careful reading and editing of all copy delivered, with the understanding that copy may be set and put in proof as furnished.

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|-----------------------------------------------------------------------------------------------------------------------------------|--------|
| 10-point page,                                                                                                                    | \$1.60 |
| 8-point page,                                                                                                                     | 5.10   |
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| Tabulated and formula matter, double price,                                                                                       |        |
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5. To pay for alterations in text matter and advertisements, that is, changes from original copy, and alterations in standing advertisements, the sum of eighty cents (80¢) per hour for the time consumed in making the same, as evidenced by the time tickets of workmen so engaged.
6. To be responsible for careful reading and editing of all copy delivered, with the understanding that copy may be set and put in proof as furnished.

7. To be responsible for all promotion activities and the expense connected therewith, among the alumni and in the general subscription field of the said periodical, with the understanding that 1000 bona fide orders for the said periodical, from alumni, on which the subscription price of \$2.00 each can be collected, shall be turned over to the party of the first part.
8. To pay to the party of the first part, in installments, during the period covered by this agreement, the sum of eighteen hundred dollars (\$1800.00), guaranteeing that the total sum shall be paid on or before the expiration of this agreement.

It is mutually understood and agreed between the parties hereto as

follows:

1. That in connection with the subscription business of the said periodical, the promotion of which has been assumed by the party of the second part, in accordance with terms hereinbefore specified, and the records of which are to be maintained by the party of the first part, in accordance with terms hereinbefore specified, it is to be understood that the receipts fall under two classes: (1) from memberships in the University of Chicago Alumni Association and from general subscriptions received from students, faculty members, and others interested in the said periodical, and (2) from subscriptions sent on the order of the University ~~under~~ <sup>from</sup> a fund of nine hundred and fifty dollars (\$950.00) set aside for this purpose, under ~~separate~~ <sup>and furnished for</sup> agreement with certain officers of the University of Chicago Alumni Association; and further, that when the party of the first part shall have made collections as hereinbefore provided, 25% shall be deducted as reimbursement ~~for its services as~~ <sup>for its expenses incurred</sup> as publishing agent; with the further understanding that the balance shall be credited to the accounts of the party of the second part as herein provided, until collections thus credited under class 1 shall have amounted to fifteen hundred dollars (\$1500.00). Then and after that time the surplus accruing from receipts in this class shall be disbursed as follows: 50% to the party of the second part; 50% to the University of Chicago Alumni Association. *to be submitted with*
2. In connection with the advertising business, it shall be understood that the party of the second part assumes all responsibility for credit under the contracts secured and bills rendered by the party of the first part; and further, that the said party of the first part shall be entitled to a commission of 7% on all collections, as reimbursement for its expense in accounting, and that after deducting the said 7% all amounts received shall be paid to the party of the second part.
3. That the agreement on the part of the party of the second part as hereinbefore provided to pay eighteen hundred dollars (\$1800.00), is based on a tentative budget for manufacturing the said periodical, under the specifications herein, of thirty-one hundred dollars (\$3100.00), covering one year; and ~~that~~ <sup>that</sup> in the event ~~savings are effected by a reduction~~ <sup>savings are effected by a reduction</sup> of the number of copies printed, or the number of advertising pages run, or by any other variation from the specifications, the party of the second part shall be entitled to a pro rata rebate; and that, in event of increasing the number of copies, or the number of pages in the said periodical, or in any other way increasing the expense connected therewith, the party of the second part shall pay a pro rata additional amount, more than \$1800.00 as hereinbefore guaranteed.
4. That the party of the first part has, under separate contract with the University of Chicago Alumni Association, agreed to contribute \$950.00 toward the support of the said periodical, on condition that mailings shall be made of such list as may be agreed upon hereafter; and it is

7. To be responsible for all promotion activities and the expense connected therewith, among the alumni and in the general subscription field of the said periodical, with the understanding that 1000 bona fide orders for the said periodical, from alumni, on which the subscription price of \$2.00 each can be collected, shall be turned over to the party of the first part.

8. To pay to the party of the first part, in installments, during the period covered by this agreement, the sum of eighteen hundred dollars (\$1800.00), guaranteeing that the total sum shall be paid on or before the expiration of this agreement.

It is mutually understood and agreed between the parties hereto as follows:

1. That in connection with the subscription business of the said periodical, the promotion of which has been assumed by the party of the second part, in accordance with terms heretofore specified, and the records of which are to be maintained by the party of the first part, in accordance with terms heretofore specified, it is to be understood that the receipts fall under two classes: (1) from memberships in the University of Chicago Alumni Association and from general subscriptions received from students, faculty members, and others interested in the said periodical; and (2) from subscriptions sent on the order of the University of Chicago Alumni Association and fifty dollars (\$50.00) set aside for this purpose, under separate agreement with certain officers of the University of Chicago Alumni Association; and further, that when the party of the first part shall have made collections as heretofore provided, 25% shall be deducted as reimbursement for its services as publishing agent; with the further understanding that the balance shall be credited to the accounts of the party of the second part as herein provided, until collections thus credited under class 1 shall have amounted to fifteen hundred dollars (\$1500.00). Then and after that time the surplus accruing from receipts in this class shall be disbursed as follows: 50% to the party of the second part; 50% to the University of Chicago Alumni Association.

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3. That the agreement on the part of the party of the second part as heretofore provided to pay eighteen hundred dollars (\$1800.00), is based on a tentative budget for manufacturing the said periodical, under the specifications hereto of thirty-one hundred dollars (\$3100.00) covering one year; and in the event the number of advertising pages run, or by any other variation from the specifications, the party of the second part shall be entitled to a pro rata rebate; and that in event of increasing the number of copies, or the number of pages in the said periodical, or in any other way increasing the expense connected therewith, the party of the second part shall pay a pro rata addition of amount more than \$1800.00 as heretofore guaranteed.

4. That the party of the first part has, under separate contract with the University of Chicago Alumni Association, agreed to contribute \$950.00 toward the support of the said periodical, on condition that mailings shall be made of such list as may be agreed upon heretofore; and it is

hereby further understood that orders for mailing under this arrangement shall be treated as regular subscriptions and that the net amount shall be credited to the accounts of the party of the second part, at regular intervals.

5. That the party of the second part has assumed the responsibility of certain editorial office expenses and in view of this fact, the party of the first part shall pay on the order of the party of the second part, amounts as follows:

\$825.00, Editorial salaries;  
195.00, Clerical salaries;  
105.00, Supplies.

6. That statements and settlements hereunder shall be made monthly, *except when otherwise specified*
7. That unless annulled at an earlier date by mutual agreement of the parties hereto, this contract shall cover a period of one year, beginning ~~with~~ October 1st, 1908.

IN WITNESS WHEREOF, the parties hereto have set their hands the date first within mentioned.

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|           |                     |
|-----------|---------------------|
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*when otherwise specified.*  
 7. That unless annulled at an earlier date by mutual agreement of the parties hereto, this contract shall cover a period of one year, beginning ~~with~~ October 1st, 1908.

IN WITNESS WHEREOF, the parties hereto have set their hands the date

first within mentioned.

In consideration of the execution by the University of Chicago of the within contract and for other good and valuable considerations, which I hereby acknowledge to have received from the University of Chicago, I hereby guarantee the prompt and complete fulfillment of the within contract by Benjamin Wilk, and I hereby agree, for the consideration aforesaid, to pay promptly to the University of Chicago all loss and damage suffered or sustained by the University of Chicago by reason of the failure of the said Benjamin Wilk to faithfully and promptly perform the agreements of the said contract, by himself.

IN WITNESS HEREOF, I have hereunto set my hand and seal this  
day of                      , nineteen hundred and eight.

---

In consideration of the execution by the University of Chicago of the  
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promptly perform the agreements of the said contract, by himself.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this

day of , nineteen hundred and eight.

---

*Mr. Hechman*  
*no date*  
President H. P. Judson,  
University of Chicago.

Sir:-

The committee on the merger of the University Record and the Chicago Alumni Magazine, consisting of Messrs. Eckhart, Shep-ardson, Fiske and Fairweather, begs to submit the following re-commendations:

- ✓ (1) The name of the new publication to be "THE UNIVERSI-TO OF CHICAGO MAGAZINE."
- (2) The number of issues to be eight (8), issued on Oct-ober 1, November 1, December 1, January 1, February 15, April 1, May 15, July 1.
- (3) The general style of the Magazine, that of the regular University Press publications.
- (4) The issues to be uniform in size and general character, to contain five (5) regular departments,
  - (a) Leading Articles
  - (b) University Record
  - (c) Editorial (comment and communications)
  - (d) Undergraduate Life
  - (e) Alumni affairs.
- (5) The cover design to be a selection from artists' draw-ings.
- (6) Each issue to have at least four (4) full page insert cuts.
- (7) The editorial organization to consist of a University editor and an alumni editor, under the general supervision of the former.
- (8) The new publication to be distributed, by special ar-rangement:
  - ✓ (a) To all graduates during their first year out of the University, payment to be made out of the diploma fee, or other source, at special \$1 rate.
  - (b) To all correspondence-study students, at spe-cial \$1 rate; University subsidy to cover ba-lance over amount now paid to Record for this purpose.
  - (c) To all doctors of philosophy at special \$1 rate.
  - (d) To members of the faculties at special \$1 rate.

FRANCIS HYALVA WETTING  
Business Manager  
GEORGE OWEN FAIRWEATHER  
Editor-in-Chief

CHICAGO

CHICAGO ALUMNI MAGAZINE  
PUBLISHED MONTHLY BY  
THE UNIVERSITY OF CHICAGO PRESS, 5200 CIVILIAN

# The Chicago Alumni Magazine

(d) To members of the faculties at special \$1 rate.  
(e) To all doctors of philosophy at special \$1 rate.

PUBLISHED MONTHLY BY  
THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION  
CHICAGO, ILLINOIS

(b) To all correspondence-study students, at special \$1 rate; University subsidy to cover balance over amount now paid to Record for this

CHICAGO

(a) To all graduates during their first year out of the University, payment to be made out of the diploma fee, or other source, at special \$1 rate.

(8) The new publication to be distributed, by special arrangement:

(7) The editorial organization to consist of a University editor and an alumni editor, under the general supervision of the former.

(6) Each issue to have at least four (4) full page inserts.  
(5) The cover design to be a selection from artists' drawings.

(e) Alumni affairs.  
(d) Undergraduate life.  
(c) Editorial (comment and communications)  
(b) University Record  
(a) Leading Articles

(4) The issues to be uniform in size and general character, to contain five (5) regular departments,

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Sir:-

University of Chicago.  
President H. P. Judson,

Editor-in-Chief  
GEORGE OWEN FAIRWEATHER  
Business Manager  
FRANCIS HARVEY WELLING

Also, it is suggested that there be some general promotion during the first year, especially of the first few issues, among all alumni and former students and friends of the University.

(9) The business organization to be:

- (a) University Press, the manufacturing and publishing agent.
- (b) Advertising secured by present business manager of the Alumni Magazine, under University supervision.
- (c) The University to receive all receipts from subscriptions, and advertising receipts up to \$1800; the University to pay cost of manufacturing and the alumni office expenses.
- (d) Estimated budget for the first year (Sept. 1, 1908 - Sept. 1, 1909) is:

| RECEIPTS.              |          |
|------------------------|----------|
| Subscriptions          |          |
| Record, net            | \$ 550.- |
| Magazine, net          | 1500.    |
| Advertising            |          |
| Bus. Mgr. to provide   | 1800.    |
| University             |          |
| Present Record subsidy | 400.-    |
| Additional subsidy     |          |
| (for first year)       | 850.-    |
| Total                  | \$5100.  |

| RECEIPTS.               |         |
|-------------------------|---------|
| From Alumni sources     |         |
| Subscriptions, net      | \$1500  |
| Advertising             | 1800    |
|                         | 3300    |
| From University sources |         |
| Subscriptions, net      | 550.    |
| Record subsidy          | 400.    |
|                         | 950.    |
| Additional subsidy      |         |
| (for first year)        | 850.    |
|                         | 1800    |
| Total                   | \$5100. |

| EXPENDITURES.               |      |
|-----------------------------|------|
| University Press (printing) | 3600 |
| Alumni Office               |      |
| Salaries, Gen. Sec'y. and   |      |
| clerk hire                  | 1300 |
| Office expenses             | 200  |
|                             | 1500 |
| Total                       | 5100 |

CHICAGO

FRANCIS HARRIS, EDITOR  
Business Manager

GEORGE OWEN FAIRWEATHER  
Editor-in-Chief

CHICAGO EDITOR  
THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION  
PUBLISHED MONTHLY BY

The Chicago Alumni Magazine

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|-------------------------|--|-------------------------|--|
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| Record, net             |  | Record, net             |  |
| Magazine, net           |  | Magazine, net           |  |
| Advertising             |  | Advertising             |  |
| Bus. Mgr. to provide    |  | Bus. Mgr. to provide    |  |
| University              |  | University              |  |
| Present Record subsidy  |  | Present Record subsidy  |  |
| Additional subsidy      |  | Additional subsidy      |  |
| (for first year)        |  | (for first year)        |  |
| Total                   |  | Total                   |  |
| \$5100.                 |  | \$5100.                 |  |
| 850.                    |  | 850.                    |  |
| 1800                    |  | 1800                    |  |
| \$5100.                 |  | \$5100.                 |  |
| Total                   |  | Total                   |  |
| 3300                    |  | 3300                    |  |
| 1800                    |  | 1800                    |  |
| \$1500                  |  | \$1500                  |  |
| From Alumni sources     |  | From Alumni sources     |  |
| Subscriptions, net      |  | Subscriptions, net      |  |
| Advertising             |  | Advertising             |  |
| From University sources |  | From University sources |  |
| Subscriptions, net      |  | Subscriptions, net      |  |
| Record subsidy          |  | Record subsidy          |  |
| Additional subsidy      |  | Additional subsidy      |  |
| (for first year)        |  | (for first year)        |  |
| Total                   |  | Total                   |  |
| 3300                    |  | 3300                    |  |
| 1800                    |  | 1800                    |  |
| \$1500                  |  | \$1500                  |  |

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|-----------------------------|--|
| University Press (printing) |  |
| Alumni Office               |  |
| Salaries, Gen. Sec'y. and   |  |
| Clerk hire                  |  |
| Office expenses             |  |
| Total                       |  |
| 5100                        |  |
| 1500                        |  |
| 1300                        |  |
| 200                         |  |
| 3600                        |  |

FRANCIS HAYLEY WELTING  
General Manager  
GEORGE OWEN FAIRWEATHER  
Editor-in-Chief

CHICAGO, ILLINOIS  
THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION  
PUBLISHED MONTHLY BY

The Chicago Alumni Magazine

(1) This name preserves the official significance of the UNIVERSITY RECORD and at the same time is suggestive of sufficient breadth to include all the alumni interests, as well as all the other interests of the University, which it will be the purpose of the new publication to serve.

(2) This distribution provides for the regular post-convocation issues, as the Record now does, and introduces two new numbers in the Autumn Quarter and one new number in the middle of the Winter and the middle of the Spring Quarters, respectively.

(3) The main difference between the University Press style and that of the proposed publication will be that the latter will have its matter typed in double columns, while the former has but one full width column to the page.

(4) The leading article section, (a) (in 10 point matter) will contain the Quarterly address, President's statement, Phi Beta Kappa addresses, faculty and alumni contributions, club papers, addresses of visiting scholars and public men.

The University Record, (b) (in 8 point matter) will contain the official reports of general interest, faculty notes, reviews of faculty books and Press publications, doctors of philosophy notes, Librarian's reports.

The Undergraduate life (d) (in 8 point matter) will contain a monthly review of the more important manifestations of student activity, with emphasis on athletics.

The Alumni affairs section (e) will contain official alumni matters, as the organ of all alumni groups in the University;

EXPLANATORY

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CHICAGO

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Business Manager  
FRANCIS HARVEY WELTING

Editor-in-Chief  
GEORGE OWEN FAIRWEATHER

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THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION

PUBLISHED MONTHLY BY

CHICAGO, ILLINOIS

The Chicago Alumni Magazine

The Alumni Affairs section (d) will contain official

alumni matters, as the organ of all alumni groups in the University;

news from the alumni clubs, news from the classes, necrology, engagements, marriages, literary notes.

(5) The following suggestions are proposed for the cover design:

- (a) Use of Mitchell Tower.
- (b) Lettering in upper fore-ground (suggested with Tower in subdued outline in back-ground.)
- (c) Use of simple border of framework.
- (d) Gothic lettering, consistent with use of Tower.
- (e) Use of color (suggested)  
     Subdued maroon lettering  
     Tower in black and mainly in outline  
     Back-ground of cover in color.
- (f) Lines at bottom of page: "Issued eight times a year by the University of Chicago Alumni Association". "25 cents a copy". "Two Dollars a year".
- (g) Volume, number and month, at head of page.

(9) The amount of the University subsidy is based on the President's suggestion that the University would pay one-half of the cost of printing, namely, \$1300.

This represents a new subsidy (for the first year) of \$850, which it is believed, is, at least for the first year, amply justified under the circumstances, for the following reasons:

(a) The increase in the special rate to the correspondence students, (1\$ for eight issues instead of \$.50 for four) accounts for the sum of \$550. This is a matter of income which ought to be available to the new publication, especially as it finally goes to the University since all subscriptions go to it.

(b) The increased expense upon the Association in being obliged to have its printing done at the University Press, would amount to \$164 a year, on the above basis of paying half the cost. ( V. comparative bids of the University Press and the Present Magazine

news from the alumni clubs, news from the classes, necrology, engagements, marriages, literary notes.

(5) The following suggestions are proposed for the cover design:

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- (j) Volume, number and month, at head of page.

(9) The amount of the University subsidy is based on the President's suggestion that the University would pay one-half of the cost of printing, namely, \$1800. This represents a new subsidy (for the first year) of \$850, which it is believed, is at least for the first year, justified under the circumstances for the following reasons:

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Editor-in-Chief  
GEORGE OWEN FAIRWEATHER  
Business Manager  
FRANCIS HARVEY WELTING

- (b) The increased expense of the Association in being obliged to have the printing done at the University Press, would amount to \$164 a year, on the basis of paying half the cost. (V. PUBLISHED MONTHLY BY THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION CHICAGO, ILLINOIS)

## The Chicago Alumni Magazine

printer).

(c) The new expense upon the Association of having to pay the Press 25 % of its gross subscription receipts as a publishing charge whereas it has been doing this work in its own office at approximately 10 %, would amount, on the basis of 1000 alumni subscribers, to \$300 a year.

Thus, the merger involves a direct tax upon the Association of at least \$464 a year.

This additional subsidy will be materially decreased each year because, (1) of the constant and rapid increase in alumni subscribers, not to mention other groups of subscribers; all of the receipts from subscriptions pass in the hands of the University to be credited to the printing and publishing accounts, and any excess receipts over the amounts stated in the above budget would go to relieve the University subsidy; and because, (2) of the constant and rapid increase in advertising receipts, it is proposed to institute a sliding scale on advertising receipts so that when the sum reaches a certain amount sufficient to pay the Association's share of the cost of printing and the other regular expenses of the business manager (who obtains the advertising for the Association) and to leave the business manager a fair margin of profit, a certain percentage of the balance shall also go to relieve the University subsidy.

This budget assumes that the University will regard the office expenses of \$1500, as outlined above, as upon a regular salary basis. It should be noted that the new subsidy asked for vir-

# The Chicago Alumni Association

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PUBLISHED MONTHLY BY THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION

CHICAGO, ILLINOIS

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Editor-in-Chief  
GEORGE OWEN FAIRWEATHER  
Business Manager  
FRANCIS HARVEY WELLING

CHICAGO

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printer).

tuallly passes back into University channels, and that the above sum for the office expense is equal to the net income which will be received from alumni subscribers alone. Hitherto, the entire income from subscribers has gone to pay the alumni office expenses.

Respectfully submitted,

*P. B. Eckhardt*  
7.

Chairman.

EMANUEL HAYDEN WELLS  
Business Manager  
GEORGE OWEN FAIRWEATHER  
Editor-in-Chief

CHICAGO

CHICAGO, ILLINOIS  
THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION  
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Respectfully submitted,

*W. B. C. [Signature]*

Chairman.

CHICAGO.

Editor-in-Chief  
GEORGE OWEN FAIRWEATHER  
Business Manager  
FRANCIS HARVEY WELLING

PUBLISHED MONTHLY BY  
THE UNIVERSITY OF CHICAGO ALUMNI ASSOCIATION  
CHICAGO, ILLINOIS

The Chicago Alumni Magazine

*University Record*

**The University of Chicago**

FOUNDED BY JOHN D. ROCKEFELLER

Office of the President

*Parker*

Chicago, October 25, 1916

Dear Dr. Parker:-

I am delighted to know that you are coming back to Chicago. So is Anne. Therefore do not tarry too long in the Prince George. It is a comfortable hotel but it is not nearly so attractive as it used to be before that huge building to the south of it cut off the view of lower New York by night.

I have sent the rest of The First Year to the Press so that it may be set up as opportunity offers and proof may be read in a lesiurely way, well in advance of the next issues of the Record. Since you are to be in Chicago perhaps you will wish to busy yourself with the galleys.

By the way, I talked with Newman

*And you know that he has been  
has been an excellent as President?*

The University of Chicago  
OFFICE OF THE PRESIDENT

Chicago, October 28, 1910

Dear Dr. Parker:-

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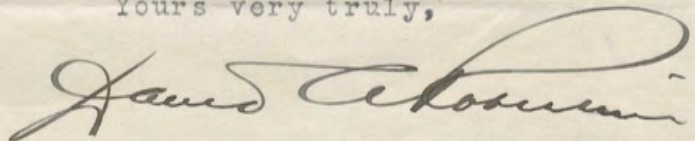
The University of Chicago

FOUNDED BY JOHN D. ROCKEFELLER

Office of the President

Miller about the publication of a book. He seemed to be very much interested. I am directing that the pages as they appear in the University Record be held in type so that if you wish you can issue the whole in book form the expense of composition having already been met by the University Record. I think you will find Newman Miller very much interested. I believe that we can get out a handsome little volume of about one hundred pages. Would you like to have some pictures of the University during the first year? It would not be inappropriate to run some in the University Record to accompany the installments. I have some which might do very well.

Yours very truly,



D.A.R.-V.

Editor, The University Record

*How many copies of the Record shall I send you?*

Dr. A. K. Parker  
Prince George Hotel  
Twenty-fifth Street, near Fifth Avenue  
New York City

*Has your heard that Mr. Dickerson has become our successor at Helshurst?*

