The University of Chicago Office of the Auditor

February 23, 1922.

My dear Doctor Butler:

In response to your statement of February 20, I am giving you below a comparison of the receipts and expenditures of the University Lecture Association for the last six years:

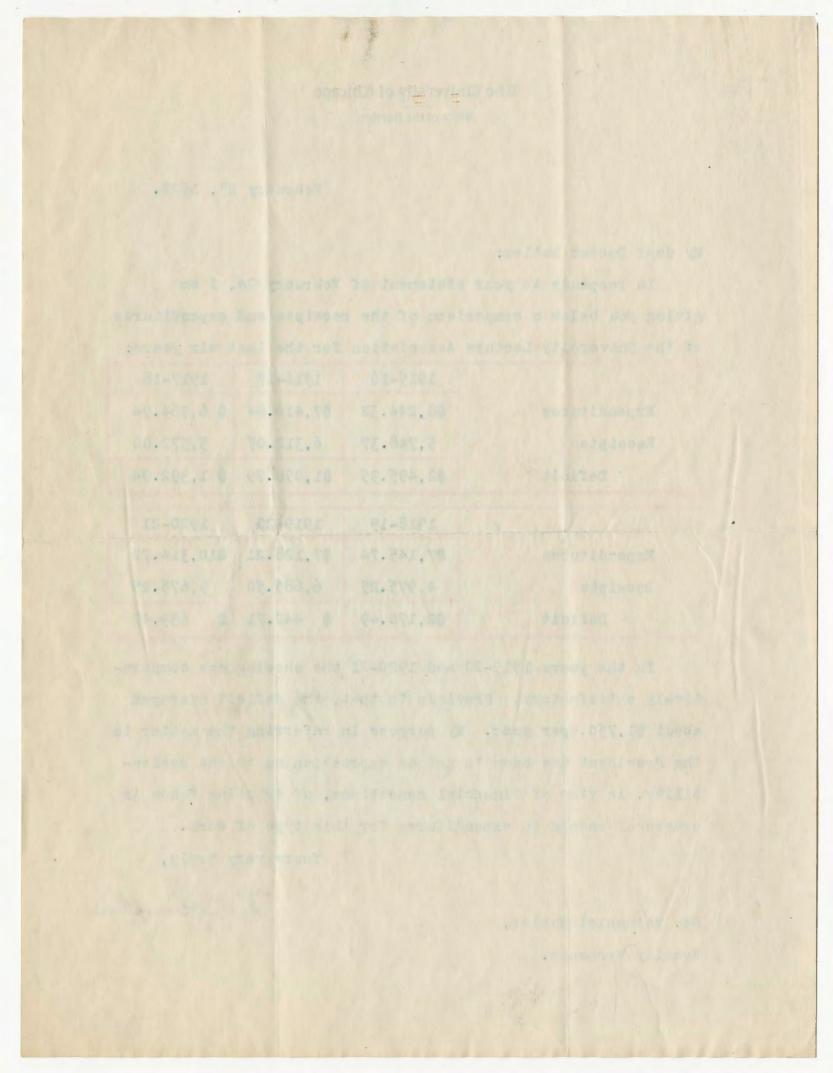
	1915-16	1916-17	1917-18			
Expenditures	\$8,244.32	\$7,410.84	\$ 6,964.94			
Receipts	5,748.37	6,312.05	5,572.00			
' Deficit	\$2,495.95	\$1,098.79	\$ 1,392.94			
	1918-19	1919-20	1920-21			
Expenditures	\$7,145.74	\$7,128.21	\$10,314.72			
Receipts	4,975.25	6,685.50	9,675.25			
Deficit	\$2,170.49	\$ 442.71	\$ 639.47			

In the years 1919-20 and 1920-21 the showing was comparatively satisfactory. Previous to that, the deficit averaged about \$1,750. per year. My purpose in referring the matter to the President has been to get an expression as to the desirability, in view of financial conditions, of devoting funds in excess of income to expenditures for this type of work.

Yours very truly,

Nolumpton

Dr. Nathaniel Butler, Faculty Exchange.



IN CO-OPERATION WITH The University of Chicago

OFFICE OF THE DIRECTOR

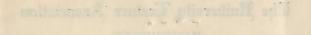
November 14, 1922

President Harry Pratt Judson, The University of Chicago.

My dear Mr. President:

I thank you for sending me Mr. Plimpton's recent letter to you in regard to the affairs of the University Lecture Association. The situation undoubtedly calls for careful thought in regard to the future of that branch of the University's activities. However, I do not think that that is any more acutely true now than it has been heretofore, and you will recall that I have almost every year raised the question with you as to whether in your judgment we should proceed with this work. As I have frequently said before, I believe that the University renders to the community a very valuable and very highly valued service in this way. But so far as I know it has always cost more money than it has earned, and I suppose that what Mr. Plimpton has suggested is in large measure true, namely, that the work on the whole appears to be on a declining basis. My interpretation of that would be that the basic idea of the type of lectures we try to offer, which is that of furnishing instruction rather than entertainment, is one to which our public does not respond with anything like the enthusiasm which the appeal created in the old University extension days. While on the other hand, there has been an enormous multiplication of inexpensive public entertainments.

As I have already intimated, however, I do not think that the situation is any more disquieting than it has been for a number of years lately passed. This seems to me to be clearly shown by the figures which I am giving you on the sheet enclosed. Further, Mr. Plimpton's suggestion that the receipts during the current year are considerably less as compared with the same period last year is not necessarily conclusive for the two remaining lecture periods may be expected at least in some degree to make good the apparent deficiency of business for this



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first period. We have for the second period such men as Edward Howard Griggs, Robert Herrick and Lorado Taft, and for the period to follow Dr. Steiner of Grinnell College and Dr. Hannah of Oberlin, who was highly successful last year, and Professor Linn of our own faculty. While we may not expect to sell many additional membership and associate membership tickets, I should suppose that these men would attract a good many who have not yet purchased tickets but who would be interested to Furthermore, it is to be borne purchase course tickets. in mind that this year we are giving only three series instead of four as we have done until now excepting at Oak Park where we have always given only three. As these courses have almost always represented a liability rather than an asset, the outcome of the season should be improved to that extent.

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I have been expecting to take up with you, as I have done before, the question of what you would advise with reference to another season. I should not have taken it up quite so early had it not been that Mr. Plimpton has called your attention to the matter and you have referred it to me. But if you feel disposed to advise pretty definitely what policy we should pursue in regard to another year, I should be very glad to talk with you about it at any time that may be convenient for you.

Very truly yours, Nothaniel Bystler

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these period. We have for the record period such asse as Strard Howard Griggs, Hobert Herrick and Lorado Test, and for the period to follow W. Sheiner of Grinnell Galiego and Dr. Hannab of Oberlin, who and Highly success. While we may not expect to sell many additional memberthat their year, and Professor Linn of our own faculty. While an associate dombership tickets, I should evenes that their and mould attract a good name who have not unterest to be borned to be out the intersected to parthere some would attract a good name who have not that their sen would attract a good name who have not thest their sen would attract a good name who have not thest their sen would attract a good name who have not these course tickets. Furthermore, it is to be borned in mind that this year we are giving only three series these of four as we have done until now scherting at these oppress have always given only three. As these oppress have always given only three. As

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IN CO-OPERATION WITH The Unibersity of Chicago

OFFICE OF THE DIRECTOR

February 9, 1917

President Harry Pratt Judson, The University of Chicago.

My dear President Judson:

I am sending you herewith information regarding one or two data supplementary to what I reported to you orally in reference to the financial side of the University Lecture Association. I suppose that these considerations ought to be before you in considering the general question and laying it before the Board of Trustees.

I remember to have said to you that the University appropriates \$5000.00 for the Association. That statement without being further modified leaves a wrong impression in two contrary directions. On the one hand, it leaves the impression that that amount of money is expended by the University for the activities of the University Lecture Association. On the other hand, it gives the impression that that is the maximum amount appropriated in the annual budget. Neither of these impressions is correct. \$5000.00 was the amount appropriated in the budget of 1915-16 for instruction which means for fees of lecturers. In the same budget \$4000.00 were appropriated for expense and \$1270.00 for administration making a total of \$10,270.00. The actual business of the Association for that year was such that when the total expenditures for these items were balanced against the total receipts, it turned out that we had in fact used of the total amount appropriated in the budget only \$2495.95.

For the current year the appropriation for instruction is \$4600.00, for clerical work \$600.00 and for expense \$3400.00 making a total of \$8600.00. At this point in the year it is apparent that we shall draw from the total amount appropriated in the budget not more than half as much as we took from the budget appropriated for last year. To make this perfectly clear and at the risk of repetition, I will say that last year we expended over and above the receipts of the Association \$2495.95. At present the prospect is that we shall not use more than \$1050.00.0f the total amount appropriated for this year.

Very truly yours, Nathaniel Byster

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The University Lecture Association

IN CO-OPERATION WITH The Unibersity of Chicago

OFFICE OF THE DIRECTOR

December 20, 1921

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The President, The University of Chicago.

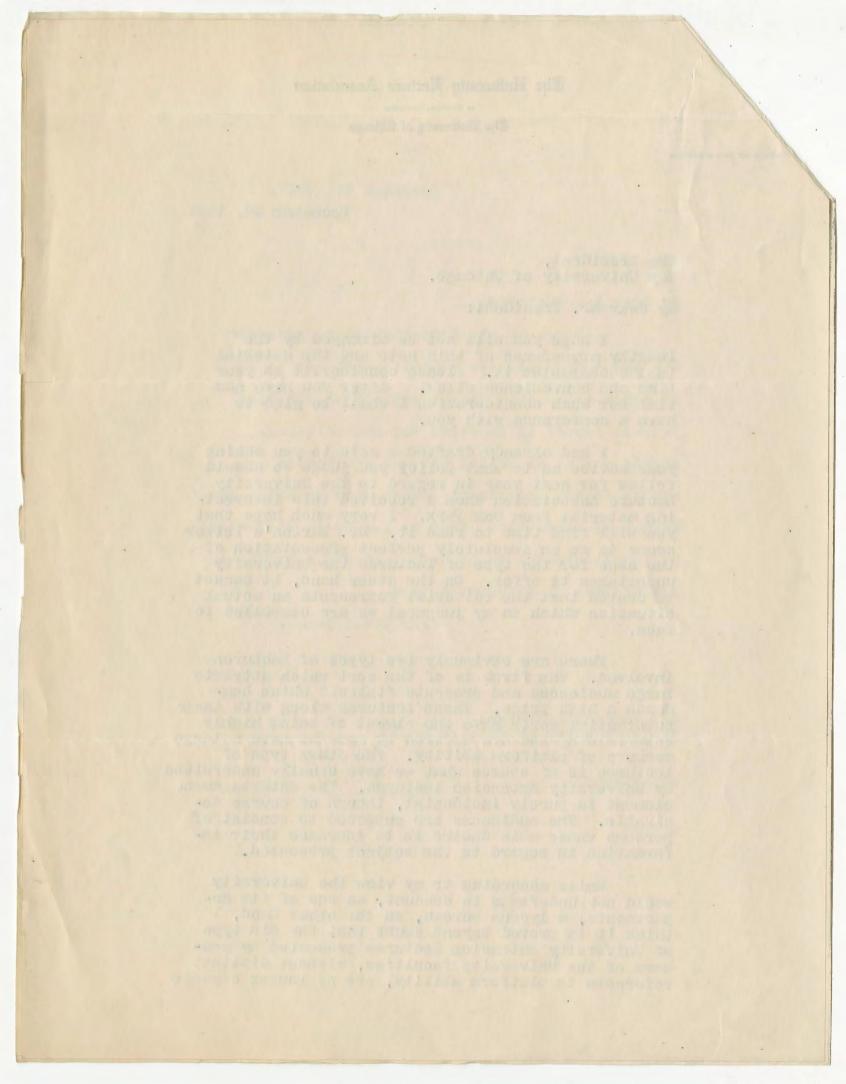
My dear Mr. President:

I hope you will not be dismayed by the lengthy appearance of this note and the material that accompanies it. Please consider it as your time and convenience allow. After you have had time for such consideration I shall be glad to have a conference with you.

I had already drafted a note to you asking your advice as to what policy you judge we should follow for next year in regard to the University Lecture Association when I received this interesting material from Oak Park. I very much hope that you will find time to read it. Dr. Barton's letter seems to me an absolutely perfect presentation of the case for the type of lectures the University undertakes to offer. On the other hand, it cannot be denied that the editorial represents an actual situation which in my judgment we are compelled to face.

There are obviously two types of lectures involved. The first is of the sort which attracts large audiences and presents "talent" which commands a high price. These lectures along with their substantial worth have the element of being highly entertaining and are offered by men who have a large measure of platform ability. The other type of lectures is of course what we have usually understood by University Extension lectures. The entertainment element is purely incidental, though of course desirable. The audiences are supposed to consist of persons whose main desire is to increase their information in regard to the subject presented.

While according to my view the University would not undertake to conduct, as one of its departments, a lyceum bureau, on the other hand, I think it is proved beyond doubt that the old type of University Extension Lectures presented by members of the University faculties, without distinct reference to platform ability, are no longer capable



of attracting any considerable number of people. We are, therefore, as it seems to me, compelled to combine the characteristic features of the two types of lectures as successfully as we may.

A second problem confronting us arises from the increasing cost of the courses. Most of our lecturers are demanding \$400.00; a few are lecturing for us for less than that sum. Notwithstanding this situation, which has existed for the past two or three years, we did last year come out very satisfactorily. To be specific, we were obliged to use only \$639.47 of the amount set aside for us in the budget.

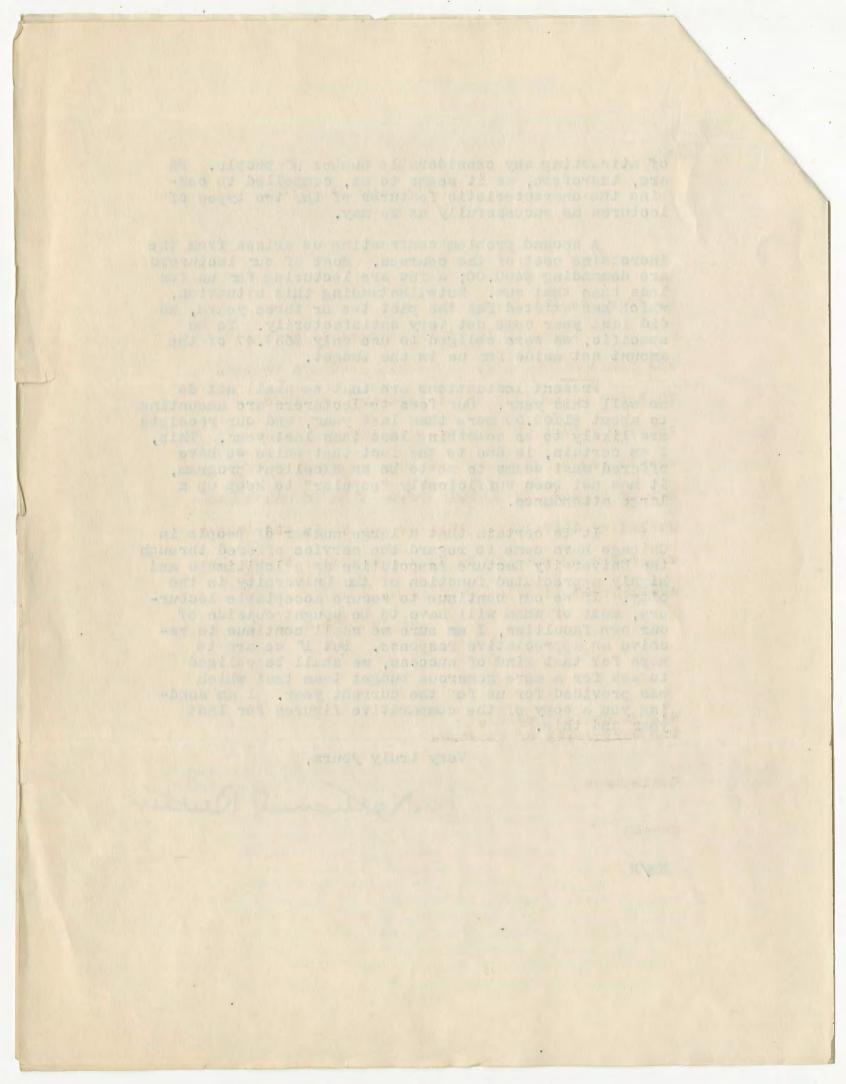
Present indications are that we shall not do as well this year. Our fees to lecturers are amounting to about \$1100.00 more than last year, and our receipts are likely to be something less than last year. This, I am certain, is due to the fact that while we have offered what seems to me to be an excellent program, it has not been sufficiently "popular" to keep up a large attendance.

It is certain that a large number of people in Chicago have come to regard the service offered through the University Lecture Association as a legitimate and highly appreciated function of the University in the city. If we can continue to secure acceptable lecturers, most of whom will have to be sought outside of our own faculties, I am sure we shall continue to receive an appreciative response. But if we are to hope for that kind of success, we shall be obliged to ask for a more generous budget than that which was provided for us for the current year. I am sending you a copy of the comparative figures for last year and this.

Very truly yours,

Nathaniel Rutter

NB/H



The Mainternite of Chicago.

December 22, 1921.

December 20, 1921

The Provident, The University of Chicago.

My dear Mr. Butler: -

Yours of the 20th instant is received and the enclosures are herewith returned to you. It seems to me that the attendance as embodied in your report is in every way satisfictory. I should pay no attention to such criticisms as appear in the microscopic Press mind to which you called my attention. What we can do in the budget of course remains to be seen. Anywes I think the Association is doing good work. Very truly yours,

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Very truly yours,

Mr. Nathaniel Butler. The University of Chicago.

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Chicago, February 21, 1917

Uni, Lecture assn.

Dear Mr. Butler:

Our verbal agreement the other night at the University College dinner is a sufficient answer. I judge, to yours of the 51st of January on the matter of the Lecture Association. It is my understanding that for the next year the work of the Association will be continued, but will be confined to those centers which have proved to be worth while. May I understand, also, that next year we shall hold as a trial year, to see whether we shall go on with the Association or not? I confess that I am not especially interested in the University's doing the work of amusement primarily.

Very truly yours,

H.P.J. - L.

Mr. Nathaniel Butler The University of Chicago Chicago, February 21, 1917

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Very truly yours,

H. P.J. - L.

Mr. Nathaniel Butler The University of Chicago

IN CO-OPERATION WITH The Unibersity of Chicago

OFFICE OF THE DIRECTOR

December 28, 1916

Bulle

Mr. D. A. Robertson, Faculty Exchange.

My dear Mr. Robertson:

The Advisory Council of the South Side Center of the University Lecture Association has asked if we will hold the next series of six lectures on the University premises instead of at the Abraham Lincoln Center. The President has approved our doing this. There remains the detail of the selection of the room in which the lectures are to be held and the matter of expense. As to the former, I judge that Kent Theater will be the most suitable place, since we have to provide for an audience that is not likely to exceed four hundred and is more likely to number around three hundred, Such an audience I judge would be lost in Mandel Hall. If you think of any better place for an audience of that size, I shall be very glad of your suggestion. As to expense, I should be very glad if the President's office would authorize our using whatever room is assigned to us at the lowest practicable rate. This I think will be appropriate, first because we want to reduce the expenses of the University Lecture Association to the lowest point, and second, because we are all greatly interested in securing some sort of answer to the question whether it will be practicable to organize a permanent center of the University Lecture Association on the University premises. I have long want ed to try this out, and this seems to present exactly the opportunity for experiment which we need.

I shall be glad to have any suggestions you may make upon these points just as soon as may be practicable.

With all good wishes, I am

Very truly yours,

Nationel Busiler

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December 18, 1910

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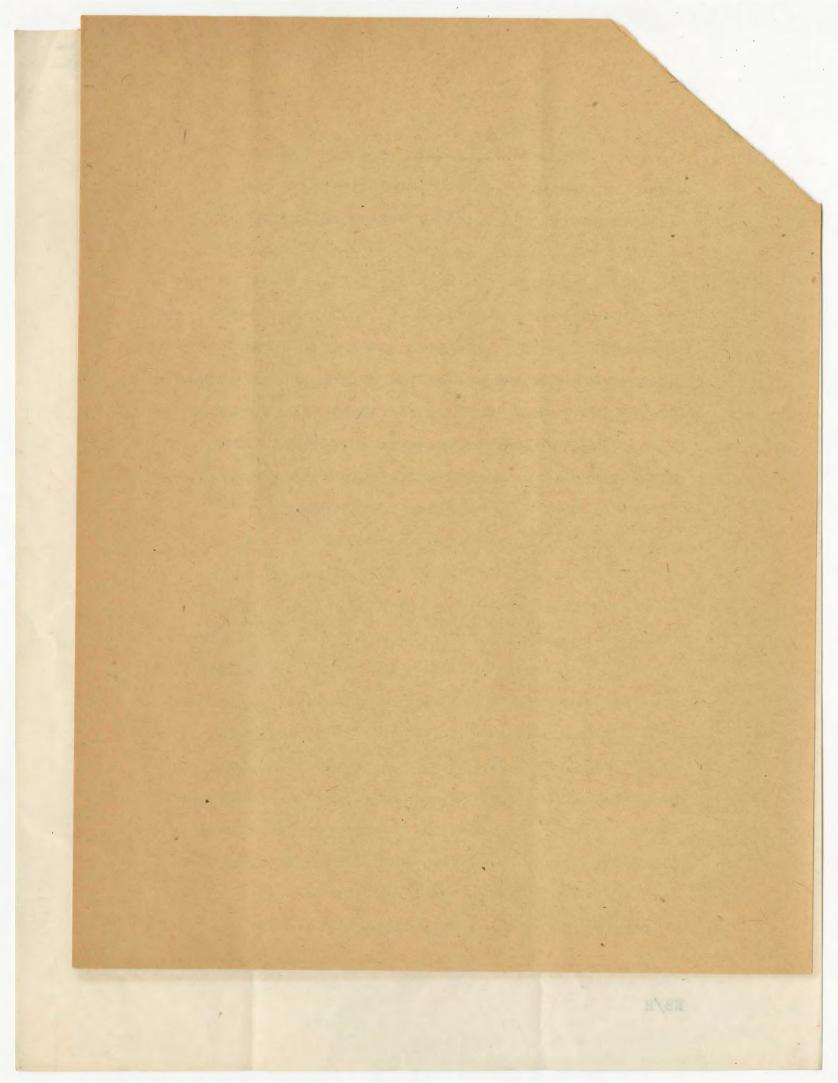
Mr. B. A. Robertston,

Chicago, December 30, 1916

Dear Mr. Butler :-

I have been talking with the President about the use of the University buildings by the Advisory Council of the South Side Center of the University Lecture Association. There were cortain features of such an arrangement which the President wished me to discuss with you.

If lectures are conducted in University buildings they will at once, and in my opinion properly, be associated in the mind of the public with the University itself. That being the case, the University ought certainly to be responsible for the lecturers in its own buildings. According to the present system of the University Lecture Association, this cannot be the case. The people responsible for lectures are some fourteen doubtless respectable and intelligent citizens who are, with the exception of Dr. Jones, unknown to the President or myself. Isn't this something too much of a surrender of the University responsibilities and rights?



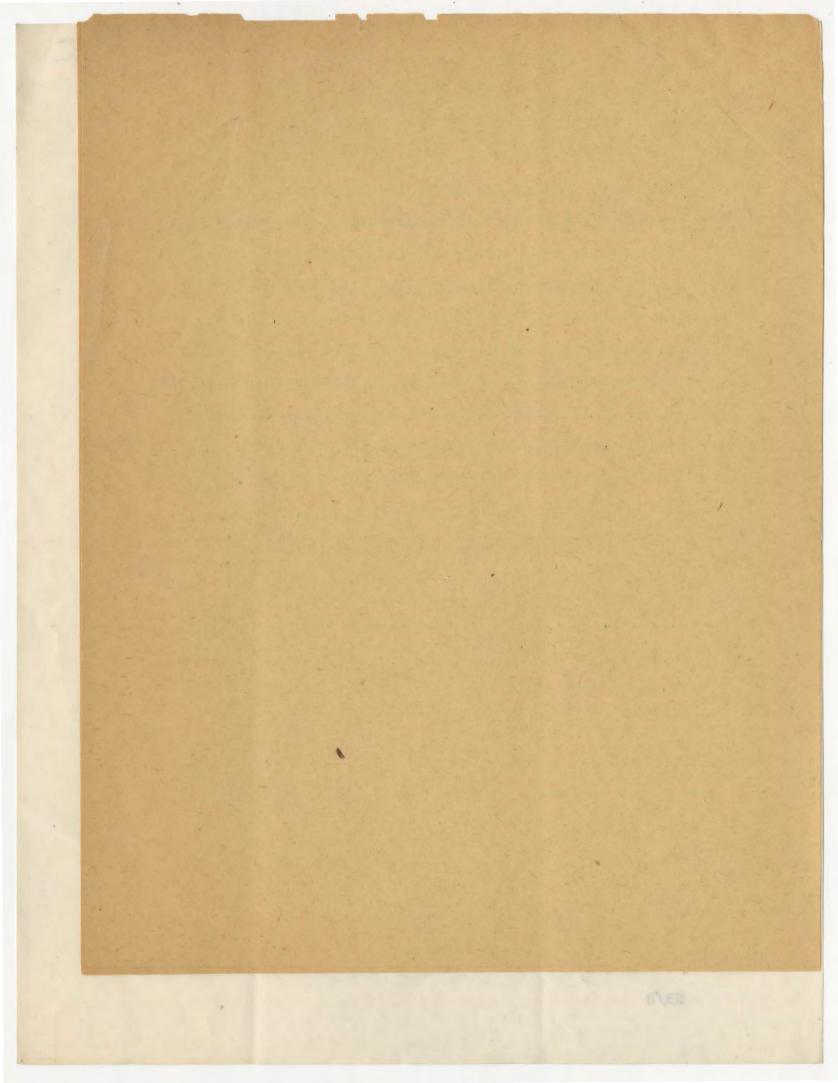
Moreover there will be confusion of the University Lecture Association lectures at the University with the Public Lectures at the University. Is there not some way in which we could accomplish what the South Side Center would like to have through the provision of public lectures within the quadrangles? With the new lecture fund of fifteen hundred dollars we ought to be able to provide lectures notable enough to interest people all over the city. Have you any suggestions? Ferhaps we can discuss the whole situation at luncheon some day next week. Yours very truly,

D.A.R.-V.

Secretary to the President

1

Mr. Nathaniel Butler



IN CO-OPERATION WITH The University of Chicago

OFFICE OF THE DIRECTOR

January 2, 1917

Mr. D. A. Robertson, Faculty Exchange.

My dear Mr. Robertson:

I have your letter of December 30th. If you will reread my note of the 28th, I think you will see that I did not mean to raise the question of establishing a center of the University Lecture Association on the University quadrangles. That, I believe, is an old question and one to which Mr. Payne gave some consideration when he was directing the activities of the University Lecture Association. I have given a good deal of thought to that matter and have upon the whole always been disposed to doubt the advisability of establishing such a center upon our own premises. On the other hand, I understand that Columbia University does that sort of thing very extensively with more or lews success. Within our own faculties the question has often been raised why we do not proceed in like manner. At all events I am satisfied that the matter ought to have further consideration.

The matter about which I meant to write was provision for response to the request of the Abraham Lincoln Center that the series of six lectures beginning at this time and possibly the series of six to follow might be given on the University premises. This is asked, I think, as a matter of accommodation and the President has said that he sees no objection to granting their request. It seemed to me that incidentally such an arrangement might throw some light upon the general question.

The questions you raise in reference to the policy of establishing a permanent center upon our premises seem to me altogether pertinent. I suppose we might not go into them in detail in connection with this specific situation. So far as the character of the two courses involved in this particular question is concerned, there will obviously The Andersity Tecture Anapelation in conserve and The University of Chicago

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Mr. D. A. Hobertsen, Faculty Exdomnge.

My dawn Mr. Hobert was

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Very truly yours,

Nationel Buster

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be no heatsailon from the point of view of the University stministration, since as it mappens mout of these men are members of our own faculties. Indeed, the papultar sincaster of the two courses in question would signify mote it expectally appropriste that whey should be given in one of our own lecture rooms.

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IN CO-OPERATION WITH The Unibersity of Chicago

OFFICE OF THE DIRECTOR

January 31, 1917

President Harry Pratt Judson, The University of Chicago.

My dear Mr. President:

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I beg to lay before you data and comments upon the work of the University Lecture Association:

The number of lecturers whose courses we have announced and are conducting for the current season (October 1, 1916 to April 1, 1917) is twenty-three. This includes the lecturers in the two composite courses and is not identical with the number of courses, since some of the lecturers are giving more than one course each.

Upon another sheet I am sending you herewith the names of the men who have lectured for us during the last three years, omitting the lecturers in the two composite courses. I have grouped them on the basis of their "success". By this I mean their power to draw large audiences, and I suppose that, upon the whole, that is a perfectly legitimate criterion of success from our point of view, for whether entertainment be regarded as properly a greater or less element in the aim of the Association, our ability to reach a large portion of the community is a most important consideration.

I do not at all entertain the view that the public is no longer interested in lectures. Nevertheless, I am clearly of the opinion that the type of lectures which attracted large numbers in the earlier days of University Extension, no longer have any considerable drawing power. No doubt that power was due to novelty which has now disappeared; and further, the hold of lectures upon the public is probably considerably weakened by the multiplication of other types of entertainment many of which are quite inexpensive. Whatever may be the causes, it appears to be the fact that only lectures offering, along with real value as to substance, the further element of being distinctly entertaining, will reach the public. Men who can present lectures

The Muttereity Recture Association

The Alabersity of Thicago

January 31, 1917

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May I add that I do not feel that the activities of the University Lecture Association, as they have been going on in the past and as measured by their present development, represent by any means a failure or a reproach to the University. We have a very considerable following and receive from our patrons continual expressions of appreciation of what the University is doing for the community. On the other hand, it does not seem to me that the result of our activities, as they are developed at present, quite justify the expenditure of time and effort which they involve.

May I suggest that three types of procedure appear to me to offer themselves for choice: (1) to undertake to enlarge the entire scope of the Lecture Association so as to place before the public only the very best talent that can be secured and to commit the University to offering in this way a high type of entertainment which is at the same time a justifying admixture of serious instruction, and thus to organize this department of the University's activites on a scale commensurate with the University's dignity and place in the community; (2) to abandon the enterprise altogether as upon the whole absorbing resources of money and effort which might be more profitably devoted in other directions; (3) to concentrate our energies upon four Centers, namely, the South, North, Rogers Park and Oak Park. I believe that if the amount appropriated for the University Lecture Association for the past two or three years may be placed at its disposal for the development of the work of these four Centers, the work can be carried on in a very satisfactory manner.

Very truly yours,

Nathaniel Byster

of this type are not numerous, Obviously, is does not thosy say think decomptory to orr own and to say what yery fee, who are members of our own that is sorthe. Prebably the interested of our own and are sorthe. Prebably the interested of our own and are yery increased in quite other directions. But the point I as ottempting to ampleates in that an examis reaction, our public antrop is are and more imthe to present to our patrons a trop of increase to present to our patrons a trop of increase in the reactions of our patrons in the sole of our to present to our patrons a trop of increase in the to present to our patrons a trop of increase in the reactions. In the our patrons a trop of increase to present to our patrons a trop of increase in the to present the first of the ann whom I have in the reactions of the out of the increase in the increase in the out of the out of the increase in the reaction of the out of the out of the increase in the reaction of the out of the out of the increase in the increase of the out of the out of the increase of the out of the increase of the out of the out of the out of the out of the increase of the out of the out of the out of the out of the increase of the out of the out of the out of the out of the increase of the out of the increase of the out of the increase of the out of the o

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S. H. Clark Edward Howard Griggs Charles Zueblin J. Paul Goode J. H. Raymond Edward Clarke Stanton Coit Ferdinand Schevill Frank Speaight Horace J. Bridges Class B

Class C

F. R. Moulton Karleton Hackett Arthur E. Bestor H. C. Cowles Walter Sargent A. De Salvio (Northwestern U.) Frederick Starr I.B.Stoughton Holborn Conyers Read R. G. Moulton

I.H. Stoughton Holborn

RECORD OF ATTENDANCE 1916-17

South Side	North Side	West Side	Oak Park	Rogers Park
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II. Griggs 1. 600 2. 520 3. 600 4. 590 5. 500 6. 470	II. Bedford 1. 106 2. 106 3. 82 4. 73 5. 55 6. 43	II. Bridges 1. 135 2. 9D 3. 93 4. 93 5. 6.	II. Grigga 1. 250 2. 250 3. 200 4. 275 5: 290 6. 300	II. Inter.Relatio 1. 379 2. 360 3. 290 4. 173 5. 148 6. 116
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IN CO-OPERATION WITH The University of Chicago

OFFICE OF THE DIRECTOR

February 13, 1915

151

The President, Faculty Exchange.

My dear President Judson:

I am hoping that before very long we may have a meeting of the members of the Advisory Board of the University Lecture Association to discuss policies and plans for another season. I am proposing to lay before such a conference the question whether we would not better abandon the attempt to give lectures in the Fine Arts Theater and confine ourselves wholly to the Centers in the residential sections. So far as I am informed the Fine Arts enterprise has always been financially a losing enterprise, though certain special features offered there have more than paid for themselves. Just why we cannot fill that Theater, I am not prepared to say, It may be that we do not adopt a sufficiently vigorous policy of publicity, or it may be that 4:00 o'clock in the afternoon is not a good hour, or it may be that the many things we have to compete with down town are too much for us.

We have offered an exceedingly attractive program this year, including thus far, Mr. Edward Howard Griggs of New York, Miss Jane Addams and Lady Gregory. The hall seats about 550 people. The largest attendance we have had this season was on the occasion of Lady Gregory's lecture when the audience numbered 298. I, myself, am strongly disposed to feel that we should lose nothing and should make much at least on the financial side by discontinuing our activities at that point. I should be very much obliged, in case you feel prepared to do so, if you will at your convenience, let me know what your opinion is in regard to that matter.

Sincerely yours,

Nastramel Ryster

NB/H

Ohe Alminerally Meeture Association

The Miniberelly of Chicago

February 13, 1915

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The program this year, including the standard attractive second this year, including thes far, it. Eduard heward origgs of New York, Miss Jane Salara and ind, prepart. The tail seats about 550 means, the prepart standards we have and this standards on the oscention of redy Gregory's loctors when the suffered without of redy Gregory's loctors when the authors when of redy Gregory's loctors when the suffered without the financial state of distraine out artivities at the intencial state of distraine out artivities at the intencial state of disvery much officed, in case you fail prepared to do as, if you will at your conventance, let as another when your offician is in recent to the the first and as, if you will at your conventance, let as another when your offician is in recent to the first more

Gincerely yours,

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The Ambersity Lecture Association.

The Mainersity of Chicago

February 13, 1915 Chicago, February 18, 1915 151

Dear Mr. Butler :-Yours of the 13th inst. as to the I homing that before V plans of the University Lecture Association received. Surd of the University Lecture Ass It seems to me that you are quite right about the an proposing to lay before such a Fine Arts lectures. Incidentally, may I thank you attempt to give lectures in the Fin for the care you took in arranging for the meeting the residential sections. yesterday? e On the whole I thought the meeting was financially a losing enterprise, though certain as successful as we could have expected, han paid for themselves. Just why we cannot fill that Theater, I am not Very truly yours, It may be that we do not adopt a sufficiently vigorous policy of publicity, or it may be that 4:00 o'clock. in the efternoon is not a good hour, or it may be Hiped. theLmany things we have to compete with down

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incerely you's,

National Bustin

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Chicago, February 18, 1915

Dear Mr. Butler:-

Yours of the 15th inst. as to the plans of the University Lecture Association received. It seems to me that you are quite right about the Fine irts lectures. Incidentally, may I thank you for the care you took in arranging for the meeting yesterday? On the whole I thought the meeting was as successful as we could have expected.

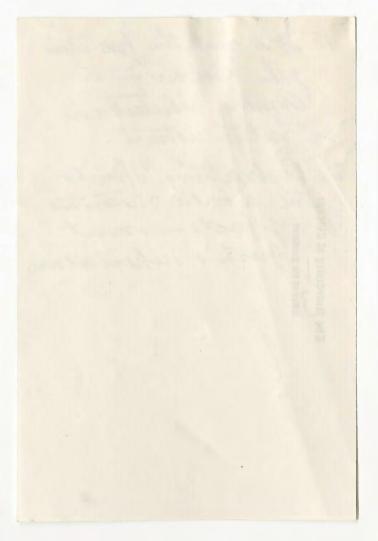
Very truly yours,

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H.P.J. - L.

Mr. Mathaniel Butler, The University of Chicago.

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The University Lecture Association

The University of Chicago

OFFICE OF THE DIRECTOR

January 13th, 1914.

My dear President Judson:

May I ask your attention to the enclosed statement and suggestions regarding the policy of the University Lecture Association? I hope that the matter may receive careful consideration before the annual budget of the University is thrown into final form, in order that the item relating to the Lecture Association may be determined in the light of whatever is thought to be the wisest policy for the Association.

In addition to what is implied in the formal

statement which I am sending herewith, I would like to urge particularly the point that, as it seems to me, there are great possibilities for such an organization as the University Lecture Association in Chicago, but that these can be realized only by putting more very high class lecturers before the public and by employing a much more effective plan of publicity. record of attendance at the various courses of lectures in The our city centers during the Autumn Quarter seems to me to be encouraging. On the other hand, the record of attendance at the Fine Arts Theater center, is altogether discouraging. President James, who lectured for us last week, told me that he had precisely the same experience fifteen years ago when he was Director of our University Extension Division in an attempt to carry on a course of afternoon lectures down-town. During the two and one-half years of my connection with the Association, our experience at that particular center has been such as to make me feel that we ought to entertain seriously the idea of abandoning the work at that particular point. On the other hand, our experience with Lady Gregory and with Madame Montessori would point to the conclusion that if we can place down-town attractions of the very highest order and can make known the fact very widely, we can attain complete success even there.

The two definite points, therefore, upon which it seems to me we cught to lay stress is (1) a high order of attractions, and (2) extensive advertising. The former of these two points is more urgently pressed upon our attention just now, owing to the fact that almost all of our lecturers have been heard again and again in Chicago and have given to our people practically all they have. In any case, we are face to face with the problem of offering to our people fresh lecturers and subjects. The Eminerally Resture Association

The Ministering of Chirness

Junuary 13th, 1914.

My daar Freeldant Juda on:

May I ask your attention to be enclosed eterment and suggestions regarding the policy of the University Leothre Association? I hope that the matter may reserve tarted consideration before the annual budget of the University is thrown into final form, is order that the item relating to the Leoture Association may be determined in the light of whatever is thought to be the wisest policy for the Association.

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whitehild second to no versation and an and a (1) a high attent of estructions, and (2) extensive why remaining. The interior of bills we points to note uncontry presed doon our estention just doe, while to the fact that all of our learning but and band acts and wein in Orloago and have given to our pappin providelly all they have. In any tase, we are face to face with the problem of efforting to our paople I shall be very glad if after you have looked over these memoranda I may talk with you about the matter, or, if you prefer, I should be glad if we might have a conference in your office of such members of our Advisory Board as are easily accessible. It would seem, for example, comparatively easy to must together in your office at some time convenient for you, Mr. Judd, Mr. Payne, Mr. Dickerson, Mr. Burton, and myself.

May I once more suggest the desirability of taking up this matter and fixing upon a policy, at least for next year, in time to have that policy in mind in making up the budget of the Association for the next twelve months?

Sincerely yours,

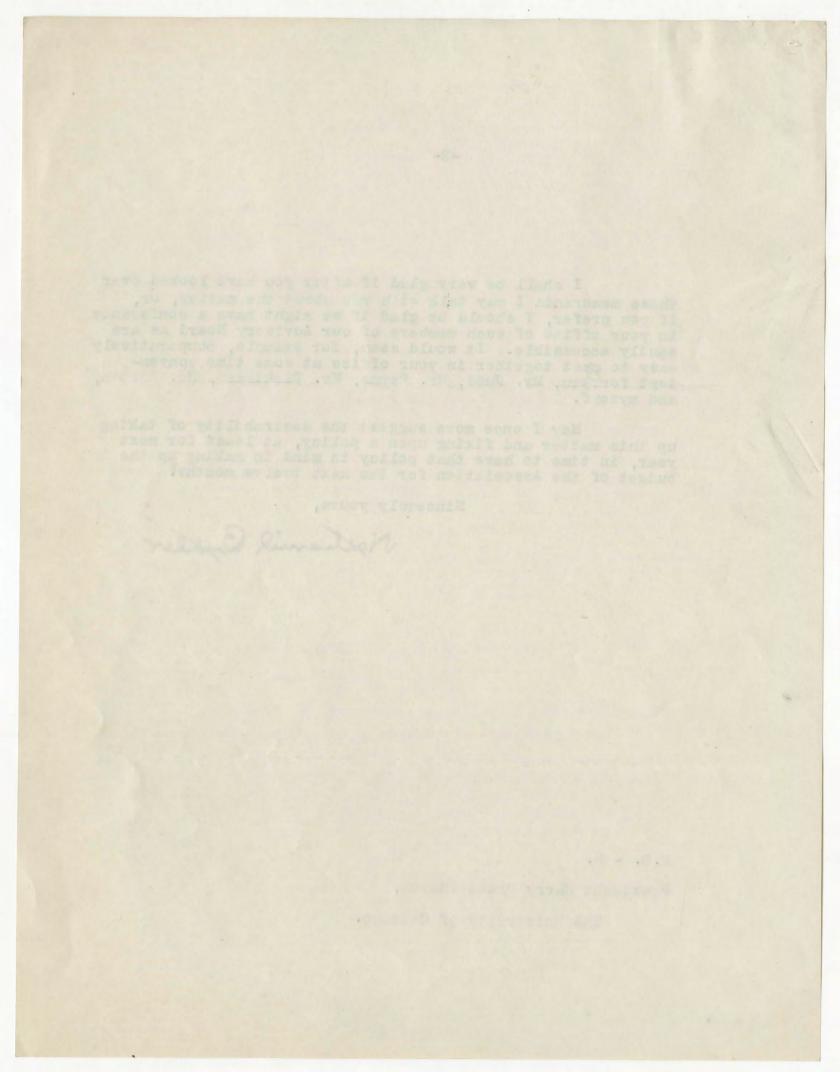
Nathaniel Byster

N.B. - S.

President Harry Pratt Judson,

The University of Chicago.

-2-



The University Lecture Association is now in the midst of its twelfth season. Such courses as have already been completed indicate no loss of interest in the lectures on the part of the general public. On the contrary, the courses opened and progressed more encouragingly than has been the case for the last two or three years.

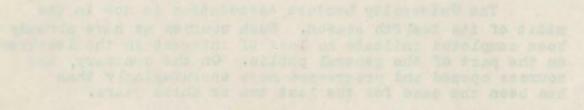
It is the belief of those who have the closest contact with the activities of the Association during its entire history that the public of this city and its immediate suburbs are fully ready to respond much more largely than they have hitherto done if the whole matter can be presented to them in a larger and more commanding way. The University Lecture Association is practically the only organization of its kind in this local field. The place filled and the work done by similar enterprises in cities like Boston, Brooklyn, and Philadelphia, would seem to afford assurance that a really great and financially well established work can be done in Chicago.

At present the ratio of expenditures and receipts shows that the cost of administering the University Lecture Association is altogether out of proportion to the income derived. The recommendations expressed and implied in this communication are based on the assumption that much larger returns in proportion to expenditure will be received and the Association, therefore, placed upon a satisfactory financial basis if a policy can be adopted involving the offering to the public attractions of a more commanding character than those at present within reach of the Association.

Specifically it appears to the Director that it is necessary to provide a larger amount of money for three purposes: (1) more extended advertising; (2) the securing of a higher type of lecturers. In this connection it is appropriate to note that the lecturers at present available to the Association have been before our public for a good many years, and that fact must now be taken account of in arranging future programs; (3) some increase in the office force. The last named increase is made almost imperative by the fact that the staff of management has also to care for the greatly increased activities of the University College, and the correspondence involved in Relations of the University with Secondary Schools, including all office details connected with the organization of the Annual Conference.

The office work connected with the University Lecture Association involves the informing of a list of approximately 20,000 names, including about 8,000 city school teachers, nearly

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the state with the antivities of the secondation have the should be antivities of the secondation intring its sufficient with the public of this sity and the immediate suburt interval the immediate suburt in a light of the secondation of this sity and the between the immediate suburt interval to the secondation is presented to the secondation of the sec

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700 Members and Associate Members of the Lecture Association, the remainder being taken from the various club books issued by various organizations in the city of Chicago. A vast amount of detail is involved in the handling of tickets and announcements and keeping careful record of receipts and attendance at the successive lectures of the courses given through the season, and such correspondence as is incidental to the engaging of lecturers and the answering of inquiries from all sorts of people.

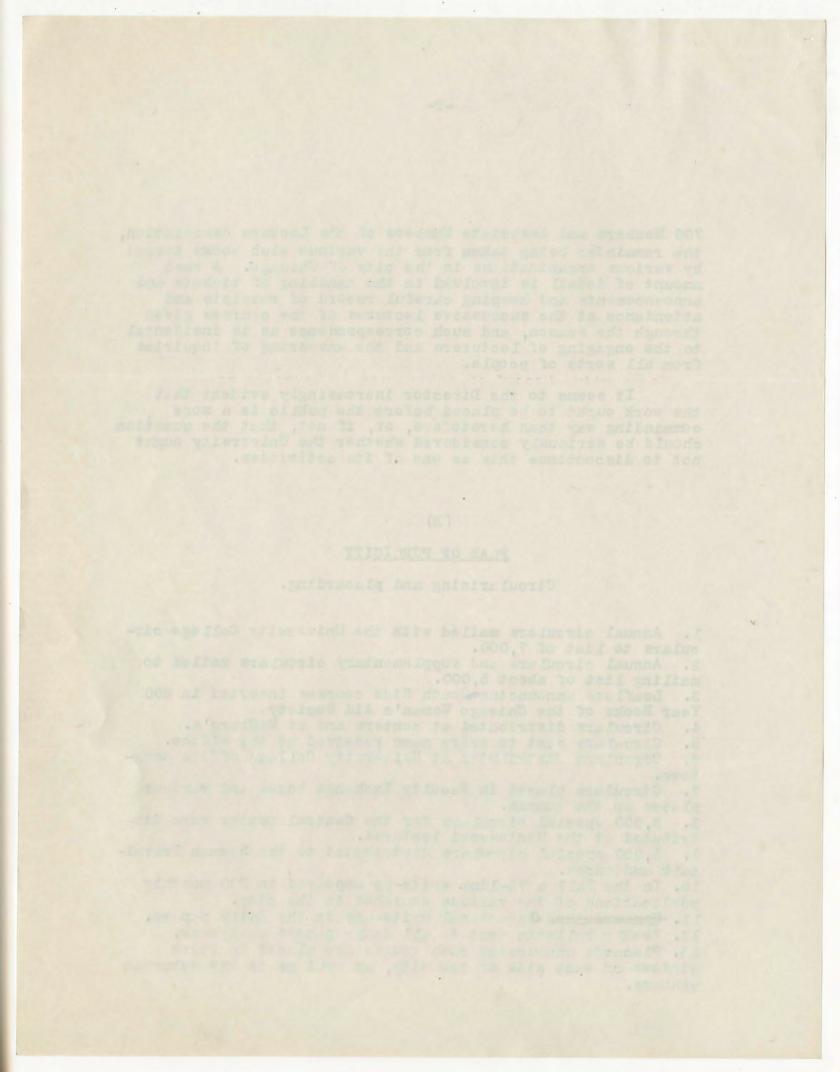
It seems to the Director increasingly evident that the work ought to be placed before the public is a more commanding way than heretofore, or, if not, that the question should be seriously considered whether the University ought not to discontinue this as one of its activities.

(B)

PLAN OF PUBLICITY

Circularizing and placarding.

1. Annual circulars mailed with the University College circulars to list of 7,000. 2. Annual circulars and supplementary circulars mailed to mailing list of about 5,000. 3. Leaflets announcing South Side courses inserted in 800 Year Books of the Chicago Woman's Aid Society. 4. Circulars distributed at centers and at McClurg's. 5. Circulars sent to every name received at the office. 6. Circulars distributed at University College office downtown. 7. Circulars placed in Faculty Exchange boxes and various places on the campus. 8. 3,000 special circulars for the Central Center were distributed at the Montessori lectures. 5,000 special circulars distributed to the Newman Travel-9. talk audiences. 10. In the Fall a 75-line write-up appeared in 200 monthly publications of the various churches in the city. 11. Non-und_then Occasional write-ups in the daily papers. 12. Weekly bulletin sent to all daily papers each week. 13. Placards announcing each course are placed in store windows on each side of the city, as well as in the suburban centers.



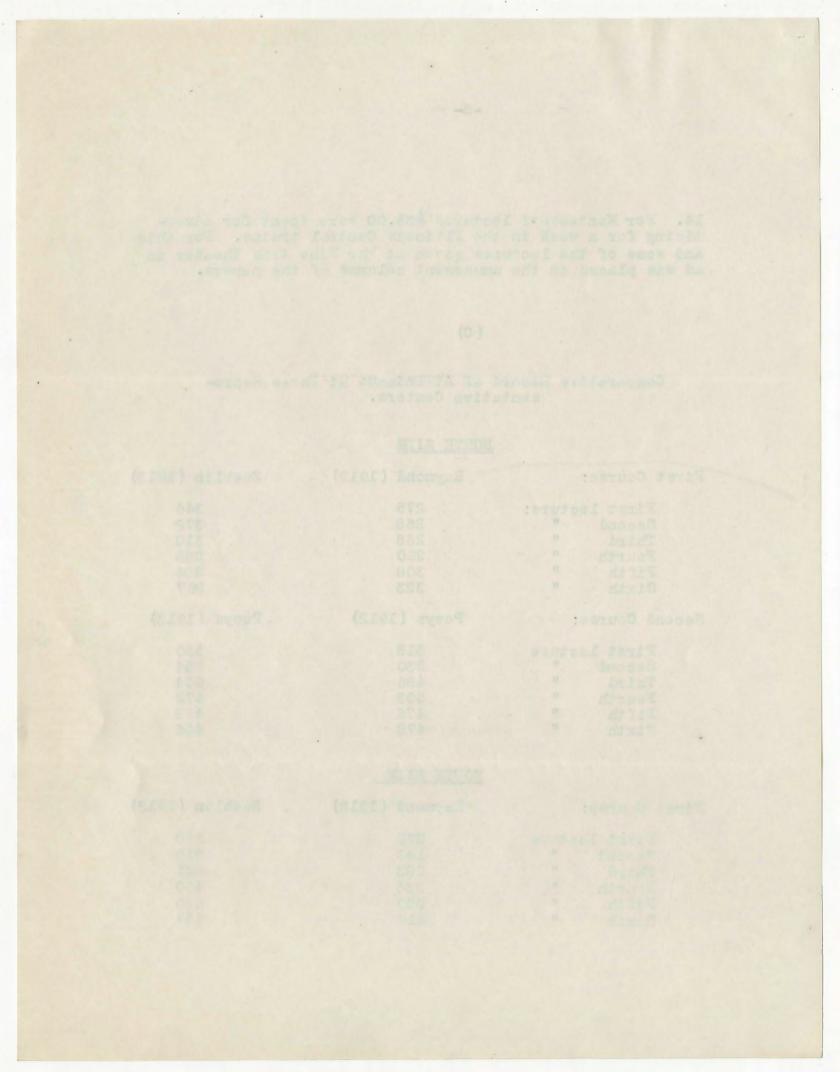
14. For Montessori lectures \$35.00 were spent for advertising for a week in the Illinois Central trains. For this and some of the lectures given at the Fine Arts Theater an ad was placed in the amusement columns of the papers.

(C)

Comparative Record of Attendance at Three Representative Centers.

NORTH SIDE

First Course:	Raymond (1912)	Zueblin (1913)
First lecture: Second " Third " Fourth " Fifth " Sixth "	275 268 268 290 308 323	346 378 310 268 286 297
Second Course:	Powys (1912)	Powys (1913)
First lecture Second " Third " Fourth " Fifth " Sixth "	518 530 486 503 476 478	530 556 504 472 498 456
	SOUTH SIDE	
First Course:	Raymond (1912)	Zueblin (1913)
First lecture Second " Third " Fourth " Fifth " Sixth "	272 183 283 238 220 219	390 510 521 460 580 457



SOUTH SIDE (Cont'd)

Second Course:

Powys (1912)

Powys (1913)

Fi	rst lecture:	510	570
	cond "	526	491
	ird "	450	475
	urth "	360	425
	fth "	362	365
	xth "	550	375

CENTRAL CENTER

Last Year:

Course of six lectures by S. H. Clark in the Ball:

Average Attendance, about 300.

Course of six lectures by Alfred H. Brown in the Winter:

Average attendance, about 200.

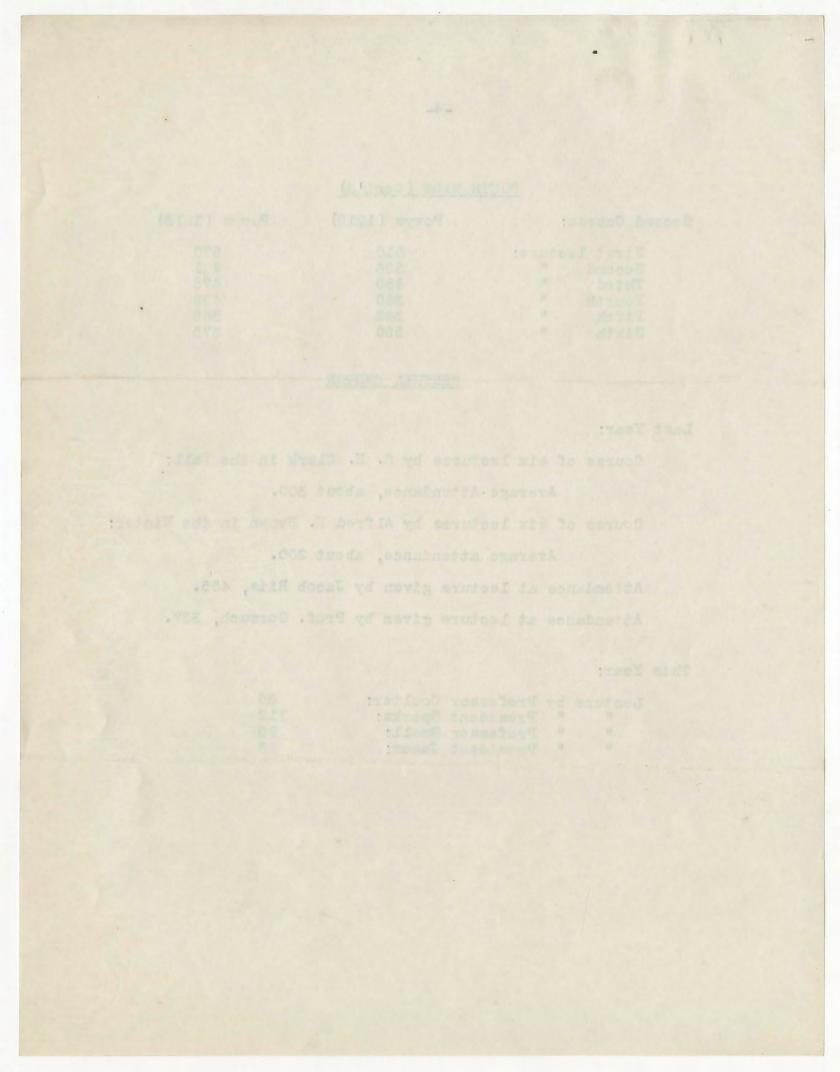
Attendance at lecture given by Jacob Riis, 455.

Attendance at lecture given by Prof. Gorsuch, 337.

This Year:

Lecture	bv	Professor	Coulter:	85
1		Pres ident		112
11		Professor		95
88		President		93

-4-



The University of Chicago CHICAGO, ILLINOIS

Office of the President

Chicago, February 12, 1917

Refer with from a Special Com.

My dear Mr. President:

I beg to express the hope that it will be practicable to bring before the Trustees at their meeting this week the question relating to the University Lecture Association, since it is most important that in case we are to go on we make our arrangements with lecturers and confer with the various local committees at once.

You may remember that you suggested that we get some data from Milton Davies. On Saturday I received a letter which I am handing you herewith.

You will notice that the scope of his activities appears to be much broader than ours, and more nearly approaches the activities of a lyceum bureau. He announces a good many musical and dramatic recitals, single lectures, and short series. These are all held upon the premises of the university. I am interested to notice the amounts appropriated by Columbia University for this work, although I am not able to conclude from the two paragraphs I have CDe Uniteration of Chicago

Obidano, February 12, 1917

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Office of the president

-2-

marked in Mr. Davies' letter whether the surplus of receipts over the amount of expenditures means that not a dollar of the budget appropriation was touched in either of the two years to which he refers.

Very truly yours,

NATHANIEL BUTLER

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marked in Mr. Davies' lotter whether the surplue of receipts over the amount of expenditures means that not a dollar of the budget appropriation was touched in either of the two years to which he refere.

Very truly yours,

KATHAHISL BUTLER

.I. . E. K

The University of Chicago

Office of the Auditor

February 16, 1922.

2 Colomaton

m. Butter

President Harry Pratt Judson, Harper Memorial library.

My dear President Judson:

For your information may I call your attention to the following, with reference to the receipts and expenditures of the University Lecture Association:

	Actual 1919-20 1920-21		Estimated 1921-22
Expenditures	\$7,128.21	\$10,314.72	\$10,800.00
Receipts	6,685.50	9,675.25	9,200.00
	\$ 442.71	\$ 639.47	\$ 1,600.00

During the current year it appears that the expenditures are increasing somewhat, attended with a diminution in receipts.

In a recent communication from Doctor Butler, he indiates that it is customary for them at this time of the year to take up with their local committees the matter of lecturers and courses for the season to begin next Autumn, and further that if it is the expectation to hold them to the estimates of expenditures for the ensuing year, they should be notified promptly. The budget for the following year provides a total of \$10,000. for these expenses and assumes an income of like amount, which was based on the income for the year 1920-21 together with the early indications for the current year. It now appears that the estimate of income for next year is somewhat unlikely of realization, and that as heretofore this activity will call for an expenditure over and above the receipts. which of course must be taken from the University's general income. Yours very truly,

Cale Christian of Links

Harpor Marginer Library.

My daar Freshert Just

for your information may I and your attention to the following, with reference to the receipte and expenditures of the University Lecture Accessicant

90.008.018	810,314.32	87,128.21	
9,200.00	9,675.25	6,685.50	
1 1,600.00	8 639.47		

burban the contrast year it opports that the expendiones are increasing anawhet, attended with a diministra in receipts in a recent commitedian from footur Batter, he incretes that it is emptoded of them at this time of the year to the opport the fact and the next to of learners and the it is the recented of them at this time of induced and the it is the recented of the next the of the equivates of the it is the recented of the fact the of the equivates of the state with the second densities to not them to the equivates of the it is the recented of the fact the fact the equivates of the second inter for the second densities for the equivates of the second inter for the second densities the equivates of the second of the second densities for the fact the equivates of the second inter for the factor of the equivation of 10,000. For there expended on the factor for the opper 1970-11 the second inter fact the factor for the expendent the to equivate the the second on the factor for the opper 1970-11 the second of the second of the factor for the opper 1970-11 the second of the second on the factor for the opper 1970-11 the second of the second of the second of the second of the second the the second of the second of the second of the second the the second of the second for the opper 1970-11 the second of the second of the second of the second of the second the the second of the second of the second of the second the the second of the second of the second of the second the second of the second and the the the the the second of the second the the second of the second of the second of the second the second of the second the second of The University Lecture Association

IN CO-OPERATION WITH The University of Chicago

OFFICE OF THE DIRECTOR

May 7, 1918

My dear President Judson:

As possibilities for War lectures we have now before us in addition to the address by President Van Hise, which occurs this week, the names of Mr. J. S. Duncan-Clark of the Chicago Evening Post, Mr. Francis W. Parker, Mr. Mossinson, and Captain Stayton of the United States Navy in regard to whom I am sending some data herewith.

Last evening at a dinner at the La Salle Hotel I heard most enthusiastic reports of the address of Captain Stayton, and I have every reason to believe that he would give us a most acceptable and informing address.

I shall be grateful for any comment or suggestion you may have to make and for the return of the letter which I am enclosing regarding Captain Stayton.

Very truly yours Athanel Buster

President Harry Pratt Judson, The University of Chicago.

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President Ver Sine, anich acques this week, the as a Swantage Nog. Mr. Francis W. Parker, Mr. Monathann, ate senderes of Ganhain Starton, and I have every ressan tran and distanting addressed. BREDIELON ANIMAL AN I HAVE TOTAL OUT IS IN Anomala Start Water Supposed The University of Onecoup.

The Huitversity Lecture Association

Chicago, May 8, 1918

By dear Prevident Judson:

Dear Mr. Butler: pompibilities for War lectures we have

Herewith T am returning the material about the Navy League. The subject matter is important, and Inshould be glad to have it presented to the students. At the same time, I am bound to say that I do not believe there would be a large audience. I hate to have anything of that sort presented with a small group.

Mr. Parker in all probability will not wish to speak immediately on his return. We cannot therefore depend on him during the current quarter. I think I would cut out the Palestine Man. Mr. Duncan-Clark I really don't know much about, but I have heard him well spoken of.

I shall be gon Very truly yours,

achaniel Buster

Engenetion you may have to make and for the return H.P.J.of the letter which I am enclosing regarding.

Mr. Nathaniel Butler The University of Chicago

> President Harry Pratt Judaon, The University of Calculat

Ohicago, May 8, 1918

Dear Mr. Butler:

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Very truly yours.

H.P.J. - L.

Mr. Mathaniel Butler The University of Obleage The University Lecture Association

The University of Chicago

OFFICE OF THE DIRECTOR

March 23, 1918

President Harry Pratt Judson, The University of Chicago.

My dear President Judson:

In planning for the work of the University Lecture Association for the season beginning next October, I have felt convinced that a profitable course might be arranged somewhat upon the plan of the course in which you were good enough to co-operate with us a year ago. And I am writing to ask whether you would be willing to participate in a course arranged somewhat after the same fashion sometime next season. I realize that in the uncertainties before us no absolutely definite promise can be made, but I should like to know whether, provided nothing unforeseen should prevent, you would furnish one lecture in such a course.

My notion would be to include besides your own lecture, one by Mr. Angell on some such subject as, Psychology in the Service of the War, one by Professor Stieglitz on The Chemical Factor in Modern Warfare, Dr. Wells' lecture, Roumania in War Time, one by Professor Coulter who has, I believe, a very important lecture upon the service of science in discovering substances to take the place of those not now available, and possibly one lecture by Professor Millikan or some other member of the Physics department.

You will realize that the case of the University Lecture Association presents a close analogy to the situation we confront in presenting War lectures in Mandel Hall. It is futile to offer lectures of the ordinary type, or indeed to present lectures of any type, excepting such as are given by men who are known to have altogether unusual qualifications for discussing their subjects.

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March 23, 1916

President Barry Prett Judson. The University of Chicago.

My dear Provilders Judann:

In planning for the work of the intrepatty and bothber. I have for the measure beginning and mint a strength to available that a profitable course mint as a strength to available to a course which as your ago. And I am writing to the whether you would be willing to participate is a course arranged some is what atter the time francion constine hant setson. I realize that in the uncertainties bothere us ho absorintaily definite promise dan of ando, but I should like hat have the time that a course us ho absorbe what atter the time that is a course whether you would be willing to participate is a course arranged some is that atter the time that and the both of a solution of the solution and the solution whether whether you would have a solution at the solution and a solution and a solution to all the solution and the solution and a solution is a solution of the solution and a solution and a bourse.

My notion would be to include basides your can lecture, one by Mr. Angell on some such subject as, Psychology in the Service of the War, one by Professor Stiskies an The Chemical Smotor in Modern Wirfare, Dr. Walls' lecture, Boumania in War Time, one by Professor Coulter who has. I believe, a very impurant lecture upon the service of science in discovering substances to take the service of science in discovering substances to take bing place of those not now available, and possibly one Physics departments.

You will conlise that the ones of the University Leoture semiciton presents a glore analogy to the altistication so donfront in presenting Mar lootures in Mandel Hall, IN is frigle to offer lootures of the ordinary type or indeed to present ladiures of ony type, excepting work as are given by test who are known to here altogeticar unusual qualifications for disquests they be and

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The University Tecture Association

Tintestang of Chierga

Chicago, March 26, 1918

President Harry Pratt Judson, The University of Chicago. Dear Mr. Butler:

Wy dear President Judson; of the 23d inst. is received.

Your plan for the University course in the Lecture Association scheme for next autumn I think is a good one. I only hesitate to accept on account of the uncertainties involved, as you obviously know. If you are willing to put it down on that basis, however,

Very truly yours,

My notion would be to include besides your own lecture, one by Mr. Angell on some such subject as, Psychology in the Service of the War, one by Professor StiH.P.S. . The Chemical Factor in Modern Warfare, Dr. Wells' Lesture, Ruumania in War Time, one by Professor Coulter who has, I believe, a very important lecture upon the service of science is discovering schetances to take the place of those not now scallable, and possibly one lecture by Professor Williams of spec other number of the Physics important.

Lecture Association screens the same of the University Lecture Association screens the shows the instarce in Mandel Hal Mr. Nathaniel Butler or iThe University of Chicago As are given by men the are known to be sitegether unusual qualifications for discussing their subjects.

Very truly yours. Ruther

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Obloago, Mareh 26, 1918

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Mr. Mathaniel Butler The University of Chicago The University Lecture Association

IN CO-OPERATION WITH The Unibersity of Chicago

OFFICE OF THE DIRECTOR

October 29, 1917

My dear Mr. President:

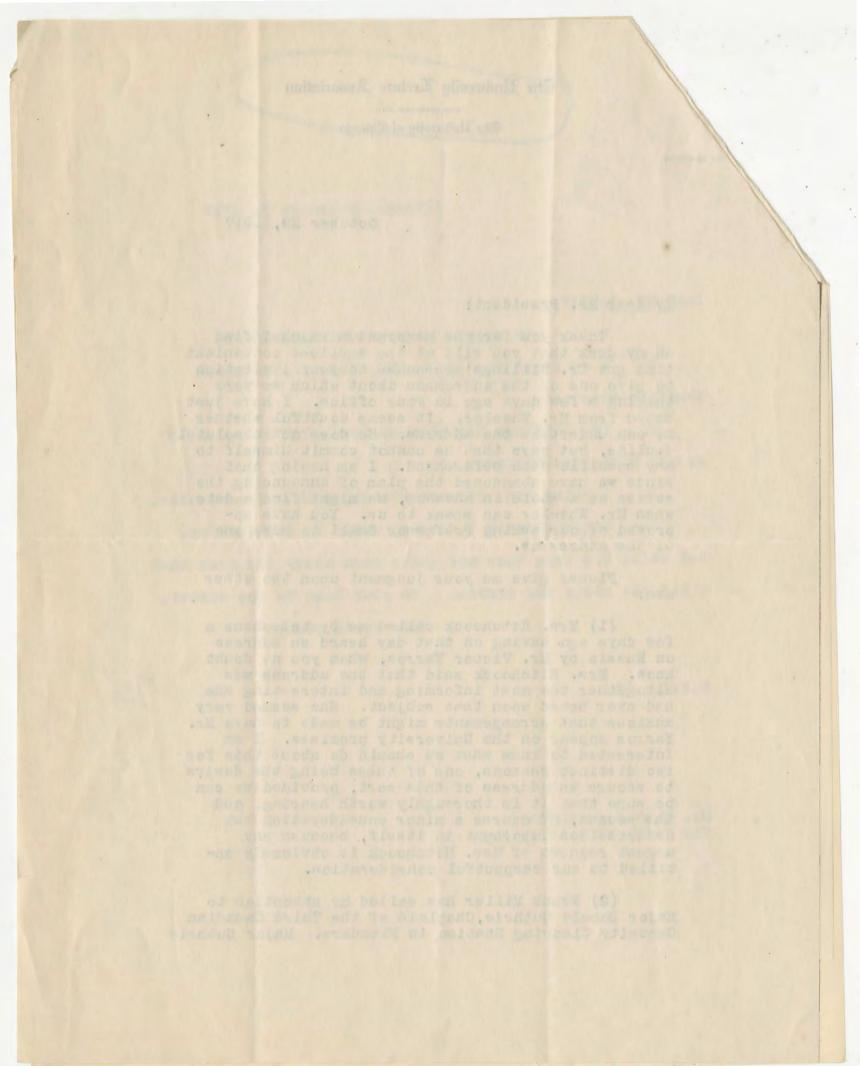
Thank you for the memorandum which I find on my desk that you will at the earliest convenient time get Dr. Billings' response to your invitation to give one of the addresses about which we were talking a few days ago in your office. I have just heard from Mr. Wheeler. It seems doubtful whether he can undertake the address. He does not absolutely decline, but says that he cannot commit himself to any specific date beforehand. I am hoping that since we have abandoned the plan of announcing the series as a whole in advance, we might find a date when Mr. Wheeler can speak to us. You have approved of our asking Professor Small to give one of the addresses.

Please give me your judgment upon two other men:

(1) Mrs. Hitchcock called me by telephone a few days ago, having on that day heard an address on Russia by Mr. Victor Yarros, whom you no doubt know. Mrs. Hitchcock said that the address was altogether the most informing and interesting she had ever heard upon that subject. She seemed very anxious that arrangements might be made to have Mr. Yarros appear on the University premises. I am interested to know what we should do about this for two distinct reasons, one of these being the desire to secure an address of this sort, provided we can be sure that it is thoroughly worth hearing, and the second, of course a minor consideration but nevertheless important in itself, because any urgent request of Mrs. Hitchcock is obviously entitled to our respectful consideration.

(2) Frank Miller has called my attention to Major Donald Guthrie, Chaplain of the Third Canadian Casualty Clearing Station in Flanders. Major Guthrie 15

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is a native of Ottawa and was once a Presbyterian minister in Baltimore. He is now in Chicago having official connection with the British recruiting mission, and he is living at the University Club. These are all the facts I know about Major Guthrie. Before going any further I should like to know whether you know anything about him, or whether you would want further data before passing judgment, or whether we should ask him to give one of our addresses.

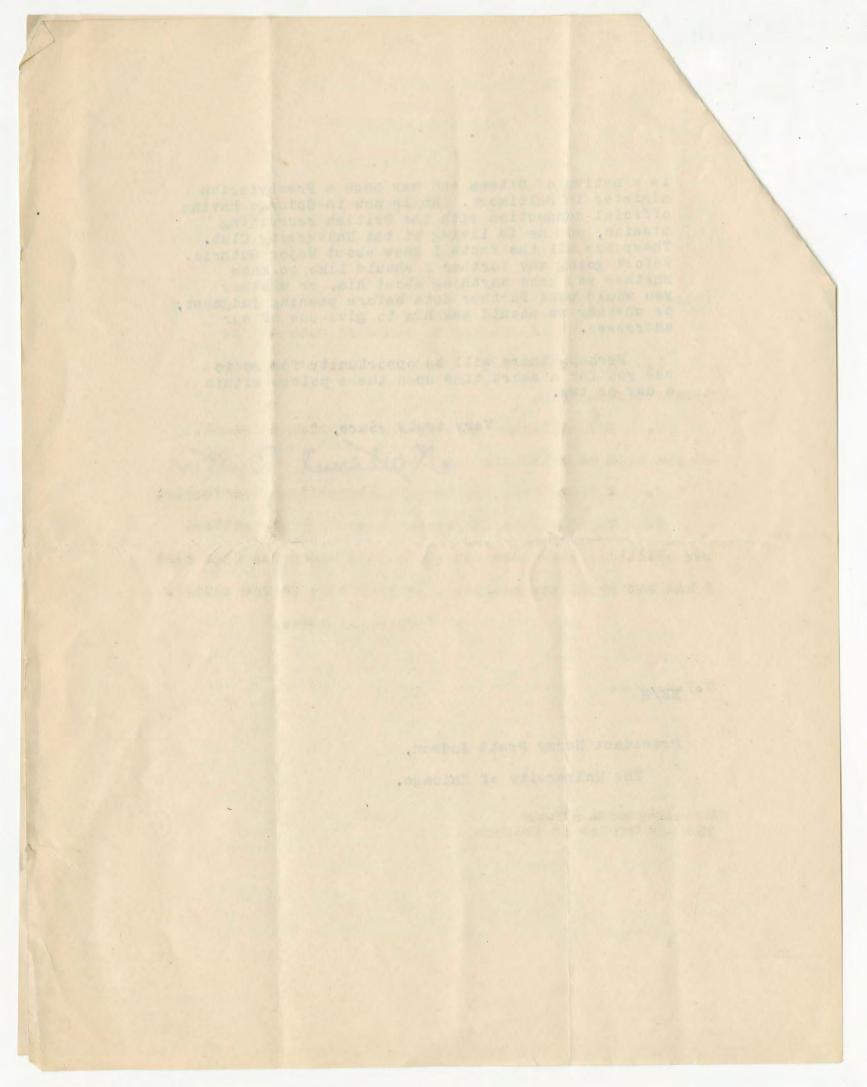
Perhaps there will be opportunity for me to see you for a short time upon these points within a day or two.

Very truly yours, Mathamel Byster

NB/H

President Harry Pratt Judson,

The University of Chicago.



The Muifrernity Lesture Association

The Teleperative of Chicage

Chicago, November 5, 1917

Dear Mr. Butler: mident:

In answer to yours of October 29: 1. I am expecting to see Mr. Wheeler in person tomorrow evening.

2. Dr. Billings has already consented to speak, as you have been informed.

3. I think Mrs. Hitchcock's suggestion inadvisable.

4. Major Guthrie I daresay would be interesting, but still his case does not quite come under the idea that I had had about the course. Do your best in the matter.

had ever hand were that subject. Goe seaded very

(1) Mrs. Ritchcock Very truly yours, home

E.P.J. . Lost the part informing and interesting and

Mr. Nathaniel Butler The University of Chicago

University of Chicago

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.J - .L.T. H

Mr. Mathaniel Butler The University of Chicago

The University Lecture Association

IN CO-OPERATION WITH The University of Chicago

OFFICE OF THE DIRECTOR

February 15, 1917

Miss Inez Lapham, University of Chicago.

My dear Miss Lapham:

May I ask you to see that before the President goes to the special committee which is to consider matters relating to the University Lecture Association he has in his hand (1) my letter of February 9th in which I gave him some details as to the extent to which the Association draws upon the appropriation set aside for it, and (2) the letter of Mr. Milton J. Davies explaining in detail the workings of the Institute of Arts and Sciences at Columbia. Both of these letters contain data of importance in this connection.

Very truly yours, Nathand Butter

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The Ambersty Recture Association

The University of Chicago

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February 15, 1987

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