

Wesleyan Secures Publicity Through Tuition Scheme

Nationwide Notoriety is Gained Through Sound News Reel

When Dr. McPherson and Nate Crabtree, president and business manager respectively of your Alma Mater, announced on August 28th that "Illinois Wesleyan will not only accept farm produce to the full amount of a student's fees, but will pay a premium above the market price of the produce", it was not thought by the officials or close friends of the university that international notoriety would follow. But it did—and in street parlance, "and how!!"

The story first "broke" in the Chicago Tribune and from there had ingress not only into mid-western newspaper columns but also into the leading papers of the Atlantic and Pacific coasts.

Paramount News Photos Story

On the first day of registration for the fall semester the Paramount Sound News cameramen swooped down on the campus and filmed the actual process of accepting "farm produce for erudition". Attracted to Bloomington by a short news story they had seen in a Southern Illinois paper, the knights of the celluloid left their stand in the mine area to picture the more pleasant activities of life as found on Wesleyan's campus.

As a part of News Reel 13, this animated sound story of Wesleyan and its new idea was shown in every major

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Wesleyan Secures International Publicity Through "Produce for Tuition" Offer

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theatre in the Paramount-Publix chain throughout the United States. The continuity editor of the news reel was very much pleased with the results of his underlings' work and only last week mailed a complete and "reel" story of Wesleyan's appearance in the films for the use of the Publicity Department.

Many Strange Offers

Of all the offers made to the administration, perhaps the softest one was that made by a Missouri co-ed. Calling up on the long distance phone this young lady asked for the right to exchange duck feathers for a few hours work in Home Economics but the business manager had to refuse her because the weight of a pound of feathers has never been determined—and besides, it is easy enough to sleep in class without the added incentive of feather pillows.

Another warm offer was made in the form of silver fox furs by a young lady who wished to take a major in the field of business. The only reply

Mr. Crabtree could make to that kindly offer was, "Well, it's the neck's best thing to do as I see it."

London Paper Gets Story

Perhaps the greatest piece of publicity that Wesleyan received from any paper was that story mailed into the business offices from the London Daily Express of September 9th, 1932. This clipping was sent by a faithful alumna, Mrs. Wayne Vernon Myers nee Katherine Garretson, '16, who is now a resident of London, England.

The story reads as follows:

"An astounding development of the "back to barter" expedient, induced by existing trade and business conditions, is announced by the head of Illinois Wesleyan University.

The university will not only accept farm produce to the full amount of a student's fees, but will pay a premium above the market price of the produce.

"This innovation is actually a "throw-back" to the early days of America, when Harvard University

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"Produce for Tuition"

Met With Great Favor

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agreed to take farm produce in lieu of tuition fees.

Above Market Value

"'Illinois Wesleyan,' says President McPherson of the university, 'will accept farm produce to the full amount of tuition rates, paying a price above the market value, from the sons and daughters of bona fide farmers in the United States, and will also permit any matriculating freshman girl whose parents are farmers the right to full board and room in the college dormitories in exchange for farm commodities to the amount of the board and room.

"'The grain accepted by the university,' he continues, 'will be stored in the local elevators at homes of the matriculants, and will be disposed of by the farm manager of the university.'

"Hogs, cattle, other livestock, and other farm produce will be received as 'tuition fees in kind'."

"So the old nursery rhyme about Mary and her lamb, which 'followed her to school,' will be translated into reality at Illinois Wesleyan University. Only, in this case, it will not be 'against the rule'."

**Homecoming—October 21st and 22nd
—WILL YOU BE THERE?—Make
your plans now!!**