

## NOTE TO USERS

PREVIEW

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**UMI**<sup>®</sup>

PREVIEW

THE CONTENT, FORMAT, AND DESIGN OF THE CATALOGUE  
OF THE LIBERAL ARTS COLLEGE

by

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A THESIS

Presented to the Faculty of  
The Graduate College in the University of Nebraska  
In Partial Fulfillment of Requirements  
For the Degree of Doctor of Philosophy  
Department of School Administration

Under the Supervision of Professor K. O. Broady

Lincoln, Nebraska

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## P R E F A C E

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REVISED  
The catalogue of the liberal arts college is so commonplace among us that we use it and criticize it but do not stop to carefully diagnose its ills. The newness of the next issue with its added picture or change in color combination causes us to forget our disappointments over the previous issue and thus the basic changes necessary continue unremedied.

During the past twelve years the educational responsibilities of the writer have frequently brought him into varied situations where the use of a college catalogue was necessary in conference with some prospect or student.

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Hypel.  
From time to time certain catalogue weaknesses became apparent. The remarks of others together with articles which appeared now and then, strengthened the growing conviction that a more careful study could be made of the problem. It appeared that ideas spread from college to college and by that means weaknesses were multiplied. Such questions as these developed: What are the weaknesses in content, design and format in our own college catalogue? to what extent do they exist in the catalogue of other colleges? what is the student reaction to these catalogues? These experiences and questions led to a definite interest in this study of the content, design and format of the catalogue of the liberal arts college.

But for the cooperation of many individuals, this study would not have been possible. For the assistance received in the gathering of material, the writer is greatly indebted to the two hundred institutions that furnished copies of their catalogues; to the librarians who so courteously gave assistance; especially to Frank Bertalan and Miss Lora Brookley of the Library of the Office of Education at Washington, and Miss Arlene Marks, librarian at Emmanuel Missionary College; also to Carl Dahl, training librarian and Anton Walla of the R. R. Donnelley and Sons Company, Chicago. For the valuable material furnished by Clifford Kenyon Shipton, Custodian of Harvard University Archives and Kimball C. Elkins, Senior Assistant, and also by P. J. Conkwright of the Princeton University Press, the writer owes grateful acknowledgement.

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Invaluable service was rendered by the presidents and the deans who made it possible to obtain the student responses to the questionnaires, by the young women who spent weeks tabulating the answers, and by the two thousand students who responded. The helpful suggestions from col-

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Special acknowledgement is made of the invaluable assistance given by Edwin A. Riley, Assistant Superintendent of the Division of Newspaper and Periodical Mail of the Post Office Department, for checking the material in the chapter on postal regulations.

To the members of his committee the writer expresses his sincere appreciation.

Profound indebtedness is expressed to his wife for her untiring assistance in editing the manuscript and in faithfully performing innumerable tasks with a devotion which cannot be purchased.

Final and grateful acknowledgement is made to Dr. Knute O. Broady, counsellor during the years of the writer's graduate study and chairman of the committee, for his encouragement, balanced counsel and personal interest, and for his understanding direction of this thesis.

# TABLE OF CONTENTS

Chapter	Page
I. The Problem Stated	
Institutions Selected . . . . .	4
Limitations . . . . .	16
Organization of the Study . . . . .	16
II. The Development of the College Catalogue at Harvard College	
The Triennial Catalogues . . . . .	26
The Annual Catalogues . . . . .	34
III. The Content of the College Catalogue	
Essential Items . . . . .	53
Student Suggestions . . . . .	67
Academic Information, Admissions . . . . .	71
Graduation Requirements . . . . .	75
Miscellaneous Academic Requirements . . . . .	76
Accreditation . . . . .	77
Advertising . . . . .	80
Aims, Objectives, Purposes . . . . .	83
Alumni Organization . . . . .	86
Application Blanks . . . . .	88
Request Forms . . . . .	90
Board of Trustees . . . . .	92
Calendars . . . . .	94
Course Descriptions . . . . .	96
Curriculum . . . . .	106
Extravagant Statements . . . . .	109
The Faculty . . . . .	113
Finance . . . . .	118
The History of the College . . . . .	125
Church Affiliation . . . . .	130
Index and Table of Contents . . . . .	133
The Library . . . . .	134
Pictures . . . . .	136
Student Roster . . . . .	138
Unusual Features . . . . .	141
IV. Format and Design	
Catalogue Size . . . . .	145
Type . . . . .	149
Page Margins . . . . .	156
Pagination . . . . .	157
Title Page . . . . .	159
The Choice of Paper . . . . .	170
The Catalogue Cover Page . . . . .	172



# TABLE OF CONTENTS - Continued

Chapter	Page
The Backbone . . . . .	181
Pictures . . . . .	183
Index . . . . .	186
Organization . . . . .	189
 V. Mailing the Catalogue Material as an Issue of a Second-Class Publication	
Indicia . . . . .	196
Number of Issues . . . . .	198
Omissions . . . . .	199
Extra Edition . . . . .	200
Bound Volume . . . . .	200
Supplements . . . . .	201
Maps and Illustrations . . . . .	202
Catalogue Titles . . . . .	204
Advertising . . . . .	205
Application Blanks . . . . .	208
Illustrations or Photographs . . . . .	209
Envelopes . . . . .	210
 VI. Findings and Conclusions	
Criticisms of the College Catalogue . . . . .	213
Possibilities of Growth . . . . .	214
Suggestions for Improving the College Cata- logue . . . . .	216
Topics for Further Study . . . . .	218

# LIST OF TABLES

Number		Page
1.	Geographical Distribution of Two Hundred Colleges Whose Catalogues Were Used for This Study	7-14
2.	Chronological Arrangement of the Development of the Catalogue of Harvard University . . . .	38-40
3.	Alphabetical Arrangement of the Development of the Catalogue of Harvard University . . . .	41-43
4.	Items Included or Excluded in the Two Hundred Catalogues Examined . . . . .	55,56
5.	Responses from Approximately Two Thousand Students to Questionnaire I Showing Their Use of Various Types of Information . . . . .	58,59
6.	Catalogue Items Used by Men and Women Arranged in Numerical Frequency . . . . .	60,61
7.	Relationship of Student Use of and Space Devoted to Eleven Catalogue Sections . . . .	63
8.	Student Use of and Reaction to the College Catalogue . . . . .	65,66
9.	Student Suggestions for Catalogue Improvement .	68,69
10.	Faculty Listing in Two Hundred Catalogues . .	115
11.	Pictures Found in Two Hundred Catalogues . .	137
12.	Distribution of Sizes of the Catalogues of Two Hundred Colleges . . . . .	147
13.	Color of Cover Stock and Color Combinations Used on Catalogue Covers . . . . .	177
14.	Items Which Appear on Cover Page of Catalogue .	179
15.	Items Which Generally Appear on the Backbone of the College Catalogue . . . . .	182
16.	Catalogue Sequence of Major Items (One hundred catalogues used) . . . . .	191

# LIST OF PLATES

Number	Page
I. Geographical Distribution of Two Hundred Colleges . . . . .	6
II. Harvard University Theses, 1643 . . . . .	24
III. Harvard University Triennial, 1674 . . . . .	28
IV. Catalogue of College of New Jersey (Princeton). . . . .	33
V. A Catalogue of the Students of Harvard University, 1803 . . . . .	36
VI. William and Mary College Catalogue, 1829-1830 . . . . .	45
VII. William and Mary College Catalogue, 1829-1830 . . . . .	46
VIII. William and Mary College Catalogue, 1829-1830 . . . . .	47
IX. William and Mary College Catalogue, 1829-1830 . . . . .	48
X. Six Classes of Roman Type Pages . . . . .	151
XI. Contrasting Types . . . . .	154
XII. Poor Combination of Type . . . . .	160
XIII. Proportion . . . . .	162
XIV. Center of Balance . . . . .	163
XV. Centers of Interest . . . . .	165
XVI. Examples of Title Pages . . . . .	167
XVII. Examples of Varying Degrees in Tone Harmony . . . . .	169
XVIII. Examples of Cover Pages . . . . .	174
XIX. Aurora - Back Cover Page Dard - Cover Page . . . . .	176
XX. Examples of Sketches in Grinnell College Catalogue . . . . .	184
XXI. Two Types of Indexes . . . . .	187
XXII. Examples of Incorrect and Correct Catalogue Supplement Form . . . . .	203
XXIII. Name of Second-Class Publication Missing . . . . .	206

## CHAPTER I

### THE PROBLEM STATED

During the past thirty-five years occasional criticisms of the college catalogue<sup>1</sup> have been voiced. In 1913 Henry S. Pritchett, president of the Carnegie Foundation for the Advancement of Teaching, in his annual report,<sup>2</sup> called attention to the tendency of some educational institutions to pervert the true functions of their catalogues. The following year, 1914, W. H. Allen in his Exhibit 7, entitled "The University Catalogue" in the Report of the Findings of the State Board of Public Affairs in a Survey of the University of Wisconsin,<sup>3</sup> called attention to the weaknesses of the catalogue of that institution. He applied some of the criticisms raised the previous year by Dr. Pritchett. In

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<sup>1</sup> It may be observed that the word "catalogue" is sometimes spelled "catalog" in this dissertation. This lack of uniformity cannot be avoided. Throughout the discussion, the preferred spelling of the word "catalogue" is used. Properly, in quotations the word must be spelled as the author has used it in his quotation. Likewise, when the name of an institutional bulletin is used in footnotes or elsewhere, the word "catalogue" is spelled exactly as it is on the publication. Upon examination of two hundred catalogues, it was found that two of three institutions use the preferred spelling, "catalogue."

<sup>2</sup> Henry S. Pritchett, "College Catalogues," in the Eighth Annual Report of the President and of the Treasurer, 1913, Carnegie Foundation for the Advancement of Teaching, pp. 111-124.

<sup>3</sup> W. H. Allen, "The University Catalogue" Exhibit 7, in the Report Upon the Survey of the University of Wisconsin, 1914, pp. 395-407.

1917, Harry Parker Ward, in his book, The American College Catalog, which "deals with only the physical appearance of the catalog," called attention to some of the weaknesses which then existed in college catalogues. He charged the catalogue of his day with not having ". . . kept abreast of the times. Far too many college catalogs," he said, "resemble almanacs or cheap municipal or state reports."<sup>1</sup> Again, in 1937 criticisms of college catalogues were given in an article written by Millard E. Gladfelter. He called the catalogue "unattractive," "too formal," "not explicit enough about financial obligations."<sup>2</sup> As late as 1947, Harlan Hoyt Horner spoke of college catalogues as being ". . . dull, forbidding, uninviting and unattractive receptacles for concealing information."<sup>3</sup> And in a short editorial in a current college catalogue, the editor candidly states that

'Catalog' is a repellent word. It implies dulness and obscurity. You assume that you will be plunged into a tangle of uninteresting and unrelated items. . . . The main trouble with a catalog is that you can't find anything in it - . . . .<sup>4</sup>

---

<sup>1</sup> Harry Parker Ward, "Foreword," p. x, The American College Catalog, Columbus, Ohio: The Champlin Printing Co., 1917.

<sup>2</sup> Millard E. Gladfelter, "An Evaluation of Several College Catalogs," Journal of the American Association of Collegiate Registrars, Vol. XIII, No. 3. (April, 1938), 345.

<sup>3</sup> Harlan Hoyt Horner, Dental Education Today, p. 310. Illinois: University of Chicago Press, 1947.

<sup>4</sup> Catalog of Howard College, 1946-47, p. iii. Howard College Bulletin, Vol. CV, No. 2. Birmingham, Alabama, 1946.

Complaints similar to these are still being expressed by the various users of college catalogues. However, in the articles written and in the words spoken the tendency to condemn is greater than to commend. While no catalogue may be perfect in all its aspects, some institutions have made some splendid contributions to improvement and these will also be recognized in this study.

In 1941, Dean Addison Hibbard of Northwestern University estimated the distribution of college catalogues at two million copies. With this large number circulated annually he was of the opinion that the college catalogue could not be entirely separated from current literature.<sup>1</sup>

The purpose of this study is to examine two hundred catalogues of privately owned liberal arts colleges to find and present the major factors which may be responsible or partly responsible for such charges as have been made and are continually being made against the college catalogue. Briefly stated, the problem is to examine the content, format, and design of a group of college catalogues and to evaluate these from the angle of student reaction, from that of the opinion of authorities, and from obvious evidence found in the catalogues themselves. It is also the purpose to present facts and suggestions based on existing evidence which may contribute to making the college catalogue more serviceable to those who use it and a greater

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<sup>1</sup> Addison Hibbard, "What Every Young Man Should Know," Saturday Review of Literature, (May 31, 1941), 3,4.

4

credit to those who publish it.

### Institutions Selected

Because of the difference in the content and organization of the catalogues of privately operated liberal arts colleges and those under state or municipal control, this study is confined to private institutions. Two hundred catalogues were obtained from schools distributed throughout the entire United States. The forty-one states represented have the following distribution of institutions by states: (1) Alabama, four; (2) Arkansas, two; (3) California, seven; (4) Connecticut, one; (5) Florida, two; (6) Georgia, seven; (7) Idaho, one; (8) Illinois, sixteen; (9) Indiana, eight; (10) Iowa, seven; (11) Kansas, three; (12) Kentucky, five; (13) Louisiana, two; (14) Maine, two; (15) Maryland, one; (16) Massachusetts, nine; (17) Michigan, six; (18) Minnesota, seven; (19) Mississippi, two; (20) Missouri, five; (21) Nebraska, five; (22) New Hampshire, one; (23) New York, eleven; (24) North Carolina, eight; (25) North Dakota, one; (26) Ohio, twelve; (27) Oklahoma, two; (28) Oregon, two; (29) Pennsylvania, fourteen; (30) Rhode Island, two; (31) South Carolina, five; (32) South Dakota, five; (33) Tennessee, eight; (34) Texas, six; (35) Utah, one; (36) Vermont, one; (37) Virginia, six; (38) Washington, five; (39) Washington, D. C., two; (40) West Virginia, two; (41) Wisconsin, four.

In the map shown on Plate 1, page 6, the geographical

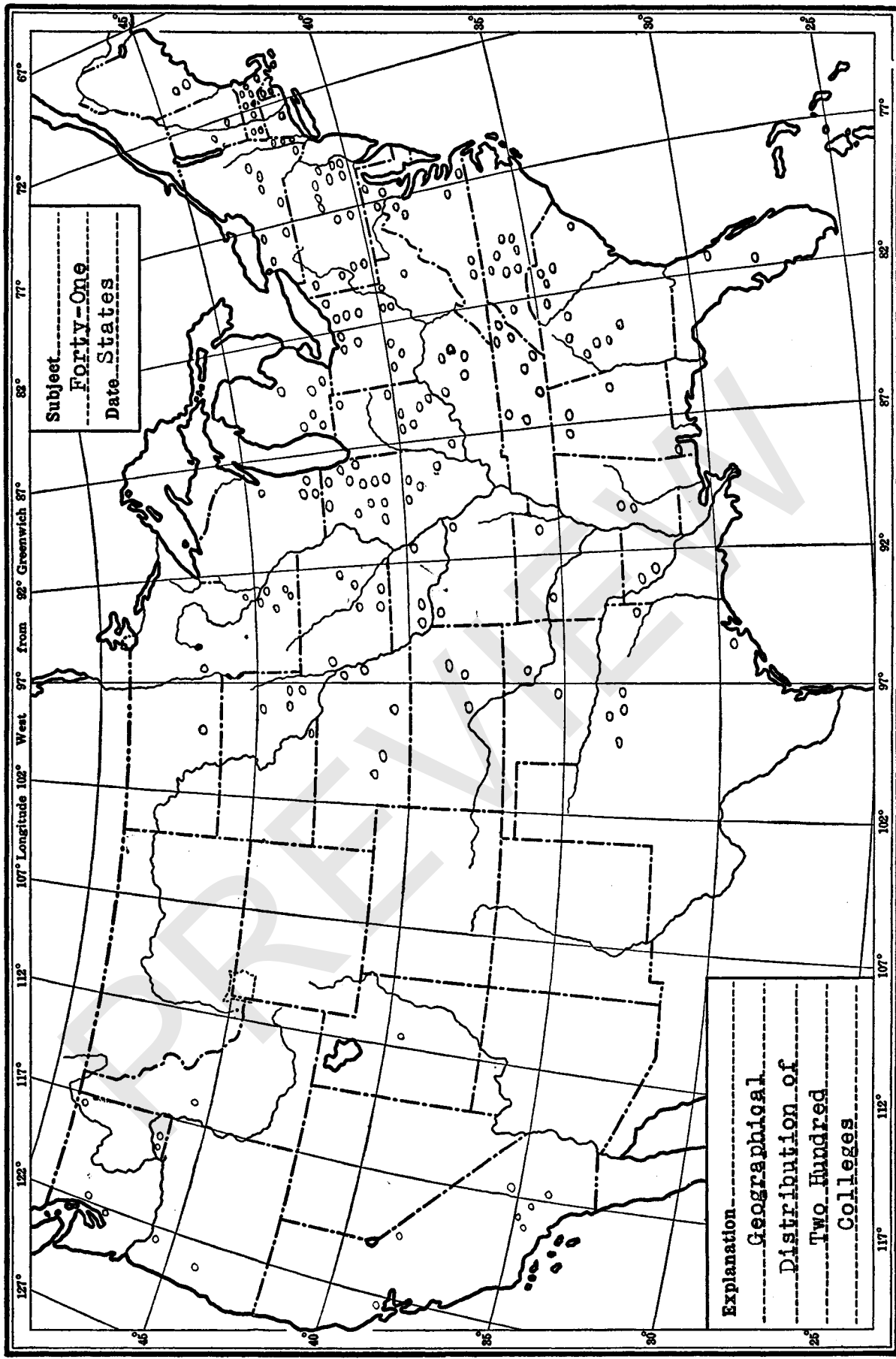
location of each college is given. Following this plate is a list of the two hundred colleges according to state. In Appendix A an alphabetical list of the catalogues of these colleges is given with addresses, and with volume and number. This list includes denominational and non-denominational schools. The sizes of these institutions vary from small to large. The largest number are coeducational, but there are schools exclusively for women, and schools exclusively for men. There are also schools for negroes.

### Procedure

In the conducting of this study, the procedure included the examination and tabulation of information on the content, format, and design of the two hundred catalogues. A few catalogues of state or municipal institutions were also examined but not included in the general findings of this study, except a few items which would contribute to the improvement of college catalogues. From the historical viewpoint the catalogues of Harvard were examined from the first one issued to 1947. Each added feature as it appeared has been tabulated in Chapter II in chronological and alphabetical order thus giving a partial view of the development of the catalogue of the oldest college in this country. Some time was spent at Harvard obtaining information from the historical collection there on the development of the catalogue. Literature and articles on the subject were read at the Library of Congress, at the United States Office of



Plate I  
McKinley's Geographical and Historical Outline Maps. No. 176b. The United States. (State boundaries.)



Copyright, McKinley Publishing Co., Philadelphia, Pa.

TABLE 1

GEOGRAPHICAL DISTRIBUTION OF TWO HUNDRED COLLEGES  
WHOSE CATALOGS WERE USED  
FOR THIS STUDY

---

Alabama	
Birmingham-Southern College . . . . .	Birmingham
Howard College . . . . .	Birmingham
Spring Hill . . . . .	Spring Hill
Tuskegee Institute . . . . .	Tuskegee
Arkansas	
Arkansas College . . . . .	Batesville
Ozarks, College of the . . . . .	Clarksville
California	
La Sierra College . . . . .	Arlington
Occidental College . . . . .	Los Angeles
Pacific, College of the . . . . .	Stockton
Pacific Union College . . . . .	Angwin
Pasadena College . . . . .	Pasadena
Redlands University . . . . .	Redlands
Whittier College . . . . .	Whittier
Connecticut	
Connecticut College . . . . .	New London
Florida	
Florida Southern College . . . . .	Lakeland
John B. Stetson University . . . . .	De Land
Georgia	
Agnes Scott College . . . . .	Decatur
Brenau College . . . . .	Gainesville
Clark College . . . . .	Atlanta
Emory University . . . . .	Atlanta
Mercer University . . . . .	Macon
Piedmont College . . . . .	Piedmont
Shorter College . . . . .	Rome
Idaho	
Idaho, College of . . . . .	Caldwell

TABLE 1 -- Continued


---

 Illinois

Augustana College and Theological Seminary . . . . .	Rock Island
Aurora College . . . . .	Aurora
Carthage College . . . . .	Carthage
De Paul University . . . . .	Chicago
Eureka College . . . . .	Eureka
Greenville College . . . . .	Greenville
Illinois College . . . . .	Jacksonville
Illinois Wesleyan University . . . . .	Bloomington
Knox College . . . . .	Galesburg
Lake Forest College . . . . .	Lake Forest
McKendree College . . . . .	Lebanon
MacMurray College . . . . .	Jacksonville
Monmouth College . . . . .	Monmouth
North Central College . . . . .	Naperville
Rockford College . . . . .	Rockford
Wheaton College . . . . .	Wheaton

## Indiana

Butler University . . . . .	Indianapolis
Canterbury College . . . . .	Danville
DePauw University . . . . .	Greencastle
Earlham College . . . . .	Earlham
Evansville College . . . . .	Evansville
Goshen College . . . . .	Goshen
Hanover College . . . . .	Hanover
Manchester College . . . . .	West Manchester

## Iowa

Coe College . . . . .	Cedar Rapids
Cornell College . . . . .	Mount Vernon
Grinnell College . . . . .	Grinnell
Kletzing College . . . . .	University Park
Morningside College . . . . .	Sioux City
Saint Ambrose College . . . . .	Davenport
Simpson College . . . . .	Indianola

## Kansas

Baker University . . . . .	Baldwin City
Emporia College . . . . .	Emporia
Friends University . . . . .	Wichita

TABLE 1 -- Continued


---

Kentucky														
Asbury College	.	.	.	.	.	.	.	.	.	.	.	.	.	Wilmore
Berea College	.	.	.	.	.	.	.	.	.	.	.	.	.	Berea
Centre College	.	.	.	.	.	.	.	.	.	.	.	.	.	Danville
Georgetown College	.	.	.	.	.	.	.	.	.	.	.	.	.	Georgetown
Louisville University	.	.	.	.	.	.	.	.	.	.	.	.	.	Louisville
Louisiana														
Centenary College of Louisiana	.	.	.	.	.	.	.	.	.	.	.	.	.	Shreveport
Louisiana College	.	.	.	.	.	.	.	.	.	.	.	.	.	Pineville
Maine														
Bates College	.	.	.	.	.	.	.	.	.	.	.	.	.	Lewiston
Bowdoin College	.	.	.	.	.	.	.	.	.	.	.	.	.	Brunswick
Maryland														
Hood College	.	.	.	.	.	.	.	.	.	.	.	.	.	Frederick
Massachusetts														
American International College	.	.	.	.	.	.	.	.	.	.	.	.	.	Springfield
Amhurst College	.	.	.	.	.	.	.	.	.	.	.	.	.	Amhurst
Atlantic Union College	.	.	.	.	.	.	.	.	.	.	.	.	.	South Lancaster
Clark University	.	.	.	.	.	.	.	.	.	.	.	.	.	Worcester
Mount Holyoke College	.	.	.	.	.	.	.	.	.	.	.	.	.	South Hadley
Simmons College	.	.	.	.	.	.	.	.	.	.	.	.	.	Boston
Tufts College	.	.	.	.	.	.	.	.	.	.	.	.	.	Medford
Wellesley College	.	.	.	.	.	.	.	.	.	.	.	.	.	Wellesley
Wheaton College	.	.	.	.	.	.	.	.	.	.	.	.	.	Norton
Michigan														
Adrian College	.	.	.	.	.	.	.	.	.	.	.	.	.	Adrian
Albion College	.	.	.	.	.	.	.	.	.	.	.	.	.	Albion
Alma College	.	.	.	.	.	.	.	.	.	.	.	.	.	Alma
Emmanuel Missionary College	.	.	.	.	.	.	.	.	.	.	.	.	.	Berrien Springs
Hope College	.	.	.	.	.	.	.	.	.	.	.	.	.	Holland
Kalamazoo College	.	.	.	.	.	.	.	.	.	.	.	.	.	Kalamazoo

Augsburg College and Theological Seminary	Minneapolis
Carleton College	Northfield
Concordia College	Moorhead
Gustavus Adolphus College	St. Peter
Hamline University	St. Paul
Macalester College	St. Paul
St. Olaf College	Northfield

[illegible][illegible][illegible]

Dartmouth College . . . . . Hanover

Alfred University . . . . .	Alfred
Bard College . . . . .	Annandale on Hudson
Colgate University . . . . .	Hamilton
Elmira College . . . . .	Elmira
Hamilton College . . . . .	Clinton
New Rochelle, College of . . . . .	New Rochelle
Niagara University. . . . .	Niagara University
Rochester University . . . . .	Rochester
Skidmore College . . . . .	Saratoga Springs
Vassar College . . . . .	Poughkeepsie
Wagner College . . . . .	Staten Island

TABLE 1 -- Continued

North Carolina															
Catawba College	.	.	.	.	.	.	.	.	.	.	.	.	.	Salisbury	
Davidson College	.	.	.	.	.	.	.	.	.	.	.	.	.	Davidson	
Duke University	.	.	.	.	.	.	.	.	.	.	.	.	.	Durham	
Greensboro College	.	.	.	.	.	.	.	.	.	.	.	.	.	Greensboro	
Guilford College	.	.	.	.	.	.	.	.	.	.	.	.	.	Guilford College	
Lenoir Rhyne College	.	.	.	.	.	.	.	.	.	.	.	.	.	Hickory	
Queens College	.	.	.	.	.	.	.	.	.	.	.	.	.	Charlotte	
Shaw University	.	.	.	.	.	.	.	.	.	.	.	.	.	Raleigh	
North Dakota															
Jamestown College	.	.	.	.	.	.	.	.	.	.	.	.	.	Jamestown	
Ohio															
Antioch College	.	.	.	.	.	.	.	.	.	.	.	.	.	Yellow Springs	
Baldwin-Wallace College	.	.	.	.	.	.	.	.	.	.	.	.	.	Berea	
Dayton University	.	.	.	.	.	.	.	.	.	.	.	.	.	Dayton	
Heidelberg College	.	.	.	.	.	.	.	.	.	.	.	.	.	Tiffin	
Hiram College	.	.	.	.	.	.	.	.	.	.	.	.	.	Hiram	
Marietta College	.	.	.	.	.	.	.	.	.	.	.	.	.	Marietta	
Muskingum College	.	.	.	.	.	.	.	.	.	.	.	.	.	New Concord	
Northwest Nazarene College	.	.	.	.	.	.	.	.	.	.	.	.	.	Nampa	
Oberlin College	.	.	.	.	.	.	.	.	.	.	.	.	.	Oberlin	
Ohio Wesleyan University	.	.	.	.	.	.	.	.	.	.	.	.	.	Delaware	
Wilmington College	.	.	.	.	.	.	.	.	.	.	.	.	.	Wilmington	
Wooster, The College of	.	.	.	.	.	.	.	.	.	.	.	.	.	Wooster	
Oklahoma															
Oklahoma Baptist University	.	.	.	.	.	.	.	.	.	.	.	.	.	Shawnee	
Tulsa University	.	.	.	.	.	.	.	.	.	.	.	.	.	Tulsa	
Oregon															
Lewis and Clark College	.	.	.	.	.	.	.	.	.	.	.	.	.	Portland	
Willamette University	.	.	.	.	.	.	.	.	.	.	.	.	.	Salem	

TABLE 1 -- Continued

Pennsylvania													
Albright College	.	.	.	.	.	.	.	.	.	.	.	.	Reading
Allegheny College	.	.	.	.	.	.	.	.	.	.	.	.	Meadville
Bryn Mawr College	.	.	.	.	.	.	.	.	.	.	.	.	Bryn Mawr
Dickinson College	.	.	.	.	.	.	.	.	.	.	.	.	Carlisle
Franklin and Marshall College	.	.	.	.	.	.	.	.	.	.	.	.	Lancaster
Geneva College	.	.	.	.	.	.	.	.	.	.	.	.	Beaver Falls
Gettysburg College	.	.	.	.	.	.	.	.	.	.	.	.	Gettysburg
Haverford College	.	.	.	.	.	.	.	.	.	.	.	.	Haverford
Lafayette College	.	.	.	.	.	.	.	.	.	.	.	.	Easton
Lebanon Valley College	.	.	.	.	.	.	.	.	.	.	.	.	Annaville
Swarthmore College	.	.	.	.	.	.	.	.	.	.	.	.	Swarthmore
Ursinus College	.	.	.	.	.	.	.	.	.	.	.	.	Collegeville
Washington and Jefferson College	.	.	.	.	.	.	.	.	.	.	.	.	Washington
Waynesburg College	.	.	.	.	.	.	.	.	.	.	.	.	Waynesburg
Rhode Island													
Brown University	.	.	.	.	.	.	.	.	.	.	.	.	Providence
Providence College	.	.	.	.	.	.	.	.	.	.	.	.	Providence
South Carolina													
Charleston, College of	.	.	.	.	.	.	.	.	.	.	.	.	Charleston
Converse College	.	.	.	.	.	.	.	.	.	.	.	.	Spartanburg
Furman University	.	.	.	.	.	.	.	.	.	.	.	.	Greenville
Newberry College	.	.	.	.	.	.	.	.	.	.	.	.	Newberry
Wofford College	.	.	.	.	.	.	.	.	.	.	.	.	Spartanburg
South Dakota													
Augustana College	.	.	.	.	.	.	.	.	.	.	.	.	Sioux Falls
Dakota Wesleyan University	.	.	.	.	.	.	.	.	.	.	.	.	Mitchell
Huron College	.	.	.	.	.	.	.	.	.	.	.	.	Huron
Sioux Falls College	.	.	.	.	.	.	.	.	.	.	.	.	Sioux Falls
Yankton College	.	.	.	.	.	.	.	.	.	.	.	.	Yankton
Tennessee													
Carson-Newman College	.	.	.	.	.	.	.	.	.	.	.	.	Jefferson City
Chattanooga University	.	.	.	.	.	.	.	.	.	.	.	.	Chattanooga
Fisk University	.	.	.	.	.	.	.	.	.	.	.	.	Nashville
Maryville College	.	.	.	.	.	.	.	.	.	.	.	.	Maryville
South, University of the	.	.	.	.	.	.	.	.	.	.	.	.	Sewanee
Southern Missionary College	.	.	.	.	.	.	.	.	.	.	.	.	Collegedale
Southwestern at Memphis	.	.	.	.	.	.	.	.	.	.	.	.	Memphis
Vanderbilt University	.	.	.	.	.	.	.	.	.	.	.	.	Nashville

TABLE 1 -- Continued

Texas														
Austin College	.	.	.	.	.	.	.	.	.	.	.	.	.	Sherman
Hardin-Simmons University	.	.	.	.	.	.	.	.	.	.	.	.	.	Abilene
Rice Institute	.	.	.	.	.	.	.	.	.	.	.	.	.	Houston
Southern Methodist University	.	.	.	.	.	.	.	.	.	.	.	.	.	Dallas
Texas Christian University	.	.	.	.	.	.	.	.	.	.	.	.	.	Fort Worth
Wiley College	.	.	.	.	.	.	.	.	.	.	.	.	.	Marshall
Utah														
Brigham Young University	.	.	.	.	.	.	.	.	.	.	.	.	.	Provo
Vermont														
Middlebury College	.	.	.	.	.	.	.	.	.	.	.	.	.	Middlebury
Virginia														
Hollins College	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Randolph-Macon Woman's College	.	.	.	.	.	.	.	.	.	.	.	.	.	Lynchburg
Richmond College, University of	.	.	.	.	.	.	.	.	.	.	.	.	.	Richmond
Roanoke College	.	.	.	.	.	.	.	.	.	.	.	.	.	Salem
Sweet Briar College	.	.	.	.	.	.	.	.	.	.	.	.	.	Sweet Briar
William and Mary, College of	.	.	.	.	.	.	.	.	.	.	.	.	.	Williamsburg
Washington														
Puget Sound, College of	.	.	.	.	.	.	.	.	.	.	.	.	.	Tacoma
Seattle Pacific College	.	.	.	.	.	.	.	.	.	.	.	.	.	Seattle
Walla Walla College	.	.	.	.	.	.	.	.	.	.	.	.	.	College Place
Whitman College	.	.	.	.	.	.	.	.	.	.	.	.	.	Walla Walla
Whitworth College	.	.	.	.	.	.	.	.	.	.	.	.	.	Spokane
Washington, D. C.														
George Washington University	.	.	.	.	.	.	.	.	.	.	.	.	.	Washington
Washington Missionary College	.	.	.	.	.	.	.	.	.	.	.	.	.	Takoma Park
West Virginia														
Bethany College	.	.	.	.	.	.	.	.	.	.	.	.	.	Bethany
Salem College	.	.	.	.	.	.	.	.	.	.	.	.	.	Salem