

Report on the Membership in the College Cooperative Store Fall 1941

A fairly large proportion of the College community belongs to the Cooperative Store at present. However we could probably make it even larger if we conducted a membership drive and this would be of advantage, not only to the Store, but to the individuals who are not members at present. The best method of procedure seems to be to make personal contact with these non-members in order to point out to them what belonging to the Store involves. It looks as though a lot of them have not joined simply because of lack of interest and proper stimulus. The percent of non-members is highest in the freshman class and it decreases in the upper classes which would seem to indicate that students found that it was worthwhile to belong to the Store. The four non-members of the senior class all seem to have very good reasons for not belonging. It would hardly be logical to urge them to join now since they will be leaving the community so soon.

Freshman Class 76.7% members

103 students in the class

79 students are members of the Store

Sophomore Class 83 % members

94 students in the class

78 students are members of the Store

Junior Class 85% members

54 students in the class

46 students are members of the Store

Senior Class 86 $\frac{1}{2}$ % members

30 students in the class

26 members of the Store