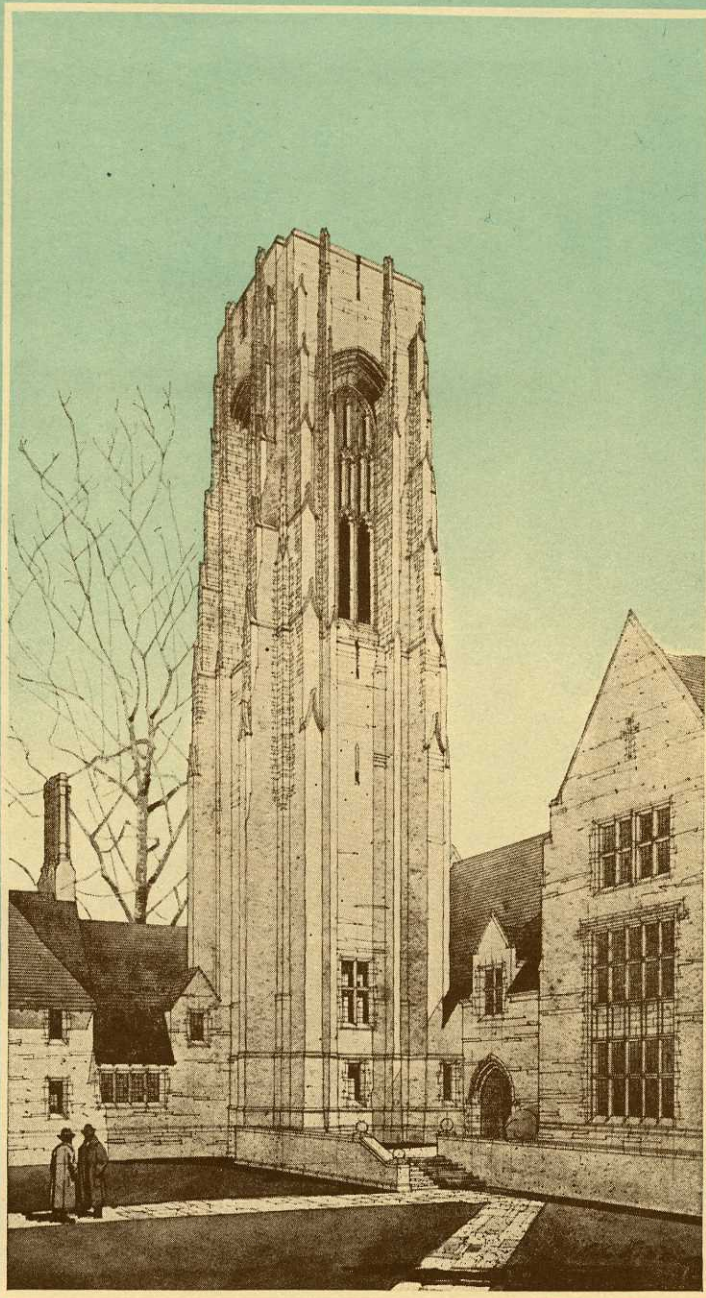
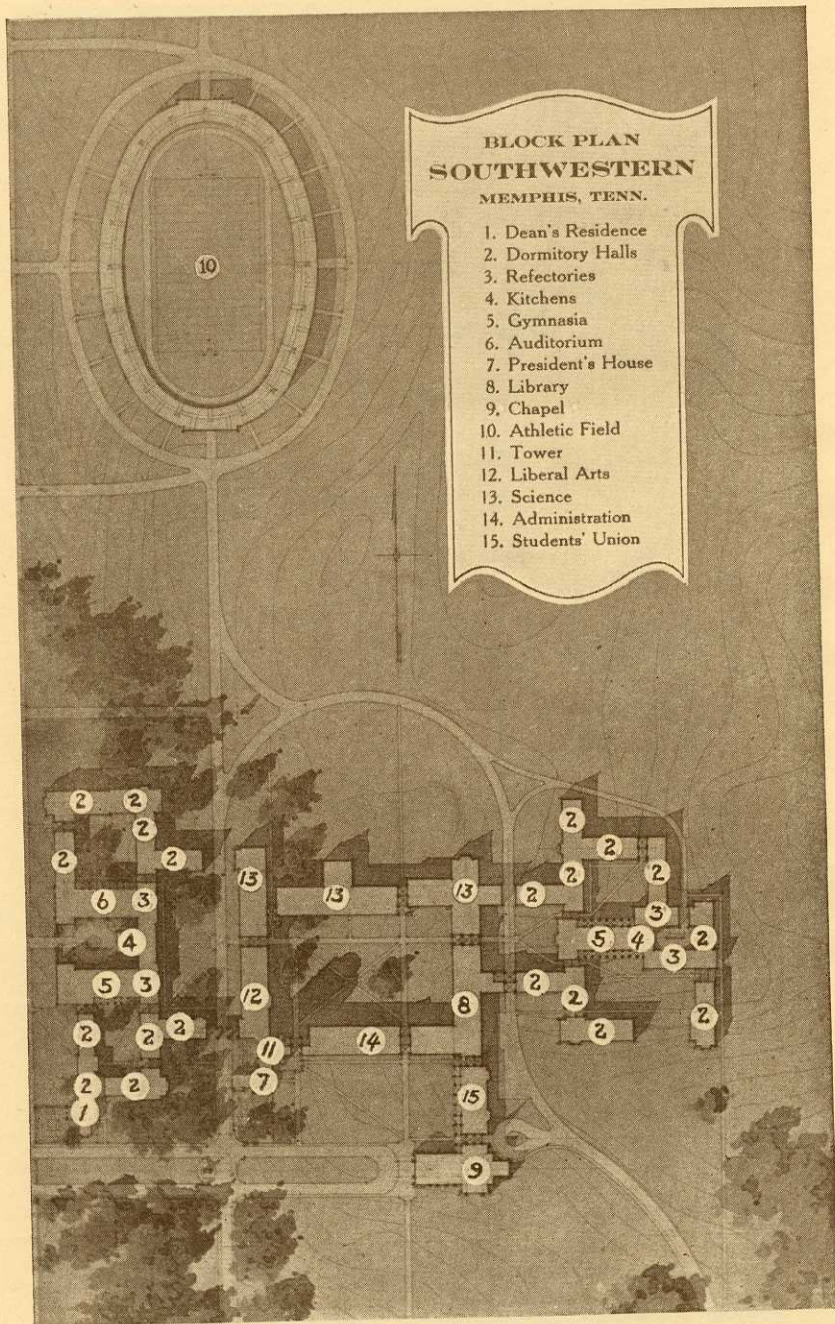


ENDURING  
INVESTMENTS









BLOCK PLAN SHOWING LOCATION OF BUILDINGS, SOUTHWESTERN,  
THE COLLEGE OF THE MISSISSIPPI VALLEY, MEMPHIS, TENNESSEE.



*A Statement Regarding*  
**SOUTHWESTERN**  
THE COLLEGE of the MISSISSIPPI VALLEY  
*prepared for*  
THOSE WHO BELIEVE IN CHRISTIAN  
EDUCATION IN THE SOUTH



ACCORDING to world leaders the greatest need of the present day is more Christian Education. In the judgment of many, the Southern Presbyterian Church stands for the type of Christian Education which the world most needs.

*I. An Unusual Opportunity*

(1) An unusual opportunity has come to the Southern Presbyterian Church to establish a standard college of arts and sciences at Memphis, Tennessee. This College will be known as SOUTHWESTERN, the College of the Mississippi Valley. A magnificent site of 124 acres has been secured and buildings are now being erected.

(2) The Church was so impressed with the opportunity afforded that the General Assembly and the controlling Synods, together with the Board of Directors of Southwestern Presbyterian University at Clarksville, Tenn., voted unanimously to combine Southwestern Presbyterian University at Clarksville with the College to be established at Memphis.

(3) When the present location of Southwestern Presbyterian University was selected nearly fifty years ago, the committee on location met at Memphis. The reason Memphis was not selected as the original location was on account of unfavorable health conditions which prevailed at that time. Now, in the providence of God and as a result of education, that handicap has been forever removed, and Memphis is now one of the most healthful cities in the United States.



## *II. The Strategic Location*

(1) Memphis is the commercial center of a large and fertile area. It is known as the Gateway to the Southwest. It is a great and growing city, destined by its strategic location and by its stalwart citizenship to become one of the most important cities of the land.

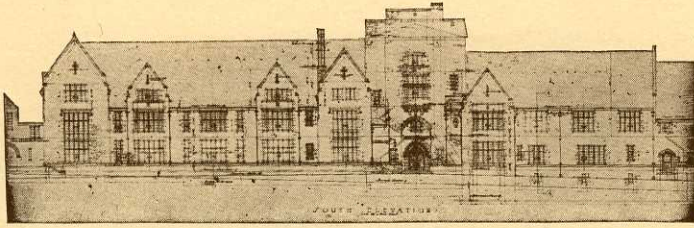
(2) There is, however, one great lack, the dearth of institutions of higher education throughout the Mississippi Valley. Nashville, Birmingham, Atlanta, New Orleans, and other Southern cities are educationally well equipped, but Memphis has no college of arts and sciences in it or near it. It is the only city of its size in the country of which this can be said. East Tennessee and Middle Tennessee have numerous colleges, but the lack in West Tennessee is appalling. The consequence is that, though Memphis has an excellent public school system, there are proportionately far fewer young people from this section who are receiving the advantages of a college education. Memphis offers the greatest opportunity in this country for the establishment of a great Christian college, and for the resultant far-reaching service which such an institution will render both to Church and State.

## *III. Some Reasons for the Undertaking*

(1) The prime reason for the new and enlarged project is the unusual opportunity for service in the work of Christian Education such as the Southern Presbyterian Church delights in and for which it stands. In the establishment of Southwestern, the College of the Mississippi Valley, at Memphis, the original purpose of the founders of Southwestern Presbyterian University will be carried out.

(2) The Chamber of Commerce of Memphis carefully investigated this undertaking and gave it unqualified endorsement and hearty co-operation. As a result the people of Memphis have subscribed \$581,000 for the new College. Most of this fund has been paid in and the remainder is being paid.





THE ADMINISTRATION BUILDING  
THE BENJAMIN MORGAN PALMER MEMORIAL  
NOW BEING ERECTED  
TO COST \$300,000

(3) With this substantial beginning, an appeal was made to Presbyterians in the Mississippi Valley, with the result that \$1,029,000 additional was subscribed. This fund, when fully paid, will provide for the site, architect's plans and some of the buildings essential for a beginning in the new location.

(4) It was recognized that it was most desirable to bring to this unusual location an established and a going institution rather than to multiply institutions by establishing another college. The best service in this important field will be rendered by a college with splendid traditions, with a trained faculty, with a loyal alumni, and an established Church support and Church control. This is fully provided by Southwestern Presbyterian University, which is to be moved from Clarksville to Memphis and combined with Southwestern.

(5) Southwestern Presbyterian University was established more than forty-eight years ago. It has matriculated nearly 6,000 students. This College has filled more than a third of the Presbyterian pulpits of the Southwest. It has furnished more than a fifth of the ministers of the entire Southern Presbyterian Church, and has sent more than 30 missionaries to the foreign field. It has made, through its other distinguished alumni, an even greater contribution to the State.

#### *IV. Pressing Present Needs*

(1) It is planned to open the new SOUTHWESTERN in Memphis, in September, 1924. In the meantime the work of Southwestern Presbyterian University will continue with undiminished energy and efficiency at Clarksville.

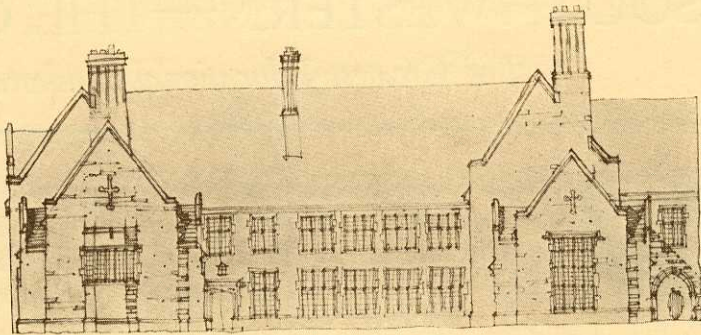
(2) An appropriation has been set aside for architect's plans. These plans have been made by Mr. Henry C. Hibbs, Nashville, Tenn., and associated with him are Messrs. Day & Klauder of Philadelphia, and Jones & Furbringer of Memphis.

A wonderful site of 124 acres just across from Overton Park has been secured, a site which for beauty and convenience of location is unexcelled by any college campus in the country.

(3) Provision has also been made for the administration building, which is now in process of erection and which will cost about \$300,000. With the amount necessary for endowment in order to maintain our position as a standard college, together with the cost of the original campaign and expense of publicity and collecting the funds subscribed, considerable additional funds are now needed.

(4) Present pressing needs include three dormitories at a cost of \$60,000 each; the Dining Hall, to cost \$75,000; the Science Building, to cost \$200,000; the President's House, to cost \$25,000, and professors' homes, to cost \$15,000 each.





THE SCIENCE HALL  
TO HOUSE TEMPORARILY ALL THE SCIENCES  
TO COST \$200,000  
FUNDS ARE NEEDED NOW FOR THIS BUILDING  
AN ATTRACTIVE, USEFUL, PERMANENT MEMORIAL

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### *V. The Appeal*

(1) Believing in your interest in the work of Christian Education, and particularly the kind of Christian Education and training provided by the Presbyterian Church, we make this appeal to you. It is our hope that this brief statement will set before you an opportunity for permanent investment for Christian Education in the South in which you will wish to have a share.

(2) Should you be sufficiently interested to be willing to consider providing one of the buildings, mentioned in paragraph four above, as a memorial, we would be most happy to have such support and co-operation from you. The building could be made a memorial, to bear such name as might be indicated.



# SOUTHWESTERN—THE COLLEGE OF THE MISSISSIPPI VALLEY

*The Greatest Educational Undertaking in the History of the Southern Presbyterian Church*



CHRISTIAN EDUCATION is gripping our big business and professional men as no other movement in our times. The big outstanding facts that arrest attention and command loyal support are:

(1) People see that it was the wrong materialistic, godless education of Germany that was responsible for the loss of millions of lives, billions of property and the jeopardizing of civilization in the last six years.

(2) They are beginning to see that American education, once thoroughly Christian, by peaceful penetration has been within the last fifty years largely Teutonized; that in many cases a materialistic, pagan philosophy has come to dominate American universities and is slowly making its way down through our elementary schools, and that if this

tendency is not arrested and strong moral influences substituted, American free institutions as well as her vast wealth will be imperiled by red revolution or by another world war.

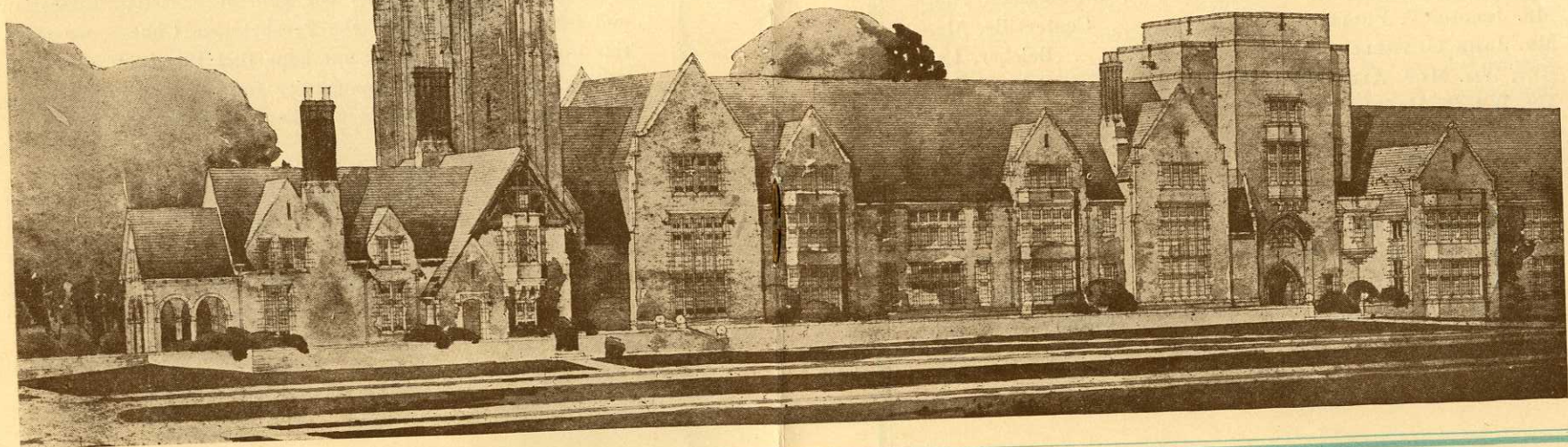
(3) They see that General Pershing was right when, in a recent address, he said that unless we apply higher moral standards to social, industrial and international relations, our civilization will soon reach the point of self-destruction.

(4) They are coming to see that Christian Education in our church, as well as in all Protestant churches, is a great patriotic Americanization movement, to restore to this country the Christian Education of our fathers; that it is fundamental to the life of the church and to the nation alike.

(5) They are coming to see that the South has few strong colleges and universities; that we can never have a vigorous, independent, intellectual and spiritual life of our own without great institutions of learning.

(6) They are realizing that it is to the South, with its homogeneous Anglo-Saxon population, its conservatism, and its vast undeveloped possibilities, that this country must look in the years to come, as it did in the years past, for those leaders who will uphold and defend our rich heritage and our cherished institutions.

*Administration  
Building  
College Tower  
and  
Professor's  
House*





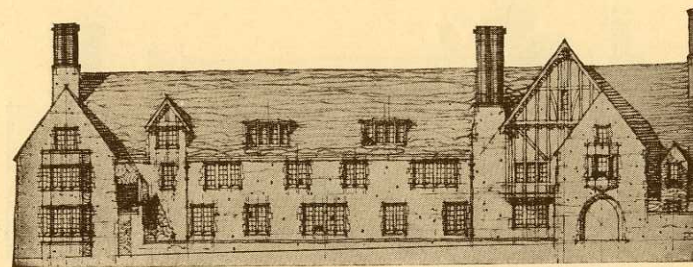
(3) A second suggestion which we take the liberty of making is that you provide one or more of the Endowment Units of \$5,000, according to your convenience and pleasure. Your gift to this fund would be added to the permanent invested funds of the College and the income would be used to supplement the fees paid by students. This would make it possible to provide the kind of instruction which we believe meets with your approval. The subscription forms on pages 14 and 15 are for your consideration. It is our hope that one of them will meet with your approval and secure a favorable response.

(4) Should additional information be desired, we would be glad to provide such information as you may require. If you would grant us the privilege of a personal interview at such time and place as would suit your convenience and pleasure, we would be glad to give you full details, such as you may require.

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THE COLLEGE DORMITORIES

THREE NEEDED

To Cost \$60,000 EACH

OFFER OPPORTUNITY FOR ENDURING INVESTMENTS OR  
 PERMANENT MEMORIALS

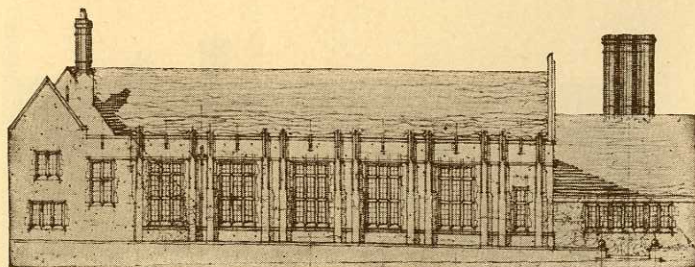
### *Moral Character or Steel Doors?*

Which is the better protection for valuables—safety vaults with steel doors, or moral character? Roger Babson says that the greatest security for mortgages and bonds is not in the physical properties like railroads and factories on which the mortgages or bonds are issued, but in the moral character of the people; that when a majority of the people of any nation have low moral ideals, no investment is safe.

Why are investments in Russia and Mexico hazardous? Moral causes. The business men of Europe are nervous about their securities because they fear lest the tragic events of the last six years have disturbed the religious faiths and moral moorings of the people.

The best protection against anarchy, Bolshevism, radicalism, I. W. W.'ism, red revolution, is Christian Education. It lays the foundation of society upon the Rock of Ages—upon righteousness, law and order, co-operation and unselfishness.





THE COLLEGE DINING HALL  
To Cost \$75,000  
AN ESSENTIAL FEATURE OF THE COLLEGE CAMPUS

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*The College Will Make Him  
A Leader of Men*

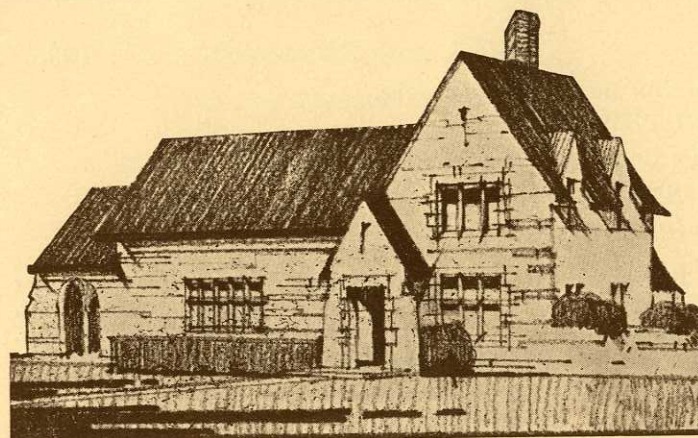
The Christian College can save the boy of the South from mediocrity and transform him into a leader of men. And leadership is what the world needs at this most critical period.

Only five per cent of the American people attend college. Yet from this five per cent come 73 per cent of our leaders. The 95 per cent of untrained people supply only 27 per cent of the country's leaders.

Leadership that is Christian—men who will lead the blinded world aright—this is the only salvation for the social order. And the Christian College is our most stable source of supply.

“Character is essential to statesmanship; the Christian College is the hope of America, because it is a vital factor in the development of sterling Christian character,” said James J. Hill.

SOUTHWESTERN proposes to give the boy of the Mississippi Valley the chance he is now denied. It will lift him from the plane of mediocrity and give him influence and power. It will equip the Church at the point of greatest need, a College, and will strive to keep our boys thoroughly Christian.



PROFESSORS' HOUSE  
To Cost \$15,000  
AN ATTRACTIVE, USEFUL, PERMANENT AND ENDURING  
INVESTMENT

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*“Whatever You Would Put Into the Life of the  
Nation, You Must First Put Into the  
Schools of the Nation”*

In this advice, Humboldt, the great Prussian statesman, was right. But Prussia chose to put the wrong things into her schools—militarism, materialism, the idea of the German superstate, individual and national selfishness. Germany's plunge through Belgium and her unspeakable crimes against humanity were the external manifestations of the ideals and purposes inculcated by the German Schoolmaster.

Kidd, in his “Science of Power,” said that within one generation the German Schoolmaster had converted the German people from a simple God-fearing, peace-loving people into a horde of war-mad fanatics.

Such is the blighting power of the wrong kind of education. The right kind of education is no less powerful, but its force is in the direction of peace and civilization.

SOUTHWESTERN is a part of the Christian Education Movement, which proposes to put into the schools of America Christian ideals, a love for peace, liberty under law, and constitutional government.



....., 1923.

TO THE BOARD OF DIRECTORS,  
SOUTHWESTERN,  
THE COLLEGE OF THE MISSISSIPPI VALLEY,  
MEMPHIS, TENN.

Gentlemen:

Believing in the work of Christian Education, and in order to provide the funds necessary for the establishment of a Christian College at Memphis, Tenn., to be known as SOUTHWESTERN, the College of the Mississippi Valley, and in consideration of the gifts of others,

I hereby agree to contribute the sum of

.....Dollars (\$.....).

It is understood and agreed that this contribution is for the purpose of providing a Memorial Building on the new site of SOUTHWESTERN at Memphis, Tenn.

It is further understood and agreed that this building will bear the name of.....

This subscription is to be paid as follows:

.....  
.....  
.....

(Signed).....

Address.....

Witnessed and Accepted:

.....  
.....

*Another Way to Invest*  
*The Five Thousand Dollar Club*

TO THE BOARD OF DIRECTORS,  
SOUTHWESTERN,  
THE COLLEGE OF THE MISSISSIPPI VALLEY,  
MEMPHIS, TENN.

Gentlemen:

Believing in the work of Christian Education, and in recognition of the fact that in order to maintain a Standard College of Arts and Sciences it is necessary to have an Endowment Fund of at least \$5,000 per student, which fund is permanently invested and the income used annually to supplement the small tuition fee paid by the student, which is required to meet instructional costs; and

In order to assist in establishing SOUTHWESTERN, the College of the Mississippi Valley, at Memphis, Tennessee, and in consideration of the gifts of others, I hereby agree to provide one endowment unit of \$5,000—

FIVE THOUSAND DOLLARS (\$5,000.00).

It is understood and agreed that this subscription, when paid, shall be permanently invested by SOUTHWESTERN and the income therefrom shall be used in the maintenance of the said College.

This subscription is payable:

.....  
.....

(Signed).....

(Address).....

Dated.....1923.



FORM OF BEQUEST



I give and bequeath to SOUTHWESTERN, the  
College of the Mississippi Valley, the sum of

..... Dollars (\$.....)

(Signed) .....

Address .....

Dated .....

Witnessed:

.....

.....



ADD THIS CODICIL  
TO YOUR WILL