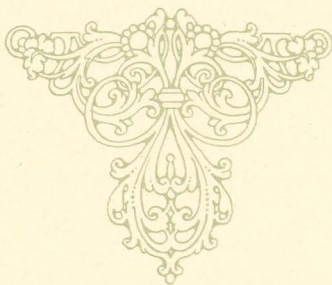


Southwestern



Safeguard
MEMPHIS
Greatest
Asset



SOUTHWESTERN

The College of the Mississippi Valley

CHARLES E. DIEHL, *President*

\$500,000

ENDOWMENT FUND CAMPAIGN

Memphis, Tennessee

November 10th-20th, 1924

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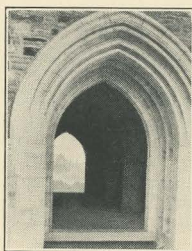
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Safeguard Memphis' Greatest Asset

*SOUTHWESTERN NOW BELONGS TO
MEMPHIS*



*Memphis is at the
Threshold of a Successful
Future. Let Us Enter!*

AS TRUSTEES of Memphis' Future we have laid a solid foundation in the commendable task of insuring a Successful Tomorrow for our city. Four years ago we united in a great and worthy civic movement and successfully raised a fund to bring Southwestern here.

Southwestern is here. This great institution of learning—located on the beautiful campus adjoining Overton Park—now belongs to Memphis. The magnificent Administration Building—a noteworthy piece of architecture—is practically completed. A Science Hall, Dormitories, Dining Halls and Kitchens are fast taking visible form.

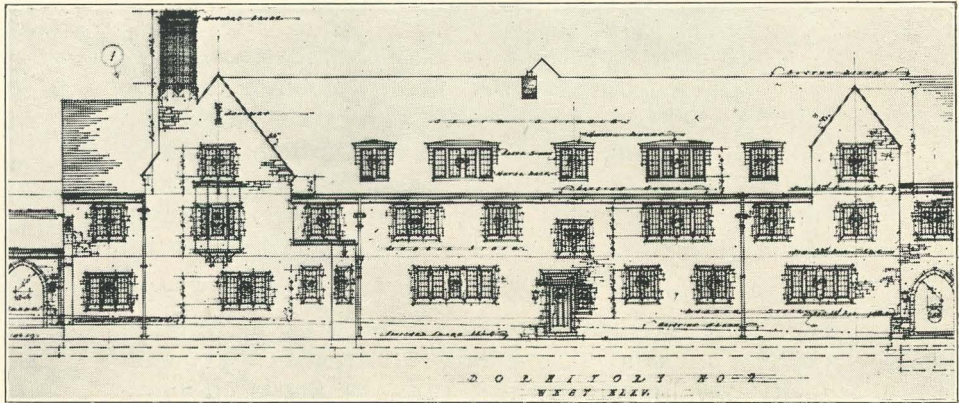
This group of buildings now being erected will represent an investment of around a million dollars in cold cash—an investment that will yield untold returns not only in actual dollars and cents, but in trained young men and young women—Citizens of Memphis' Future.



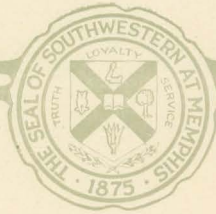
SOUTHWESTERN—MEMPHIS CROWNING ACHIEVEMENT

Memphis can take her rightful position among the other large cities of the land, now that she has added an institution of higher learning to her many other varied assets, such as excellent public schools, splendid churches, fine residential districts, commerce, industry, good transportation facilities by river and rail, and a large, prosperous tributary territory in which is located both the producer of raw materials and the ultimate consumer of Memphis' finished products.

In Southwestern, Memphis has an asset that will make for a bigger, better and wealthier city. It will provide the training of mind and character that enables the individual to step up and out of the mass and to accomplish something really worth while in the world. With Southwestern here, it will be but a short time before this leaven of trained minds and inspired characters begins per-



When the Dormitories now under construction are finished, Memphis can justly boast that her college has the most unique and up-to-date college residential system in the entire South.



meating the very life-blood of our city, stimulating it, pushing and pulling it ever upwards to bigger, more noble, more successful accomplishments.

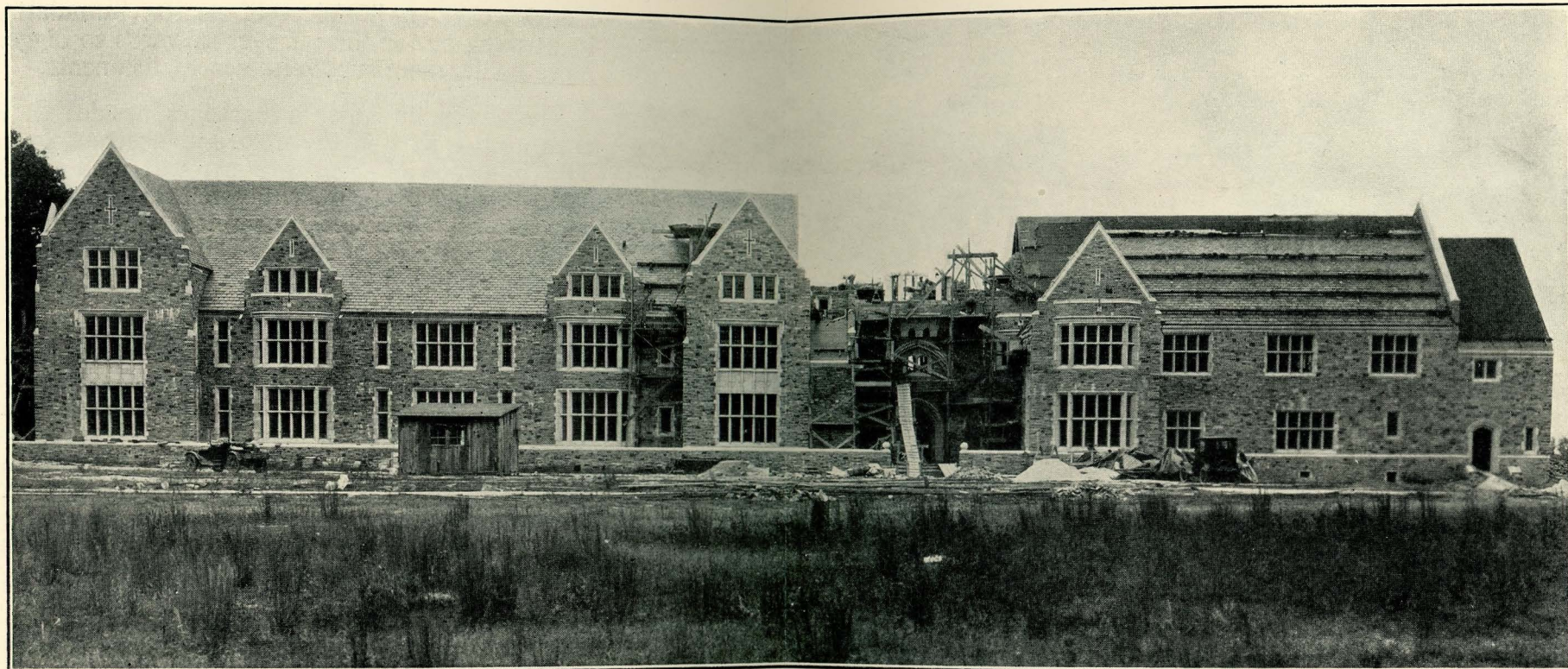
There will be other advantages besides those that accrue in this invisible and abstract form. The influence of Southwestern will make itself easily visible and powerfully felt in the coming generations. Through its service to its students a greater measure of success will come to a larger number of individuals in the years that follow.

To those already efficiently filling positions of trust and responsibility in the commercial and industrial life of our city will be added a new group of college trained individuals each year. With such a continual supply of educated, capable men and women constantly pouring into the civic and business life of Memphis and overflowing into the surrounding states, there can not help but be a tremendous enhancement in the business and social status of this section.

Memphis, the industrial, commercial, agricultural and social capital of this great tributary region, will receive untold profits—she will reap bountiful benefits on the splendid investment she made in bringing Southwestern, this great institution of learning, into her midst.

MEMPHIS HAS MADE A GILT-EDGED INVESTMENT

Memphis is far more fortunate in securing Southwestern than the first glance might show. Let us look beneath the surface—let us analyze our possession. What have we brought into our midst?

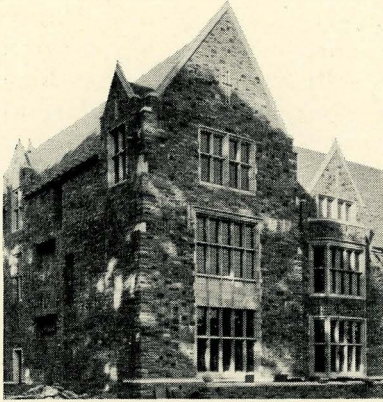


Southwestern's Magnificent Administration Building is Practically Completed.

Memphis has secured—not an untried, unknown proposition, but a going concern—an established educational institution backed by a wealth of history, tradition and experience accumulated through fifty years of faithful, conscientious service to the state and nation. Southwestern's faculty bears degrees from the best universities of this country and Europe. Young

men and young women have gone out from under her guidance and training and filled responsible positions in the government, business and social life of the country.

She has sent her graduates to the President's cabinet at Washington—to the Halls of Congress—and to other legislative bodies—to the judiciary



All of the Southwestern's buildings have a gray stone exterior---the stone coming from the college's own quarries.

and to the consular service. Added to these are presidents of other institutions of learning, university professors, lawyers, bankers, business men, ministers of the gospel, missionaries to foreign countries and soldiers. These and many others bear unrefutable witness to Southwestern's ability to instil in the youth of our land those sterling qualities so necessary to success.

This great institution of learning, with the momentum, prestige, experience, tradition, history, faculty personnel, and great body of loyal alumni and friends throughout the world that has taken over fifty years to establish—these, the benefits of a half century's hard work on the part of others—this is what Memphis now owns—all obtained by Memphis with the expenditure of a few short week's work and a few hundred thousand dollars.

Fellow Trustees of Memphis' Future—we can not value too highly this great influence for good, for prosperity, for better citizenry that we have transplanted here in our midst. We have helped



provide Southwestern with buildings and equipment so that she can carry-on her work on a larger scale for our own selfish benefit. Our duty does not stop here. We must cherish and tend this new treasure of ours—we must help it get well rooted in this new soil.

*OWNERSHIP CARRIES PRIVILEGE—
PRIVILEGE, RESPONSIBILITY*

With our ownership of Southwestern comes the unequalled privilege of higher education—a privilege that we offer to the youth of Memphis. Many of us did not have this advantage and we now keenly feel its lack. There are today in the schools of our city ambitious boys and girls, eager for the advantage of college yet unable to pay the price, if college means going away from home.

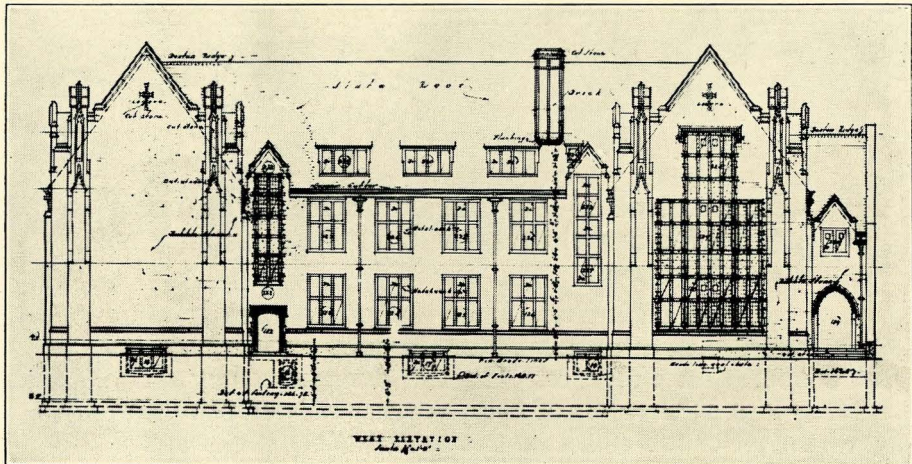
Just as some of us were forced to do, they too would have to forget their dreams, lay aside their ambitions, were it not for the fact that Southwestern is here. With eager and wistful eyes they are watching the progress of the buildings out on the campus where some day they will be part of the student life. To them the doors of opportunity were shut and barred before Southwestern came to Memphis. Today those doors stand wide in welcome—it is our responsibility to keep them open.

It is not generally known that colleges do not operate at a profit. Nor do they break even on operating expenses. On the contrary, they show a loss at the end of each year, if proper provision is not made to offset the deficit. Such a state of affairs is no reflection on the ability of a college's management. It is a condition which the institution can not itself remedy and at the same time

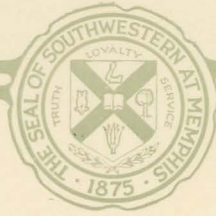


provide a college education within the reach of the great mass of young people.

The instructional cost per year per individual to the average college is not less than \$450. For this year of instruction the student will pay Southwestern only \$150. This leaves a net deficit of \$300 per individual. Multiply this amount by the total enrollment and the resulting figure is considerable. To increase the tuition so that Southwestern could at least break even would defeat the very purpose for which we brought Southwestern here—to provide a college education within the reach of our youth. The means of liquidating this annual deficit must come from without the institution itself. To take care of this emergency, it is the accepted practice of schools and universities all over the nation to establish endowment funds.



The Science Hall, now being built, will be complete with the best class rooms, lecture rooms and laboratories known to science building planners. The most convenient furnishings and equipment for scientific work will be provided.



WHAT IS AN ENDOWMENT FUND?

An endowment fund is a sum of money invested by competent individuals in an approved manner. The income or interest from such an investment provides a known, constant and perpetual source of funds for the desired purpose.

Suppose we should invest \$5,000 at the accepted rate of interest of 6%. From this we would receive a yearly income of \$300. As this figure represents the annual deficit per year per student—for every \$5,000 of her endowment fund, Southwestern can, for all time to come, provide a college education to one individual without loss to herself.

All of the country's colleges and universities—including many state universities which are inadequately supported by taxes—depend on endowments for their existence. Included in these endowments are large and generous gifts made as lasting memorials to their donors.

There should be men and women in Memphis who will establish such memorials at Southwestern. There is no better use to which they could devote their gifts and no finer way in which they could perpetuate their memories.

Southwestern's present endowment is very small. She stands at the bottom of a list of Southern schools. It is up to the people of Memphis to see that Southwestern does not remain last.



Southern colleges with endowment that are far greater than that of Southwestern include:

	Endowments
Rice Institute, Houston, Texas.....	\$10,000,000
Vanderbilt University, Nashville.....	6,800,000
Tulane University, New Orleans.....	6,349,715
George Peabody College, Nashville.....	2,618,636
University of the South, Sewanee.....	1,062,686
Emory University, Atlanta.....	2,275,000
Washington and Lee, Virginia.....	1,310,017
Southern Methodist University, Dallas.....	1,666,000
Newcomb College, New Orleans.....	2,250,000

Memphis brought Southwestern here—now we must take the lead in endowing our college to enable it to carry on its work effectively and efficiently from the very start here in the community.

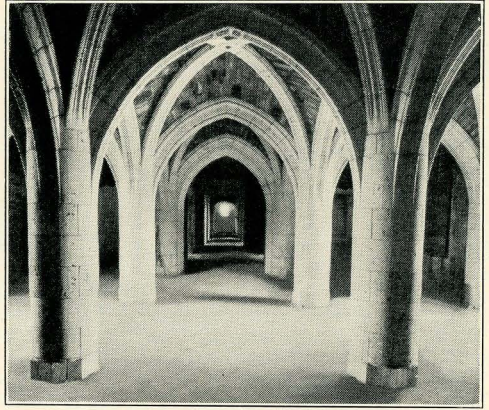
MEMPHIS' TASK IS A SMALL ONE

Five hundred thousand dollars has been fixed as Memphis' quota to be raised November 10th to 20th for the endowment fund and other purposes. As illustrated previously, this sum invested at six per cent would yield but enough income each year to liquidate the instructional-cost-deficit on only 100 students.

In other words Memphis is asked to provide for the instruction-without-loss to Southwestern of only 100 students. Yet last year we graduated from our high schools four times this number, a fair percentage of whom probably would have gone to Southwestern if the opportunity had been presented. Conservative estimates place the number of students graduating from our high schools at around 1,000 inside of ten years.

It is an accepted fact that the average total cost to a student—board, lodging, books, clothing,

The cloistered entrance transplants an atmosphere of ancient Old World learning and culture in Twentieth Century Memphis.



incidentals, as well as tuition—for one year in college away from home is at least \$1,000. If the 400 who graduated from Memphis high schools were all to go away to college it would cost \$400,000 for a single year, or \$1,600,000 to put them through the four years' course. Much of this large sum would be taken out of our city and expended elsewhere.

Inasmuch as the region within a hundred mile radius of Memphis is more barren of colleges than almost any other in the country, it is reasonable to expect a splendid attendance from this section in addition to the students Southwestern will bring with her when class room work begins here in September, 1925.

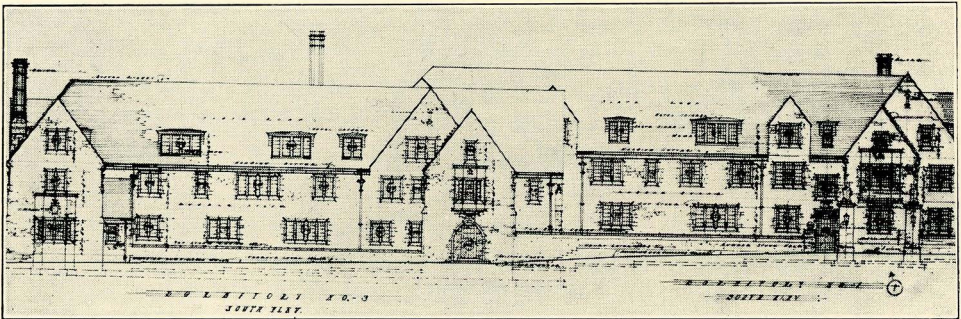
Each one of these out-of-town students will also represent a potential spending power of \$1,000 each, per year, for four years. Total the sum that will be kept from leaving our city by the students who will now attend college at home, with the amount that will be brought in by those coming from other localities—and it can readily be seen



that it is a splendid investment for any city to provide liberally for the maintenance of a first-class standard college within her midst.

Citizens of Memphis! Trustees of her Future! Our duty is plain and our task is small. The work before us shrinks to insignificance when compared to the tremendous benefits we will enjoy—both as individuals and as a city.

We must set our minds and hearts to accomplish this duty! Then we must go ahead and work and SUCCEED! Then and only then can we rest assured that the Tomorrow of Memphis is Secure.



The rooms in each Dormitory are clustered about a large living room which will be provided with every home convenience. Facilities for giving entertainments, receptions and teas will be provided.