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## ATTENTION!

*To the Pastors and Sunday School Superintendents:*

GREETING—"Where your treasure is, there will your heart be also."

The following is an open letter telling how to put the treasures of the Methodist homes into Willamette University. The plan is feasible. The method is workable. The need is great. The results will be beyond computation. Your co-operation will mean great blessings for the young people and the institutions of Methodism. We know that you will not fail us in this worthy effort to put Willamette University to its proper place in Methodist homes and hearts.

FLETCHER HOMAN, President.

## ENDOWMENT ASSURED.

For long years the friends of Willamette University looked forward to the time when there would be adequate endowment of the old school. It seems that their hopes are to be realized very soon. In all probability the conditions of Mr. Hill will be met the first of January. This will make us about \$450,000 of income-producing endowment, and as soon as \$50,000 more can be raised, we will have the \$500,000 of endowment and Mr. Booth will put up an additional \$50,000 toward a new building, in memory of the Pioneers. This building is expected to cost much more than the \$50,000.

Success is evident. The school is having a period of prosperity in every way. New students are coming to enter the upper classes of the College of Liberal Arts. About eighty young people have entered the freshman class this year. More than one hundred new students in the College of Liberal Arts alone, is the record so far this year. Willamette is prepared for, and is actually rendering better service than she has in years. The future is bright. One thing more must be attained to make her completely successful. She must reach the

## METHODIST YOUNG PEOPLE.

Many of them are in state schools of Oregon and adjoining states. Others are in denominational or private institutions other than Methodist schools. Many of the recent arrivals among the citizens of Oregon know nothing about Willamette, and the young people of the old settlers have had their attention attracted elsewhere.

While Willamette is intended for all young people, those from Methodist homes are the first whom she is expected to reach. Training in their own church school will give them a better relationship to their own church and will make them more efficient servants of the Lord Jesus Christ. Having reached them, we may expect to reach

## OTHER YOUNG PEOPLE

through them. If our own young people are interested and their feet are turned towards their own school, they will naturally interest other young people who are associated with them in the high schools. There are no better advertisers for any school than its own students. They do more for or against their own school than any other class. The task of reaching the young people and getting them to Willamette will require the combined efforts of pastors and Sunday school officers working with the officers of the University. How can we

## GET THEIR ATTENTION?

This *must be secured* in some way. They must be caused to consider Willamette University as a school, as their own school, and as the place where they can go to greatest profit to secure their education. This attention can only be gained by

## GIVING INFORMATION.

It is a self-evident truth that people cannot be interested in anything of which they know little or nothing. The question is whether or not the natural leaders of the young people of our church will co-operate personally in giving information relative to Willamette and her advantages.

You are aware that the state institutions are unlimited in means for advertising. They are enabled to put forth bulletins many times a year in great numbers. A better plan than the printed page is the personal touch of a friend—a mutual friend of the young person and the school. If we can have these go-betweens, our printed page will be more effective, because of the adding of personality, in representation of the opportunities furnished by old Willamette. We must not only get their attention, but get them

## INTERESTED.

To this end we have a plan. In part, it has already been suggested, but we will give you the detail of it and ask you for your

co-operation. Without the co-operation of pastors and the leaders of our youth, this plan or any other must fail. Very few young people drift from active church work in our own school.

### THE PLAN.

We want old Willamette talked about in every Sunday school and every League in our patronizing territory by the pastors or some Sunday school officer every year. This person will inform himself so as to give a very short address to the school. A badge or a button from the University can be presented at the time of the address to the members of the School or League. This will assist to remind them what Willamette is, and that she is located in Salem. The memory of this fact will help to recall the statements made by the speaker.

If this plan is adopted, the speaker will refer to the fact that the youth of Methodism are placing a

### TREASURE

in Willamette University which will abide forever. The plan is that every Sunday school and Epworth League shall make a subscription to the endowment fund. This money to go toward the endowment of a professorship to be known as the "Methodist Young Peoples' Professorship." It might be called the John Wesley or Jason Lee Chair.

This subscription shall be paid in five annual instalments. This keeps the matter before them for five years. In that length of time the young folks will have received much information and their hearts will have followed their treasure. Their feet will naturally turn to Old Willamette.

This will enable the University to know who may be reminded; and the officers of the School or League will be relieved of keeping this in mind. We know many passing demands are pressed upon the attention of Sunday Schools. This ought not to be a passing, but a fixed demand for the sake of your young folks.

### TAKE A SHARE,

which will be one hundred dollars. This would mean twenty dollars per year for five years.

It might be divided among the different schools on a charge; or, between Sunday Schools and Epworth Leagues. In case the Sunday School and League are not able to take the share, some friend of the young people may take the part they are not able to take.

Each school taking a share will have a vote—or proportionate fraction of a vote if less than a share is taken—as to what the name of the chair shall be. The trustees will have this matter represented to them at the June meeting. Do not postpone action.

## PASTORS HELP.

The managers of the campaign for endowment have made it a unique campaign in at least one feature. The preachers of the patronizing territory have had no great pressure put upon them in conferences or otherwise to make subscriptions. In other places and at other times, pastors have all been required to take a great share upon themselves personally. Pastors, do you not think it would be worth while to make some subscription through your Sunday School which would place you in a position of leadership in sympathy and interest for Old Willamette, with the young folks? We must have your co-operation, if this plan is successful in any measure.

## CO-OPERATION IN MONEY AND INFLUENCE.

Will you interest your Sunday School Superintendent if he needs interesting, and enlist his co-operation in reaching the young people of your church?

Will you help present this to the Sunday School Board and encourage official action? This will get these good people related to, and interested in Willamette as the proper place for our youth.

## SUPERINTENDENTS HELP.

Will the Sunday School Superintendent take an initiative interest in this matter of turning the young people in the right direction? Do not wait for the pastor to speak to you. He is a busy man. If the young people cannot assume the twenty dollars per year, take five dollars or ten dollars yourself and get others to do the same, leaving your school at least five dollars per year. This will link the scholars to this great enterprise and will make them feel, and be, bigger.

## WILLAMETTE FOR SERVICE.

The voyagers on the ship Lausanne gave of their savings six hundred dollars to found a school to serve the youth of Oregon. The fathers founded the school and sacrificed time after time, that it might serve God in serving the youth of Oregon.

Men of the present have given liberally that Willamette University might give better, broader service to youth of today and tomorrow. The plan proposed will assist materially in making the "Greater Willamette" possible, in both financial strength and vital relations to the young people.

Please write Dr. E. H. Todd, Vice President, who will have charge of this plan, that you will gladly co-operate in founding the "Methodist Young Peoples' Professorship."