

Willamette
can
finance
its
present
program.



is
the
least
with
which

- I. Tell six people how much you believe in Willamette University!
- II. Tell them how glad you are to pledge to Willamette!
- III. Tell them how much their interest will help!
- IV. Tell them how much good their money will do right now!
- V. Tell them they are needed to rally to Willamette's standard!
- VI. When you have told them, tell six others!

\$1,250,000

The
Church
must
not
permit
the
college
from
which
she
has
drawn
her
ministry,
to
drift
into
inferiority.

An Episcopal Message

IN THE DAY when evangelism is difficult, when the Centenary payments are hard, the church must not take counsel of its caution and fear, but of its enterprise and courage.

“The real crisis is not material and financial either in church or state. The real crisis is spiritual and intellectual. We shall be beaten, if beaten at all, in the minds and souls of us.

“And this is no day for the Church of Jesus Christ to stand around asking counsel of the uneasy and the afraid, especially of the financially timid. They are always ready to advise that we go slow.

“We cannot make a new world with moderate men in the lead. Christianity is not a moderate system. In the light of Christ’s conduct this is the hour not to take the easy course, but the best one.”

BISHOP W. F. McDOWELL.

The
Christian

aim
and
character
of
these
colleges
must
be
preserved.
To
this
end
church
colleges
must
be
more
generously
supported.

A Sermon Different

ONE does not often turn to "The American Boy" for a sermon. It prints many such. The following story on the first page of this typical boy's magazine is worth your reading:

"The other day we lay in a bay fishing. We weren't getting anything. Pretty soon in came a little fishing boat. It anchored and in ten minutes they were pulling in fish as fast as they could bait.

"Still we caught none. We called over to ask why. 'Ye hain't fishin' right,' called back a fisherman. And there you are. You've got to know how. You can't do anything without knowing how. What is knowing how? It is education. Therefore, dig in!"

Willamette University teaches boys and girls to know how.

But it needs more money to employ more professors to do more work to teach more young folks to know more about how to live.

Monuments

EVERYBODY wants one. Some aspire to granite, some to marble, some to bronze.

The great Horace, with larger wisdom and farther sight, wrote,

**Exegi monumentum
aere perrenius,**

which, being translated, means,

**I have builded for myself a monu-
ment more enduring than bronze.**

If you aspire to leave behind you something that will endure longer than granite, something that will be a memorial of your service to the world, turn your eyes toward the Christian College! See the boys and girls there! In their plastic, undeveloped youth they are the greatest opportunity for monument building that this world affords.

Willamette University, with about five hundred students and hundreds more who in the years ahead will study on its campus, gives you the opportunity to invest in life — in boys and girls — through the centuries.

The need is now; the appeal is now; the opportunity is now. Will you join hands across the ages with the great Roman writer in building for yourself a monument more enduring than bronze?

A pledge to Willamette is a great way to begin.

Willamette

needs

your

help

in

raising

\$1,250,000

by

December

20.

