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ENDOWMENT SPECIAL



VOL. V.

WESTERVILLE, OHIO, MARCH 17, 1914.

No. 23.

OTTERBEIN WINS

First Block of Endowment Secured

OTTERBEIN REMAINS IN THE FRONT RANK

PLANS FOR OTTERBEIN'S FUTURE

Higher Ideals to be Attained For Old School

With each degree of new success attending a college in its financial effort, there is a tendency to take higher ground with reference to the plans and policies of the institution. For a long time it has been the cherished ambition of the closest friends and admirers of the institution that something of a changed policy with regard to the educational work should be adopted. This change of emphasis need be no reflection upon the work of the past. No college has ever served its constituency better with such limited resources and no college has been truer to the ideals of a general culture training. Nevertheless, new social and industrial conditions, a changed emphasis in church and religious life and new definitions and ideals for education demand that the modern college adjust itself with reference to the present and future needs of society. She can do this only as she has the material means with which to accomplish it. Otterbein has a noble past. The present courses of instruction must be maintained. It will

(Concluded on page 4)



PRESIDENT W. G. CLIPPINGER
The Man Who Led the Forces on to Victory

When the goal was assured students carried the president bodily from his office into the college where he was literally compelled to make a speech to the delighted students and friends.

HISTORY OF THE SUCCESSFUL EFFORT

Summary of the Whirlwind Campaign

With Tuesday closed one of the most intense and successful financial efforts Otterbein University has ever conducted. At the meeting of the board of trustees in June 1909 a campaign for the securing of \$500,000 was launched under the direction of Rev. W. R. Funk, D. D. This was carried on successfully for a time, but for several years prior to last June little effort was made in this direction. Most of the original pledges were made conditioned upon the securing of the entire half-million. At its meeting last June the board ordered the renewal of the effort on a different basis. The same goal of \$500,000 was kept but the amount was to be secured in blocks of \$100,000 at a time. This would serve two purposes: first, that of securing an immediate income of the interest from this amount, and second, it would quickly bring up the amount of productive endowment to the standard set by the North Central Association of Colleges and Secondary schools and the Ohio College Association, in both of which Otterbein holds

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GIVES EVERYTHING

Alumna Brings Total of Gifts to \$40,000.

Simultaneously with the strenuous efforts of the closing days of the campaign occurred the transfer of a valuable piece of property to Otterbein University. This property, located in the business section of Columbus is the gift of a life-long friend of Otterbein, one of the earliest graduates of the Institution who although childless has, by a beautiful paradox, made her Alma Mater "the child of her heart," as she is wont to say. By modest living and personal sacrifice she has saved her income and given her surplus from year to year to every call and need of the Institution, until she enjoys the distinction of being the only graduate who has given her entire earthly possessions to her Alma Mater, reserving only a small annuity during her life time. The value of the property is variously estimated at from \$20,000 to \$25,000, making a total of gifts during her lifetime of nearly \$40,000 from this one woman, and places her in the ranks of the large benefactors of the Institution.

Although this gift had been promised years ago and was counted in the non-productive assets of the institution, the actual transfer of the property did not occur until last week and the in-

come and control of it were not in the hands of the college until now. Because it had already been listed as part of the assets it could not be counted as part of the \$100,000 effort but may be counted as new productive endowment.

A New Constituency.

A new constituency has been established for Otterbein. Along with the old friends of the Institution who are trusted and true has arisen a company of new friends who have both money and ideals. A large number of splendid young men who will constitute the back-bone of the college of the future have suddenly come forward with their means and purpose to stand nobly by the old school. These are sturdy aggressive business men who will not be satisfied with modest achievement but who will put the institution in the very front rank of denominational colleges. Men who have given \$100 now can give \$1,000 in a few years and men who give \$1,000 now can give a building or endow a chair later in life. While Otterbein has nearly doubled its endowment in a few months it has more than doubled its friends. An effort has been made to secure both men and money and to develop spiritual power as well as material assets and it looks as if it has been accomplished.

OTTERBEIN PROSPERING

Attendance and Assets Steadily Increasing

The growth of the college for the past decade is shown by the following comparative statement. The figures for the students apply to the college department only. The figures for buildings and grounds, endowment and total assets apply to the entire institution. The reason for this is based upon the fact that, due to the increasing number of High Schools, the academy attendance is constantly decreasing.

College attendance doubled, buildings and grounds more than tripled, and the total assets

doubled while the endowment has increased but forty per cent. Thus it is seen that with the rapid growth of the school there is great need for endowment to support the increasingly expensive plant. The present endowment campaign is simply a business proposition to put the institution in better financial condition. No college is self-supporting. A training is furnished young people at the lowest possible expense. Most college students are poor and worthy of help. Thus the larger the student body and the more valuable the plant, the more expensive its operation, hence the great need of endowment for all our colleges.

	College Year 1903-04	College Year 1913-14	Increase
Students (College department)	107	212	98%
Buildings and Grounds	\$65,000	\$221,465	241%
Endowment (Productive and non-productive)	107,367	150,000	40%
Total Assets	214,816	425,225	98%



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has more to it than mere wetness or sweetness—it's vigorous, full of life. You'll enjoy it from the first sip to the last drop and afterwards.

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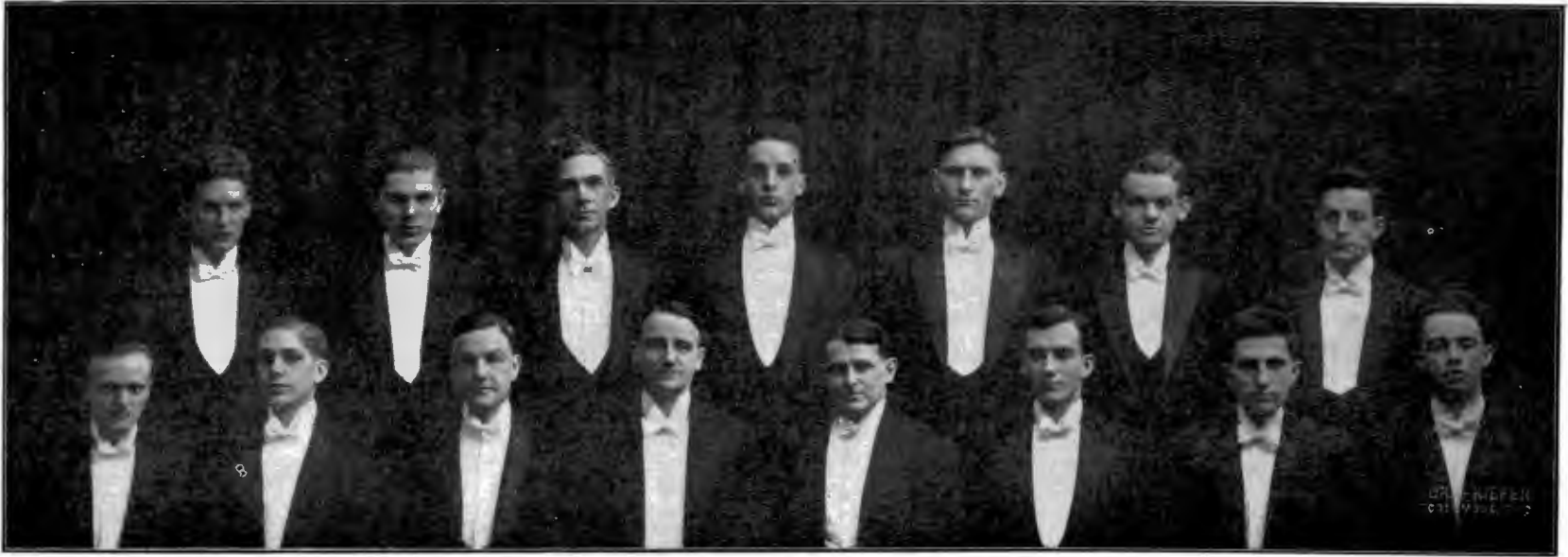
Colleges in North Central Association.

The following Ohio colleges are members of the North Central College Association: Denison University, Miami, Ohio State, Oberlin, Case School of Applied Science, Kenyon, Baldwin-Wallace, Heidelberg, Lake Erie, Marietta, Mt. Union-Scio, Ohio University, Ohio Wesleyan, University of Cincinnati, Western College for Women, Western Reserve, and Otterbein. This list is practically the same as the membership of the Ohio College Association, requirements for member-

ship being about the same in both organizations.

Senior Class Gift.

The Senior class at a meeting held Tuesday noon decided to make their class gift to the college in the form of a pledge to the endowment fund of not less than \$1,500. The action taken was adopted by a unanimous vote, showing that the class of '14 is ready to do their share to keep their Alma Mater on the map of the educational world.



THE OTTERBEIN GLEE CLUB.

Who will give the Fifth Annual Concert in the College Chapel, Wednesday Evening, March 25.

Reading from left to right, upper row: P. E. Zuerner, W. R. Huber, C. E. Watts, Richard Seneff, Joseph Shoemaker, D. A. Bandeen, E. E. Spatz. Lower row: F. W. Kelser, R. H. Huber, Harry Reese, Prof. J. A. Bendinger, Prof. G. G. Grabill, C. E. Lash, Prof. A. R. Spessard, Stanton Wood.

HISTORY OF THE SUCCESSFUL EFFORT.

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membership. President Clippinger was authorized to promote the campaign and employ such help as might be necessary. Not much work was done except by correspondence and private planning until August, then a cessation of activity during the five weeks following on account of attendance at the various conferences. Beginning in October, and continuing till the present time the battle waged hot and fierce. The president traveled and worked day and night, far and near, spending only enough time at home to renew the acquaintance of his wife and family and in the office to attend to the necessary correspondence. The professors and students were kind in relieving him whenever possible of minor cares and re-

sponsibilities. About \$15,000 of the original gifts were available for this block. The balance had to be secured de novo. The actual time occupied in the work was about six months. Owing to the brevity of the time and the fact that our people have not been trained to see the significance and importance of an endowment fund the work was tedious and difficult. Notwithstanding this, however, the amount of money gathered is unusual and perhaps represents the largest amount ever gathered in so short a time for any interest or organization in the denomination. Since there was no organization or concerted action, for it was impossible to secure it in so short a time, the response is all the more significant. Add to this the fact that very little expense except for

travel was entailed and the result is the more gratifying.

During the last weeks of the campaign Rev. S. W. Keister D. D., rendered valuable assistance, Dr. T. J. Sanders, Professor Cornet and other professors and here and there a local pastor or friend gave kindly assistance to the President. A very significant and important feature of the situation is the fact that the endowment all becomes active from this date. The pledges were so taken that while a reasonable length of time is given for payment to those who desire it, they all become interest bearing from the time the entire \$100,000 is raised. Over \$20,000 has been paid in during the campaign and probably \$30,000 more will be paid within the next few weeks.

The productive endowment of Otterbein University during its

entire history had reached only \$125,000. With the securing of the new endowment of \$100,000 to which may be added also the Columbus property alluded to elsewhere it may be said that Otterbein has almost doubled her endowment in less than a single year, or, so far as endowment growth is concerned, six or seven months may be set over against over sixty years of growth and history. Compared with the total assets it can be said that in this brief period they have increased almost one fourth.

Back of this there still remain unclaimed pledges amounting to large sums part of which will be available on future blocks as they are raised. In a word, including the good pledges of four years ago with those now matured over one third of the half million fund is pledged.

Do Not Fail
To See

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Winter Garden, Wednesday, March 18

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Regular Admission

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PLANS FOR OTTERBEIN'S FUTURE.

(Continued from page 1)

be years before the elimination of the courses now offered will take place, but there is a recent shifting of emphasis from the so-called cultural and classical to the practical and vocational. Otterbein must not make a radical departure but it is possible to so construct and readjust its work as to put new emphasis upon the work already done by adding what may be styled more practical courses. This practical emphasis will assert itself in two ways:

(1) In applied Christianity. Practical religion and social service are engaging the attention of educators in a new way. Otterbein should seize immediately the opportunity to establish a course in practical religious work. This can be known as the Department of Religious Education, including as its chief work all forms of Sunday School training. It also should give attention to association work, Christian Endeavor

training, missions, home and foreign, scientific temperance and other related religious and social activities. Thus for all the students, and especially those who expect to enter special lines of Christian activity, there would be an opportunity for special training. There should be a certain amount of laboratory work done through churches, Sunday Schools, Christian associations and missions in Westerville and Columbus. There should be a Sunday School museum in which all kinds of devices and appliances for the conducting of religious work could be displayed. All of this work should be under the direction of a skilled specialist in this line.

(2) The other emphasis should be in the line of applied science. It is to be hoped that in the near future a department of domestic science, a department of elementary agriculture and a department of manual training, giving the foundation work for mechanical engineering, electrical engineering and other forms of technical activity may be introduced.

By the introduction of such work as this it is not meant that Otterbein should attempt to be a technical or scientific school but merely to offer to all our young people at least the introductory material to these courses, so that no student can have any ground for saying that Otterbein does not give him a chance to spend at least two or three years of study in any department of college training. The introduction of these departments will require four or five new instructors and the income from \$150,000 for salaries alone, to say nothing of the added equipment and running expenses of such departments. It cannot be done until larger amounts of endowment are secured. The income from the present block of \$100,000 must be used largely to meet the deficit of the current expense at present. That emergency having been met, future endowment may be used for the real constructive work of the institution. Along the side, or rather underneath all of this educational and organization activities, Otterbein must still stand sturdily by the tradi-

tions of the past as expressed in the moral, spiritual and social qualifications of the institution. These may be expressed in a five-fold way: (1). The highest type of moral life, both physical and ethical. It should be individual and social; (2) The finest kind of religious experience and practice, including a sane and sensible personal experience, coupled with practical, expressive activity; (3) High standards of scholarship. (4) Social democracy, including the discouragement of all secret organizations, cliques and clans, etc. (5) All-around healthy athletic games and sports, indoor and outdoor.

If Otterbein sees its opportunity, adjusts itself in its educational activities to modern requirements and forgets not the landmarks its fathers have set by way of strict adherence to moral and religious purity, there must be a unique place in the state of Ohio not only for her as a school for the United Brethren Church but for people of all faiths and creeds who may be interested in the finest kind of training for themselves and their friends.

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