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Teachers College Heights

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GREETINGS

To Former Students and Citizens of Kentucky

From PRESIDENT H. H. CHERRY

As President of the Western Kentucky Teachers College and the College Heights Foundation, I desire to broadcast to friends of the institution all over Kentucky and elsewhere words of hope and encouragement, and to thank them for their interest in helping to put over the programs of the Foundation and the institution. The Teachers College has made great progress in the development of its physical plant and in the extension of its academic and professional program. It has grown in attendance, in unity, and in ability to disseminate real education.

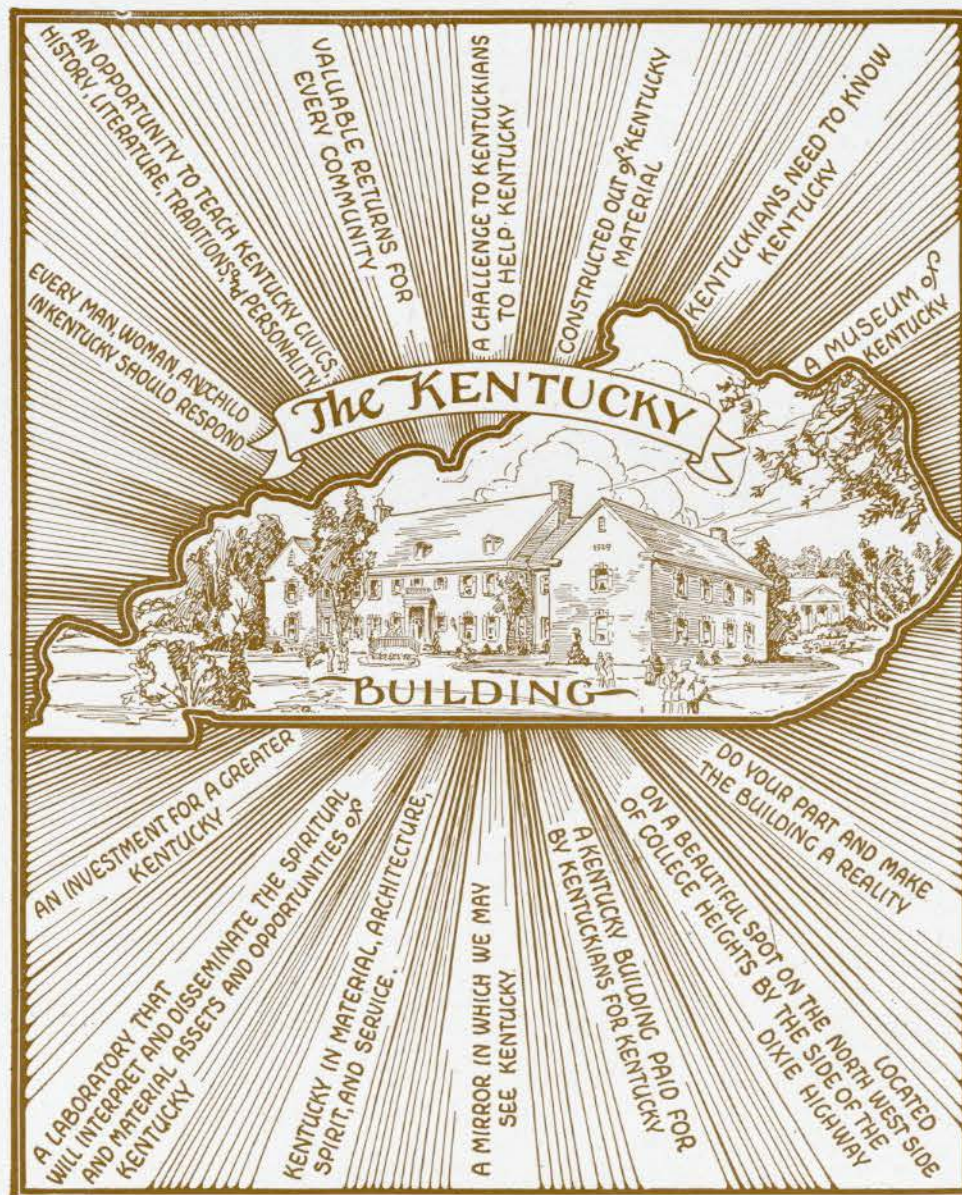
From her seat on College Heights the prospect for service never seemed more fair. The Foundation has become a great benevolent organization. It has made more than two thousand eight hundred different loans to students, thus proving the popularity and service appeal of this great helping hand.

This has cheered and strengthened those taking advantage of the Foundation to press onward to higher educational achievements. And behind these, other groups are

pressing who, in the future will become recipients of the help which the Foundation has to offer.

The Kentucky Building program, which is linked indissolubly with that of the Student Loan Fund campaign, is progressing in a most splendid way. Over \$200,000.00 has already been subscribed to the Fund, and there can be no doubt as to the ultimate outcome of the undertaking. Inspired by this vision of a greater Foundation and a completed Kentucky Building, permit me, as President, to send out from College Heights to friends of education everywhere the greetings and appreciations of the hour and to ask them to join with those of us who have already subscribed to the Fund, and thus do their part in helping to underwrite the remaining one hundred thousand dollars.

Let us do everything within our power to make the Kentucky Building a veritable reality and the Student Loan Fund an established fact, of which all of us, as well as the citizenship of the Commonwealth, may feel justly proud.



The construction of the Kentucky Building has begun. The Round-up Campaign to raise an additional \$100,000 is launched. The task will be easy if everybody will take an interest and help.

The Spirit of College Heights or "That Other Thing"

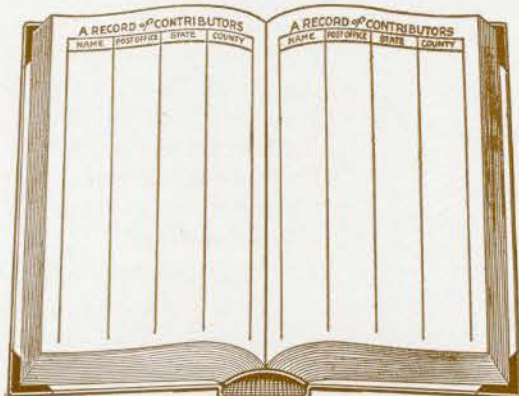
We do not know what the Spirit of College Heights is, except that it is the vision, faith and push in the acorn that produces the oak. It is the vision, faith and push in College Heights that is going to raise the \$300,000. It is gratitude, appreciation, loyalty, integrity, industry, initiative and all other spiritual forces working together in a spirit of unity for a greater College Heights.



You are called upon to give good measure, to put apples above the rim by subscribing to the Student Loan Fund and the Kentucky Building.

"My boy give good measure." These are the words of a noble father when he spoke to his boy who had gathered a load of apples and was ready to start to market to sell them. He took a half-bushel pail and, filling it to the rim, told the boy that was not good measure. He put on apples until they were above the rim and rolled off, at the same time admonishing the boy to give that kind of measure. The Spirit of College Heights is the thing above the rim. It is the plus in the life of College Heights. It is the spirit of service, of good measure and a square deal. It makes the home, builds and maintains the church, supports the school, establishes libraries, endows hospitals, and promotes every effort that advances humanity.

It is the thing that will raise the \$300,000. It is the "still small voice" that calls upon you to put apples above the rim by sending in your subscription to the Student Loan and Kentucky Building Fund, provided you have not already done so.



A picture of the Record Book which will contain the name and address of every contributor to the \$300,000 campaign, including those who have given to College Heights Foundation in the past, as well as the future contributors to the Student Loan Fund and Kentucky Building. **THE AMOUNT GIVEN, HOWEVER, WILL NOT BE ENTERED IN THE BOOK.** This book will have a place in the Kentucky Building when it is completed and will be carefully preserved.

More Than Six Thousand Subscribers

More than 6,000 persons have already subscribed to the Student Loan and Kentucky Building Fund of College Heights Foundation. Are you one of the number?

A Permanent Alumni Association Organized

At the last annual meeting of the Alumni Association a thorough organization was effected with the idea of having a permanent Alumni Secretary and office on the Hill in order that the association might serve better the institution, the Commonwealth and students who are now in attendance and those who have attended in the past.

Professor W. J. Craig, who has been at the head of the Personnel Department, was elected permanent Secretary-Treasurer. Offices have been opened with necessary equipment and a competent clerical force organized. The work Mr. Craig has done in the past will be carried on even in a more effective way in the office of the Alumni Association.

According to the constitution adopted at the last meeting, regular members of the Association will be composed of graduates from the Western Teachers College (past and present), graduates from the Life Certificate Course prior to 1928, graduates of Ogden College and graduates of the Old Southern Normal School. Membership in the Association will be offered to all students who have attended the institution for as long as one regular term, as well as to those mentioned above. Fees are to be \$1.00 per year, fifty cents of which will go into the general fund and fifty cents for defraying the expense of publishing and distributing the College Heights Herald. All members of the Association will be entitled to a year's subscription to the student paper, College Heights Herald.

Steps are being taken to make an Alumni Association organization in all of the counties of the State. These organizations will work with and cooperate with the General Association through the Secretary's office on College Heights, thus bringing the institution closer to its friends in the field and at the same time enabling it to do many things for its friends and former students it would not be able to do otherwise.

Writing from his Long Island estate, "Back Home," Mr. Cobb's letter of recent date is as follows:



"My Dear Dr. Cherry:

"Through John Wilson Townsend, our mutual friend, I learn that you would like to have a line from me touching on your campaign for a Kentucky Building and a student loan fund in connection with the Western Kentucky Teachers College at Bowling Green.

"I count it an honor that you should express such a desire. The plans you have on foot are so sane, so patriotic, so aptly designed to fill real needs in our state, that I

feel your splendid work should have the endorsement of every thinking man, woman and child in Kentucky.

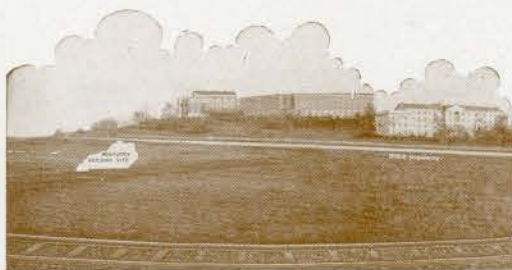
"In what you and the public-spirited citizens associated with you are doing for our own people, I wish you all possible success.

"With sincere regards,

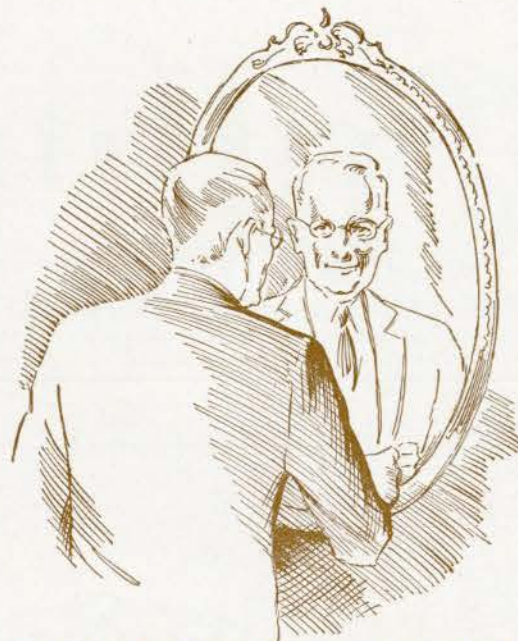
Yours cordially,

(Signed) Irvin S. Cobb"

"Dr. Henry Hardin Cherry, Bowling Green"



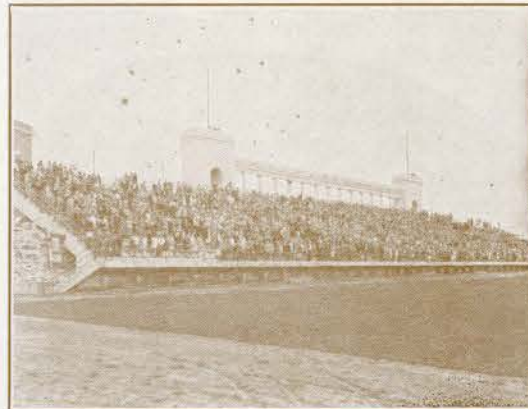
A view of Teachers College Heights showing three of the twelve large buildings of the physical plant of the Western Kentucky State Teachers College and the location of the proposed Kentucky Building.



If you have not already subscribed to the Student Loan and Kentucky Building Fund look in the mirror and you will see the person who will assist in raising the additional \$100,000.

The Kentucky Building Under Construction

The Board of Directors of College Heights Foundation and the Board of Regents of the Western Kentucky Teachers College have by unanimous agreement authorized the construction of the Kentucky Building. **A FORCE OF MEN ARE NOW AT WORK EXCAVATING FOR THE FOUNDATION. THE BUILDING WILL BE COMPLETED JUST AS SOON AS TIME AND FINANCES WILL ALLOW.**



Thousands ready for the homecoming football game.

OCTOBER 25th HOMECOMING FOOTBALL University of Louisville vs. Western

A GREAT DAY! A GREAT PROGRAM!
A GREAT WELCOME!

It is anticipated that several thousand of Western's great student body throughout the state will return to College Heights on October 25th to enjoy the splendid programs of the Homecoming celebration and renew the friendships and experiences of their happy college days.

Make your plans now for Homecoming and bring your family and friends with you.

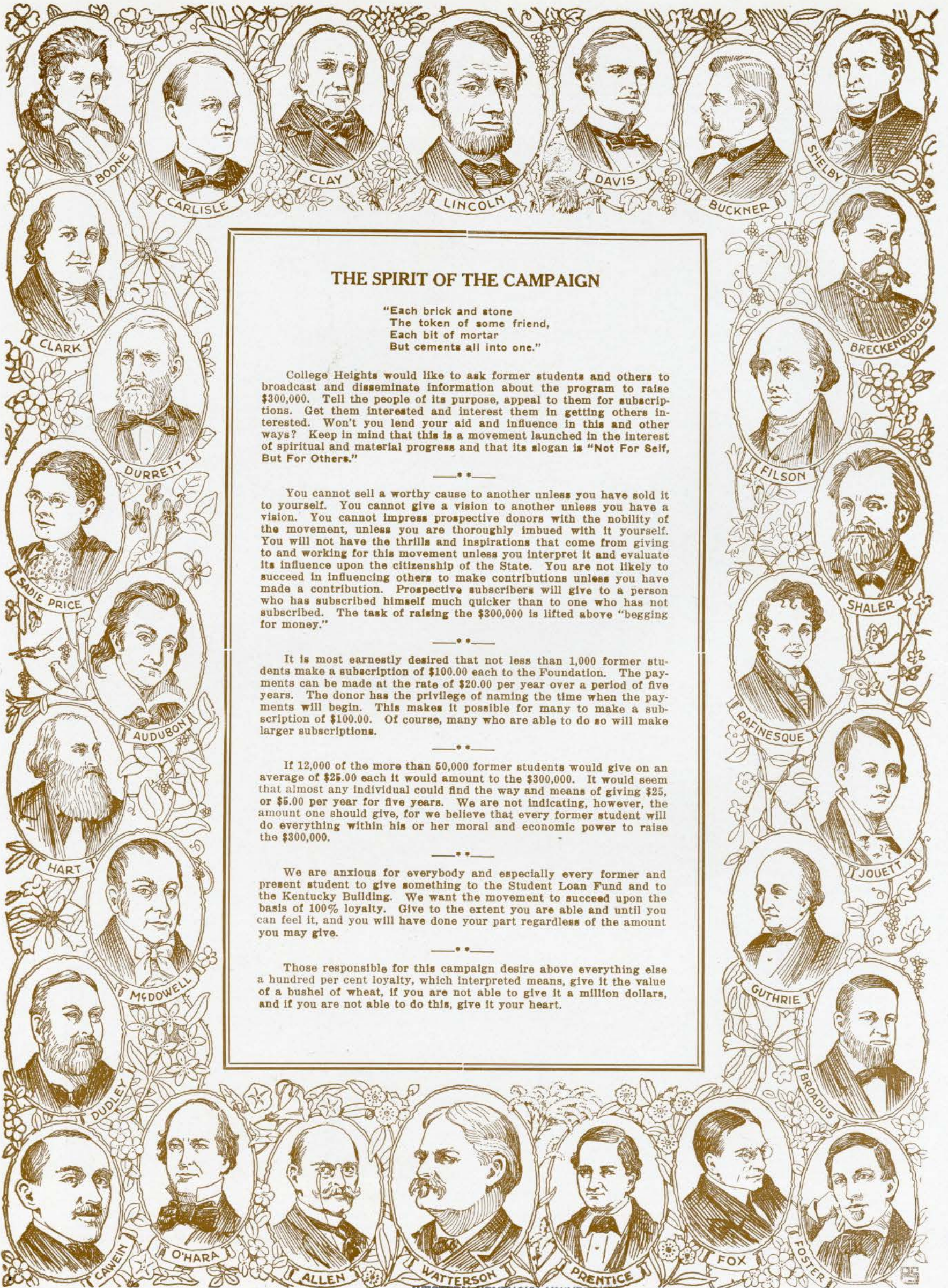
THE WESTERN KENTUCKY STATE TEACHERS COLLEGE

The Fall Session opens September 22, 1930. The Second Semester opens February 2, 1931. Persons desiring a catalog and other publications giving full information, should write:
H. H. CHERRY, President, Bowling Green, Ky.



AIRPLANE VIEW COLLEGE HEIGHTS

No. 1: Heating Plant; No. 2: West Hall Dormitory; No. 3: Stadium; No. 4: J. Whit Potter Hall; No. 5: Administration Building; No. 6: Library; Nos. 7, 8 and 9: Recitation Hall; No. 10: Cedar House; No. 11: Home Economics Building; No. 12: Industrial Arts Building; No. 13: Music Hall; No. 14: Training School; No. 15: Offices College Heights Foundation; No. 16: Home of President Cherry; Nos. 17 and 18: Buildings and Campus, Ogdan College, recently affiliated with Western Kentucky Teachers College.



THE SPIRIT OF THE CAMPAIGN

"Each brick and stone
The token of some friend,
Each bit of mortar
But cements all into one."

College Heights would like to ask former students and others to broadcast and disseminate information about the program to raise \$300,000. Tell the people of its purpose, appeal to them for subscriptions. Get them interested and interest them in getting others interested. Won't you lend your aid and influence in this and other ways? Keep in mind that this is a movement launched in the interest of spiritual and material progress and that its slogan is "Not For Self, But For Others."

You cannot sell a worthy cause to another unless you have sold it to yourself. You cannot give a vision to another unless you have a vision. You cannot impress prospective donors with the nobility of the movement, unless you are thoroughly imbued with it yourself. You will not have the thrills and inspirations that come from giving to and working for this movement unless you interpret it and evaluate its influence upon the citizenship of the State. You are not likely to succeed in influencing others to make contributions unless you have made a contribution. Prospective subscribers will give to a person who has subscribed himself much quicker than to one who has not subscribed. The task of raising the \$300,000 is lifted above "begging for money."

It is most earnestly desired that not less than 1,000 former students make a subscription of \$100.00 each to the Foundation. The payments can be made at the rate of \$20.00 per year over a period of five years. The donor has the privilege of naming the time when the payments will begin. This makes it possible for many to make a subscription of \$100.00. Of course, many who are able to do so will make larger subscriptions.

If 12,000 of the more than 50,000 former students would give on an average of \$25.00 each it would amount to the \$300,000. It would seem that almost any individual could find the way and means of giving \$25, or \$5.00 per year for five years. We are not indicating, however, the amount one should give, for we believe that every former student will do everything within his or her moral and economic power to raise the \$300,000.

We are anxious for everybody and especially every former and present student to give something to the Student Loan Fund and to the Kentucky Building. We want the movement to succeed upon the basis of 100% loyalty. Give to the extent you are able and until you can feel it, and you will have done your part regardless of the amount you may give.

Those responsible for this campaign desire above everything else a hundred per cent loyalty, which interpreted means, give it the value of a bushel of wheat, if you are not able to give it a million dollars, and if you are not able to do this, give it your heart.