

*Campaign*

November 16th, 1923

President O. S. Bond,  
Salem College,  
Salem, West Virginia.

Dear President Bond:-

I beg to acknowledge receipt  
of your letter of November 12th.

Two or three methods of raising  
endowments have been tried at this University and  
others are under consideration.

While it is, of course, possible  
that all these have already been given your attention  
I will give you them in brief for what they are  
worth:-

- (1) An intensive campaign organized by local  
graduates, preceded by a thorough publicity campaign.
- (2) Graduate annual subscriptions graded according  
to date of graduation, handled by Graduate Association  
and controlled by trustees.
- (3) Endowment insurance taken out by graduating  
classes and providing
  - (a) funds for a reunion
  - (b) a large donation for the University.

I am sending you, under separate cover  
a set of the pamphlets used at our last campaign.

Yours faithfully,

Principal.