

Don't leave a prospective giver without getting the amount which you have set down in your own mind for him until you are thoroughly convinced that he is not able to give that much.

SUGGESTIONS FOR MEMORIAL GIFTS

The following are illustrative suggestions of special gifts which will meet urgent needs, and at the same time provide a **definite memorial of the giver**, or of a name designated by him:

1. A Professorship in any Faculty, \$75,000.00.
2. To the Building Fund of the University for needed Academic and Residential Buildings, \$100,000 to \$250,000.
3. A Fund for the purchase of books, if unrestricted, \$1,000 to \$50,000; or it may be restricted to any one field or period. For instance, \$50,000 would provide a substantial endowment fund for the Arts or Law Library.
4. A Fund for working equipment, apparatus or laboratory expenses in any department, \$5,000 to \$25,000.
5. To the endowment fund for the Department of Commerce, \$25,000 to \$75,000.
6. A fire proof "stack" for the Library for storing the books while not in use by readers, \$30,000.
7. A Students Loan Fund, to help students secure an education, from \$2,000 to \$10,000.

THE NEEDS OF THE UNIVERSITY

In order that you may have an idea of the immediate needs of the university, a summary of the most outstanding is presented herewith, but no attempt is made to give every need in detail or in full. The original amount set as the objective of our campaign was \$1,000,000, but investigation shows that