

## Loyalty Fund Appeal Is To Meet Need Of Student Loans

Greater Need for Loan Funds Than Ever Before in History of University.

**\$45,000 MORE IS NEEDED**

There is a grave need for additional student loan funds at the University of North Carolina, according to a recent survey made by the office of Francis F. Bradshaw, dean of students. An effort to meet this need is the principal objective of this year's Alumni Loyalty Fund appeal.

As is generally known, a large percentage of University students are dependent upon some outside source for their financial aid in obtaining a university education. Only about one-fourth of the student body is entirely independent of outside financial aid, thus leaving three fourths of the students of the University, or almost 2,000, who are classified as self-help students. These 2,000 students must pay their own way through the University in whole or in part. One fifth of the entire student body, that is about 550, are compelled to pay their entire college expenses without any assistance from their families.

Obviously, students loans constitute the chief aid to these self-help students. As many of them as are able to find employment in Chapel Hill do so and work to meet their expenses. But the demand for jobs is much greater than the campus and the small town of Chapel Hill can supply. If the University is therefore to live up to its promise that no worthy boy need be turned away for a lack of funds, the only alternative is to lend him money. Hundreds of students each year are thus enabled to enjoy the advantages of the Carolina campus because of loans who would otherwise be deprived of the opportunity entirely.

The demand for loans and other forms of self-help this year is much greater than ever before in the history of the University. Mr. Bradshaw estimates that the demands for this school year will approximate \$85,000. There exists now loan funds which total approximately \$160,000, but all of this money has already been loaned with the exception of \$15,000. The fact that the average length of the term of the loans is about six years means that much of the total loan funds are always outstanding.

According to the present rate of collections about \$25,000 of the present outstanding loans will be collected this year. This amount added to the \$15,000 now on hand will total \$40,000, thus falling by \$45,000 to meet the demand of \$85,000. It is also pointed out by Dean Bradshaw that much of the \$25,000 which will be collected this year will be collected too late to be of any assistance to students who need loans in order to remain in school. Therefore a conservative estimate of the amount of money needed to be raised from outside sources in order to meet this year's demands is \$50,000.

Announcement has been made that all unrestricted gifts made to the Alumni Loyalty Fund this year will be used to meet this need. The Loyalty Fund Council is furthermore attempting to raise this year money enough to solve for several years to come the student loan problem.

### Loyalty Fund Chairman



Leslie Weil of Goldsboro, who graduated from the University in 1895, is chairman of the Alumni Loyalty Fund Council. In addition to his duties on the Council Mr. Weil has been a member of the executive committee of the Board of Trustees for many years and was a member of the special committee of five men who made a comprehensive study of presidential possibilities preceding the election of Frank Porter Graham to the presidency of the University.

### Alumni Are Urged To Contribute Now

The Alumni Loyalty Fund Council urges all alumni who have not yet contributed to the Fund during 1930 to send in their subscriptions now in order that the money may be made available as quickly as possible for student loan purposes. Any amount, regardless of how small, can thus be put to a practical advantage.

In many instances students need to borrow only \$50. If prospective donors can not give as much as \$50, and many of them of course can not, only five ten-dollar contributions will equal an amount sufficient to keep many worthy students in school.

Already subscriptions blanks have been sent to every alumnus. He is invited to send his subscription either to his class agent or to the Loyalty Fund office in Chapel Hill, or he may give it in person to the committeemen in his county.

### Campaign Sidelights

Among the many interesting side lights of the Alumni Loyalty Fund campaign to date is the typically dramatic manner in which the subscription of Sidney Blackmer, the famous actor who now is busily engaged in filling the terms of his contract with National Pictures, was received. Mr. Blackmer sent his subscription by air mail.

Although the amount of Mr. Blackmer's gift was not revealed by the Loyalty Fund office, in keeping with its custom, Director Grisette announced yesterday that it was more than most students need to borrow.

Not to be outdone, Dr. Wade H. Atkinson, prominent Washington, D. C. alumnus, telegraphed his subscription in order that it might be received in the office before University Day.

Sigma Epsilon announces the pledging of Forney T. Rankin of Belmont.

## GOVERNOR LAUDS FUND COMMITTEE

Gardner Writes to Class Agents And Committeemen, Thanking Them for Assistance.

Governor O. Max Gardner has shown a remarkably active interest in the success of this year's Alumni Loyalty Fund appeal. Last week he wrote a personal letter of appreciation to all class agents and county committeemen for the work they are doing in assisting to make the campaign a success.

The Governor's letter follows: "As chairman of the board of trustees of the University of North Carolina, I wish to take this occasion to thank you for your fine assistance in serving as a member of the Alumni Loyalty Fund committee for your community.

"As you know, all gifts which you secure from other alumni this year will be used as loan funds for worthy students. I am sure you will agree that no money could possibly be invested more wisely.

"The fact that thousands of Carolina alumni are unitedly contributing some annual gift to her, augurs well for her continued growth. Greater financial resources and a more actively interested body of alumni, both of which are essential in the successful administration of a great university, will result.

"Your service on the committee, together with the others who are rendering a like service, is making this new support possible. The University and all its friends owe you a debt of gratitude.

Yours sincerely,  
(Signed) O. Max Gardner."

## ALUMNI LETTERS ARE INTERESTING

A feature of the Alumni Loyalty Fund campaign is the large number of interesting and encouraging letters which accompany subscriptions, according to information revealed when a reporter for the Daily Tar Heel was permitted a perusal of some of the fund files. Without exception the letters commend the idea which motivates the Loyalty Fund and they usually express regret that the amount of their contribution can not be larger.

The particular piece of literature which seems to have appealed most to all alumni was the letter from President Frank Porter Graham in which he told in such a straight-forward and frank manner the needs of the University at this time. Many alumni have written that this appeal alone is sufficient to merit their subscription. One went so far as to add that "I shall send another gift every time you will send me this message."

It is highly encouraging to Loyalty Fund officials to note that a large number of alumni have written encouraging letters who were not able to contribute.

## This Issue Dedicated To Alumni

For the first time since the paper became a daily, the alumni of the University will be given an opportunity to see the Tar Heel. This issue is dedicated to them and a copy of it is being sent to each of the 14,000 former Carolina students throughout the state and the nation. It carries considerable news of interest to "old grads" as well as the regular material, thereby serving a two-fold purpose. The staff of "the only college daily in the South" joins with the Alumni Loyalty fund council, which sends the paper to you, in hoping that you will read and enjoy the new Daily Tar Heel.

## COUNCIL DIRECTS FUND ACTIVITIES

Group of Twelve Men Supervise Collections and Expenditures Of Loyalty Fund.

The activities of the Alumni Loyalty Fund, both in the field of raising money and its expenditure after it is raised, are supervised by a group of twelve alumni known as the Alumni Loyalty Fund council.

Three of the twelve are ex-officio members, as follows: Frank Porter Graham, president of the University; W. T. Shore, '05, Charlotte, president of the General Alumni Association, and J. Maryon Saunders, '25, Chapel Hill, executive secretary of the General Alumni Association.

The remaining nine members of the council are appointive, two-thirds of them being appointed by the president of the University and one third by the president of the General Alumni Association. The appointive members serve during terms of three years each and are subject to re-appointment.

The present appointive members of the council are as follows: Leslie Weil, '95, Goldsboro, Chairman; H. G. Baity, '17, Chapel Hill; Allen J. Barwick, '00, Raleigh; Burton Craige, '97, Winston Salem; Alfred W. Haywood, '04, New York City; Dr. J. G. Murphy, '01, Wilmington; Dr. Ira W. Rose, '06, Rocky Mount; C. R. Wharton, '12, Greensboro; and Dr. Louis Round Wilson, '99, Chapel Hill.

The council employs a full-time executive secretary-director whose activities are accountable to the council. Felix A. Grisette, '22, is the secretary-director.

## Contributions To Fund Proving Satisfactory

**1,000 SUBSCRIBERS**

Class Agents and Committeemen Secure Large Number of Responses to Appeal.

**SMALL GIFTS EMPHASIZED**

The annual appeal of the Alumni Loyalty Fund is making a most satisfactory progress, according to reports which have been made so far to the central office in Chapel Hill. Already the number of subscribers has passed the thousand mark and there is practically no let-up. So rapid has been the return of subscriptions since the appeal began on September 29 that no attempt has as yet been made by the Fund office to announce the total amount of money obtained.

This year's appeal is being carried on largely by the class agents and by Loyalty Fund committeemen in each county in North Carolina. The reports of the committeemen in the various counties are far from complete and it is expected that when these reports have all been turned in the present list of subscribers will be augmented by several thousand.

Subscriptions received so far represent every living class of University graduates, more than two thirds of the counties in North Carolina, 15 states other than North Carolina, and six foreign countries.

Amounts of the subscriptions vary in size from one dollar to five hundred dollars. The Loyalty Fund office has not yet been able to compile the amounts of the averages of each subscription received to date. Last year the average was about \$30.00. It is presumed that this year's averages may be somewhat lower than those of last year because of the business depression which has prevailed throughout the state during 1930.

The Loyalty Fund council is not discouraged, however, over the possibility of a lower average in the amounts of the gifts. It has always been a policy of the Council that the amount of the gifts was secondary. This policy was and is founded on the belief that the number of subscribers rather than their individual amounts is the most valuable asset to the University.

Such a theory is reasonably explained. The larger number of subscribers, the larger number of active supporters will the University have. This is a logical conclusion, for the simple reason that an alumnus becomes much more active in his interest once he becomes a contributor. Another valuable aid from a large number of subscribers is the fact that such action on the part of many alumni of small means will inspire men of wealth and the rich educational foundations to give in large amounts. The number of subscriptions received to date is much larger than has ever been received before in the history of the University.

There was a time when an alumnus thought, and justly so, that a gift such as his means would permit would not in any way help in solving the many financial problems which are always confronting the University. Under the present arrangement even the smallest gifts are placed with thousands of others so that the aggregate amounts to a large total.

### Loyalty Fund Director



Felix A. Grisette, director of the Alumni Loyalty Fund, was graduated from the University with the class of 1922. He is regarded as being well fitted for the position which he holds because of an experience covering several years during which time he directed financial campaigns for non-profit institutions in many parts of the United States.

### Loan Funds Prove Good Investments

Nothing could be a better investment than money made available for student loans, if one may judge from the records of collections as revealed from the Business Office of the University. These records show that during the long period of years during which loans have been made, more than 99 per cent of them have been repaid.

The average length of such loans is a little more than six years. Every loan is secured by the endorsement of two people, usually residents of the same community in which the borrowing student lives, thus reducing to the very minimum the possibility of losses.

All loans require interest at the regular legal rate. Thus both principal and interest is used as loan funds and their rapid turn-over and the certain return of the principal serves to constantly increase the amount of money available.

The fact that such a high record of collections has been established has led many alumni to give for this purpose who otherwise might not have done so.

### Speak, Greet, Meet

The publicity committee of the freshman friendship council announced yesterday that plans were complete for the observation of next week as "Speak, Greet, Meet Week."

The object of this week is to stimulate better speaking conditions on the campus. The idea is sponsored by the freshman friendship council, which is trying to have every person on the campus to speak to all their fellow students, a tradition the freshman group feels has been neglected recently.

The council has proposed a set of rules that will be presented during the week.

The observance of the "Speak, Greet, Meet Week" will begin with the presentation of the idea by Pat Patterson and Ed Hamer, Y. M. C. A. officials, at chapel Monday and Tuesday.

## WOODHOUSE HURT AS CARS COLLIDE

Professor E. J. Woodhouse of the government department of this University was injured Friday morning when the car which he was driving was forced off the road into a ditch by a large truck. Professor Woodhouse sustained a broken nose and cuts about his forehead and lips.

He was returning to the Hill alone from his home in Sedgefield at the time of the accident which occurred about five miles from Pittsboro. He received first aid at Pittsboro and is now resting comfortably at Sedgefield.

His car, in spite of smashed bumper and cracked steering gear, was driven into the Hill under its own power.

## Knight Is Author Of Education Book

Edgar W. Knight of the school of Education has just had a new book published entitled *Reports on European Education*. This book deals with European influence on education in the United States during the second quarter of the last century.