The URGENT NEED for new buildings and additional facilities grows each year as the young women seeking higher education increase in gratifying numbers. Columbia College is extremely anxious to fulfill the dreams and hopes of the young women who select it as their choice of educational institutions. But to do this we must forge ahead each year with our Centennial Expansion Program so that we will be in a position, when materials are available, to begin the actual building of the facilities which will provide housing, class rooms, laboratories, an adequate infirmary, and a recreation center.

Our 1946 effort in behalf of this Expansion Program is to be concentrated in one day—COLUMBIA COLLEGE DAY—Friday, November 22—when we hope that all those who recognize the importance of Columbia College to the economic wellbeing of Columbia, will give generously that this program may progress as it has been so prayerfully and carefully planned. Every dollar received from Columbia sources will mean another dollar from other sources; and, in addition, a conditional gift of $10,000 will be available from a source outside of Columbia; reaching our goal of $50,000 on COLUMBIA COLLEGE DAY, together with funds already on hand, will provide sufficient means for the immediate, definite planning for the erection of two new buildings, the infirmary and gymnasium, of our nine-building program.

On COLUMBIA COLLEGE DAY, merchants whose policies permit, have been asked to contribute a percentage of their receipts; others have been asked to make their contributions either on or before this date as have our individual friends and supporters so that we may close Friday, November 22 with a glorious 1946 victory.

This effort has the approval of the Columbia Merchants Association and COLUMBIA COLLEGE DAY has been officially proclaimed by the Honorable Frank C. Owens, Mayor of the City of Columbia.

On this day we urgently bespeak your patronage for our Columbia merchants as well as appeal for your personal support remembering that should the removal of Columbia College to another area ever be threatened, all loyal Columbians would rise up in arms in recognition of the fact that the loss of the College to Columbia would be a serious blow to its educational prestige and wealth. We must remember too, that Columbia College must compete with other recognized schools in attracting prospective students. To successfully do this we must keep abreast of modern trends in all necessary facilities.

We are confident of your support in making COLUMBIA COLLEGE DAY a huge success.

COLUMBIA COLLEGE DAY, NOVEMBER 22 1946
What Columbia College Means to Columbia

COLUMBIA LEADERS COMMEND COLUMBIA COLLEGE

From the Honorable Frank C. Owens, Mayor of the City of Columbia:

"The economic life of the City of Columbia is dependent, to a large extent, upon its Governmental agencies and educational institutions.

"Outstanding among these educational institutions is Columbia College which greatly adds to our cultural life. This college with its large enrollment is not only an asset to the intellectual and social life of our citizens, but greatly helps our merchants in its large purchasing power.

"I wish for this institution a great growth in its future both in its building program and enrollment."

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From Oliver Pennington, president, Columbia Merchants Association:

"Columbia College has stood in our midst for 93 years. During these years, the College and its students have brought immense wealth to Columbia and its people through its cultural, religious, social, and educational standards. In addition, it has also brought a material wealth to the business men and mercantile establishments of the city. These are advantages which the citizens of Columbia cannot overlook. Many cities are now spending untold amounts of money to secure such colleges in their sections. We are fortunate to have such a splendid and beneficial institution already in Columbia. We are proud to have Columbia College a part of our community."

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From Henry F. Jump, president, Columbia Chamber of Commerce:

"... It is a genuine pleasure to commend Columbia College for its value to Columbia, Richland County and the State of South Carolina.

"Without stressing too much the economic value, we do contend that every business concern in the City benefits to a more or less extent by having in our midst such an institution.

"From the social viewpoint, we value highly the instructors of the College who identify themselves continuously with every worthwhile effort in the community.

"The Columbia Chamber of Commerce is proud of the contribution which Columbia College has made not only to Columbia, but to the State of South Carolina."