

PACIFIC LUTHERAN COLLEGE FACES NATIONAL DEFENSE

For almost half a century Pacific Lutheran College has been engaged in NATIONAL DEFENSE. God willing, it shall continue to be so engaged.

Basically, to Pacific Lutheran College National Defense has meant contributing to the preservation of Christian civilization by helping rear generations of men and women, who, strong in the faith, are the "salt of the earth" and the preservers of those values which make civilization itself possible. The founders of the institution realized their responsibility to the State in this respect.

For almost fifty years the College has contributed to American life by training Christian home-makers—defenders of American civilization at its source. Of late years it has furnished the public schools with hundreds of fine teachers, Christian men and women who have helped influence the youth in the direction of the right kind of citizenship. Thus, in a very real sense, has the College been engaged in National Defense.

Our Friends Have Made This Possible

In the first half century of service the faith and loyalty of the supporters of the College have made possible its achievements in National Defense. The vision of the founders in pointing out our fundamental task, the heroic sacrifices of countless men and women who had faith in our cause, and the sustained interest of devoted, consecrated, thinking Christians—these are the foundation stones upon which we have built. On such foundations we have helped in our small way to build the INNER DEFENSES of our beloved United States.

Now These Defenses Are Threatened

With ninety percent of the world engaged in a death struggle between paganism and Christian civilization, the inner spiritual defenses of land are threatened as never before. The current war is not simply a war interested in material destruction—grave as the threat of such des-

truction is—but it is interested in the substitution of a new way of life, the heathen, materialistic, autocratic way of ultimate destruction. AND, UNLESS WE CAN NOW FIGHT TO PRESERVE A CHRISTIAN AMERICA, THE FIGHT ITSELF WILL NOT BE WORTH WHILE.

A Two-Fold Duty Faces Us

As Christian citizens we are, therefore, faced with a two-fold duty; TO PRESERVE CHRISTIANITY, and TO PRESERVE THE KIND OF A STATE IN WHICH CHRISTIANITY MAY FLOURISH.

In the discharge of this double duty we must, therefore, do what God demands, and what the state demands. We must support the Church, strengthen its institutions, uphold the hands of its leaders. Likewise, we must obey our government, support generously its program of material defense by military and civilian public service, by ungrudgingly paying the huge taxes which face us, by purchasing defense bonds, and by contributing willingly to the Red Cross and similar agencies of mercy. These things are taken for granted by the thinking, Christian citizen.

Intelligent Planning Is Urgent

Our country is fast marshalling its ablest minds to plan its defenses. Courage and vision are at a premium these days because all matters of defense are URGENT. So, too, in affairs of the Church and of its institutions. Fortunately for Pacific Lutheran College, its owners, THE PACIFIC DISTRICT, its Board of Trustees, and its faculty committee had already sensed the need of strengthening the institution months before the war emergency came upon us. The forward look which the approach of the Golden Jubilee Year 1944 stimulated has already become focussed in well-laid plans for a major effort to build a GREATER P.L.C. to serve the young people of the Second Half Century. It is, therefore, a source of deep satisfaction that the College can announce now the details of THE GOLDEN JUBILEE CAMPAIGN.

WHAT IS THE GOLDEN JUBILEE CAMPAIGN?

It is an effort to raise at least \$150,000 net for Pacific Lutheran College by asking every member of every congregation in the Pacific District to give as much in cash or pledges as possible by Pentecost 1942; and to ask as many generous people as we can find inside and outside the District to give gifts of \$500 or more each in the *Big Gifts Campaign*, which is already under way.

WHEN WILL THE CONGREGATIONS BE SOLICITED?

The congregation members will be asked between Easter and Pentecost this year to give cash or make pledges. Pastors of neighboring congregations, members of the College faculty, and congregational leaders and other proven friends will do the asking.

WHAT WILL BE DONE WITH THE MONEY RAISED?

The money raised will be used for four purposes:

- To pay some of the College's most troublesome debts, and to provide, in general, greater financial stability.
- To build a new Girls' Dormitory and heating plant as soon as conditions permit.
- To complete the library building, by providing it with needed steel stacks for the books, finishing the inside walls, floors, etc., and putting on other finishing touches—all as soon as practicable.
- To equip the newly purchased Beckendorf Residence with hospital beds and other equipment so it may be used as an infirmary for students who may be ill.

CAN SUCH A CAMPAIGN SUCCEED NOW?

The five-man faculty committee which has held thirty-one meetings to study this whole problem and to map plans for the campaign, believes that it can, *providing the friends of the cause have faith and courage*. Fundamentally, the committee realizes that only as God finds it possible to bless the project can it succeed to His Glory. But, by studying existing conditions in the best light they can command, the committee members believe that many things point to the present as a time favorable to the enterprise.

Some of the encouraging "straws in the wind" may be indicated:

Never has the College stood higher in popular esteem.

Never has it been better known in wide circles. More than ten thousand individuals and organizations have shown their interest of late years by supporting the school through the Development Association.

The Alumni are now hundreds strong, and most of them are profitably employed.

The war has redistributed the national wealth to a large extent already, and will redistribute it further—and our own Pacific District friends will share in the distribution.

War psychology makes us all less self-centered; we learn that we can't live to ourselves alone, and that we do not want to.

Unemployment has already largely vanished.

Prices for goods and services our people produce are increasing, and the ability to give increases therewith.

War makes us youth-minded, and we realize that we *must* preserve our basic and valuable institutions for the coming generation, if this war is to be worth the fighting.

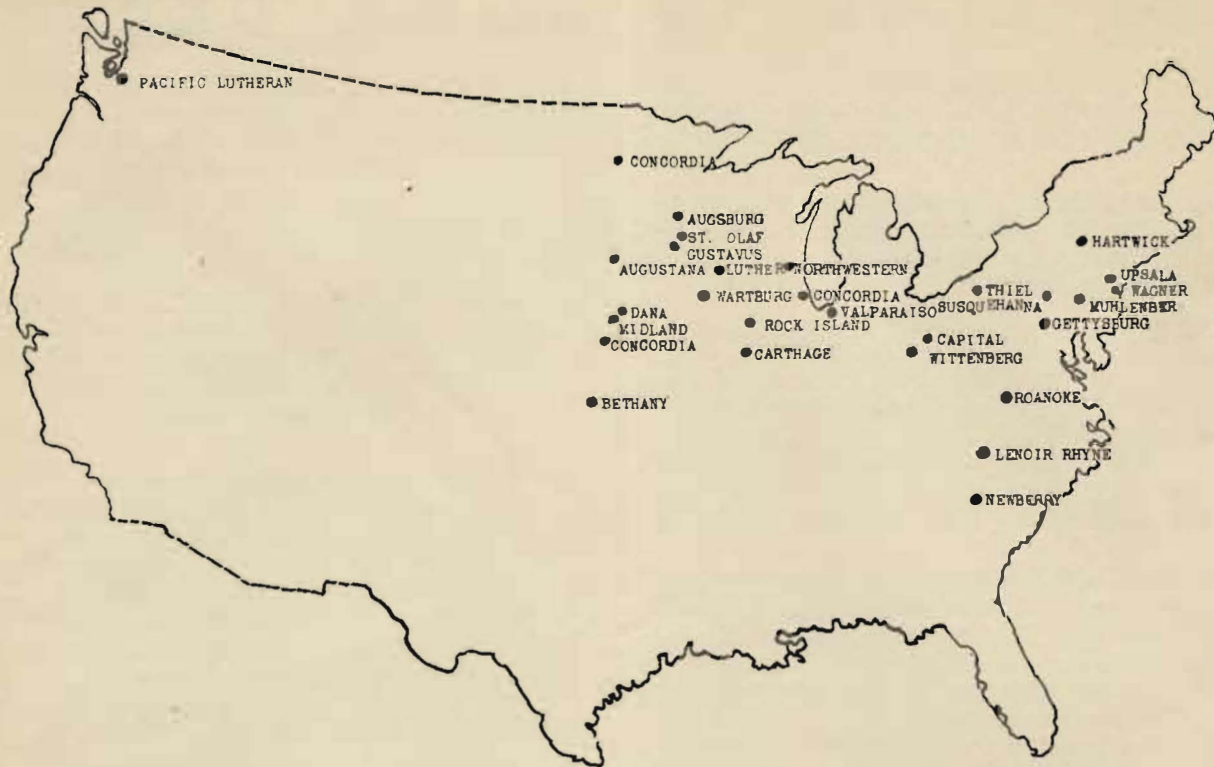
The College is in safe hands, humanly speaking. It has a consecrated and intelligent Board; the backing of three powerful and interested synods; an administrative staff which is honest, conscientious, and able, and which has amply demonstrated its right to public confidence.

And, finally, the College has an exceptional student body—young men and women who know the worth of the institution, who are happy to be students here, and who dare to speak on its behalf.

BUT, CAN WE SUPPORT BOTH THE WAR AND THE CAMPAIGN?

Each person must answer that for himself. The Campaign committee believes that most people can, if they only think so. Careful personal planning, the foregoing of some little luxury here and there, prayerful consideration of what Christian Stewardship really is, the cultivating of a real spirit of sacrifice—these things sometimes open one's eyes to a surprising degree.

P. L. C. SERVES A VAST MISSION FIELD



Pacific Lutheran is the only Senior Lutheran College on the entire Pacific Coast

From the practical angle, a certain kind of giving can help both the war cause and the campaign cause. For instance; one may purchase a defense bond (Series F or G) in the name of the College. The government gets the cash to use now in the Emergency. The College gets the bond and holds it until the Emergency is over, then cashes it (together with its accrued interest) and uses the proceeds to build the dormitory at a time when the question of priorities for materials is no longer present. (And, incidentally, such building, which will probably be done right after the war, will serve well to provide people with employment.)

Those individuals who are unable to give cash or larger bonds can help, too, through the device of War Savings stamps which can accumulate at the College until they enable the school to turn them into bonds.

WHAT, ANOTHER HIGH PRESSURE CAMPAIGN?

Yes, this is a high pressure campaign. That

cannot be helped. BUT THE PRESSURE COMES FROM OUR ENEMIES. The military forces of oppression are those which bring the pressures on Americans these days — first to protect lives and property, and secondly, to protect democracy, the Christian way of life and our basic institutions. But, in addition, these have always been spiritual quislings sniping at the Christian strongholds within our own land. These have brought pressure to bear on the Church before. Against these we have always had to build our spiritual strongholds. Against them we must always be aggressively defensive.

A SLOGAN OUTMODED

In World War No. 1 we became familiar with the slogan, "Give till it hurts." Let that slogan be outmoded! Do not give till it hurts; give past the point of hurt until you reach the deep-hidden point of inner satisfaction that comes from having done your utmost for the ultimate welfare of your fellow Christian of the rising generation.

... If that be "high pressure," so be it!

ALUMNI AND FORMER STUDENTS MUST LEAD IN HOME DEFENSE

In every war early mobilization of the most vigorous troops is the first step, be it for HOME DEFENSE or for ACTION IN THE FIELD.

The present national mobilization to defend America and her free institutions brings this truth home to us all daily with tragic intensity as we turn on the morning newscast.

Alumni and former students, PACIFIC LUTHERAN COLLEGE, YOUR ALMA MATER is more than a mere symbol of such free institutions: she embodies the spirit of DEMOCRACY, and of that basic conception of FREEDOM which has made a Christian America possible. Literally and figuratively, she is a stronghold on the front line itself.

McChord Field bombers and winged fighters, circling over her campus by day and by night, guarding her against the physical dangers of armed invasion, are not alone enough for her defense. For her complete defense must rise earnest prayers from the hearts of other defenders to the God of Hosts. Her faculty must petition for grace and courage to face new problems from day to day; her students must re-consecrate themselves to the serious purposes which Christian training implies; and her Alumni and friends must prepare to sacrifice, and to furnish generously what is needed in a material way, that her ramparts may be maintained and strengthened—therefore—

We Sound the Call to Arms

ALUMNI AND FORMER STUDENTS, WE MUST MOBILIZE NOW!

After consultation with the board of the P.L.C. Alumni Association, our general, Vice-president Mikkell Lono, and the Golden Jubilee Campaign Committee have placed the responsibility for directing such a mobilization upon Edvin Tingelstad, P.L.A., '09.

Your alumni director therefore invites your attention to six suggestions:

1. **SIT DOWN AND THINK.** If you will do this, Alumni and former students, you will need no high pressure sales talk, no argument, no urging. You know the value of Christianity; you know what Christian training did for you; you know that you will help P.L.C. to prepare to serve those who come after you.

2. **WHAT'S IN A NAME?** What will you call this something which moves you to do your part for your school? Privilege? Opportunity? Responsibility? Duty? Choose your own word. Any one of them applies to everyone who has benefited from the ministrations of Alma Mater. They are words which can not be set aside lightly.

3. **THE YOUNGEST FIRST.** P.L.C. Alumni and former students who have attended at any time after 1920 should be the first to enlist. They will be solicited first for gifts, as many as possible of them before April 12th.

4. **WORKERS WANTED.** As soon as the geographical distribution of the 1920-41 Alumni and former students can be ascertained, the director will line up volunteer solicitors by counties, communities and other convenient units. He will then visit the solicitors, give detailed suggestions, and get them into action as promptly as possible. Prof. Arling Sannerud, P.L.C. '28, is now at work on the geographical distribution. He is the director's "right hand man."

5. **THOSE BEFORE 1920.** Those who attended Pacific Lutheran Academy or Columbia College will be mobilized as soon as possible. It is comparatively difficult to find out who and where they all are. It is assumed that many of them will be seen in the Golden Jubilee Canvass in the Pacific District, between Easter and Pentecost. However, a serious attempt will be made to locate and see all those not contacted in the congregational solicitation. It will greatly simplify matters if those who are relatively isolated will make their contributions or pledges direct by mail, and as soon as possible.

6. **WHAT IS THE GOAL?** No goal has been set in dollars and cents for the alumni and former students. But there is a precedent. In the 1927 Endowment Campaign, some 450 alumni and former students pledged over \$53,000, an average pledge of around \$120 per person. Since that time **FOURTEEN GRADUATING CLASSES HAVE BEEN ADDED TO ALUMNI RANKS.** Just think what additional strength you have, Alumni!

THIS BATTLE FOR ALMA MATER CAN BE WON! IT CAN BE WON NOW! AS WE RALLY TO THE DEFENSE OF CHRISTIAN EDUCATION NOW WE WILL EARN THE LASTING GRATITUDE OF THE YOUTH TO COME.

THE GOLDEN JUBILEE CAMPAIGN COMMITTEE

Rev. Mikkell Lono, Pres. O. A. Tingelstad, H. G. Ronning, C. S. Fynboe, E. Tingelstad

PARKLAND

WASHINGTON