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ENDOWMENT

This number of our College Bulletin has been issued in the interest of the Endowment campaign. We trust as you read the various articles which follow, that you will appreciate more fully the significance of our present situation—why endowment for McPherson College—what it means to the present generation of young people as well as what it means to the church and the coming generations. Think seriously, face the matter squarely, and act wisely.

THE ENDOWMENT CAMPAIGN PROGRAM

In the present struggle the College has been constantly up against great odds and those in charge of the present Endowment Campaign have been struggling with the problem of finding some plan that was workable; one that would accomplish the desired end of raising our Endowment to one half million dollars by January 1, 1927. Several plans have been developed, which have aided in accomplishing the results thus far. We are now facing a problem where we must plan to complete the campaign in four months. There is no alternative, and no more time. It must be done quickly, and completely.

Our problem is somewhat unlike that of other churches and schools. We are largely a rural people. We have but few who are very rich and we have not many who are extremely poor. Consequently, a plan whereby all can work together had to be developed. About July 1 we began enlisting men and women who would give \$1000.00 each. The response to date has been excellent and when this group reaches the number of one hundred we will be within striking distance of the goal. The remaining \$100,000 will come in smaller sums, from every member of the church, the Alumni of the College, and other friends.

To enlist every member and friends of our school and church in this cause, we have inaugurated "The McPherson College Promotion Club," whereby recognition will be given to every one who contributes anything in this final effort to complete the campaign. This Club organization will also be a means of keeping the Alumni and other friends in touch with the future activities and growth of the College.

Fortieth Anniversary Home-Coming,
May 28, June 4, 1927.

THE McPHERSON COLLEGE PROMOTION CLUB

What is the McPherson College Promotion Club?

1. **Membership:** It includes every man, woman, child, and baby, in the McPherson territory that helps McPherson College to retain her standard—as a fully accredited college in the North Central Association of colleges.

2. **Purpose:** The purpose of the Club is to unite our forces—everybody—to raise enough money now to save the college. It also means to promote the interests of the college in sending students. It also means that McPherson College will be kept before the public in Church, Sunday School, Christian Workers' meetings, College reunions and picnics, etc.

3. **Membership fee:** This depends upon your ability to give. We want every child and baby to become a member, as well as the fathers and mothers and young people. We need seven thousand to give five, ten, fifteen, twenty, twenty-five, fifty, and a hundred dollars each to meet the crisis. Give what you can, all you can, and pay your former pledge before January 1, 1927. The boys and girls now joining the club will grow up in the spirit of the school and say this is MY school.

4. **Recognition:** Every member of the club will receive a beautiful certificate, a diploma, from the college, showing that you are a member of the Club, that you helped to save the college.

5. **Plan:** September first will be the date when the club plan will be put into operation. Some representative of the College, or Board of Trustees will visit your community, present the cause with its tremendous need, and offer each of you a pledge, payable not later than January 1, 1927, for the Endowment of the college.

It is hoped that many of these pledges will be paid cash. As soon as the pledges are paid or at

least at some suitable time, the Club membership certificates will be issued.

THE PLAN

3,000 must give \$	1.00 each	\$ 3,000.00
1,500 must give	5.00 each	7,500.00
1,000 must give	10.00 each	10,000.00
600 must give	25.00 each	15,000.00
400 must give	50.00 each	20,000.00
200 must give	100.00 each	20,000.00
150 must give	200.00 each	30,000.00
75 must give	500.00 each	37,500.00
15 must give	1,000.00 each	15,000.00
This would total		158,000.00
Add to this the Alumni		75,000.00
and if the amount of pledges were paid		150,000.00
Plus the cash now on hand		240,000.00
It would total		\$623,000.00

This would make the institution standard for four hundred college students, and is a minimum that we should plan to accomplish.

6. *Loyalty*: Your loyalty to the College, to the cause of Christian Education, to the Church, and to the future civilization will be expressed by becoming a member of the McPherson Club. Other churches are raising big Endowments. When we ask them, "How do you do it"? They answer, "Our people are loyal." I am sure the people belonging to the McPherson College constituency are as loyal as any others in the country. Join the McPherson College Promotion Club with a big subscription.

Sincerely yours,

D. W. KURTZ.

Professor J. J. Yoder was appointed at the Lincoln conference on a commission to visit China this fall in the interests of the work and property of the Foreign Mission Board. He will sail about September 16, and according to present plans will return near the middle of the school year.

WHY THIS ENDOWMENT?

We scarcely ask an individual for help that he does not raise the question—Why this endowment? Are the large universities trying to kill the little colleges? When we meet these standards will they not raise on us again?

1. The college, like the Church, is a charitable-institution. It does not go by itself. Neither does the public school—that is supported by our taxes. Christian education is an investment in life; it is an investment in our young people so they may live the Christian life and serve the cause of righteousness wherever they are. All colleges need endowment. The tuition which the student pays does not pay over one-half the actual expenses of the salaries of the teachers. It usually pays about one-third of the cost of running the school. All colleges must have endowment. Yale and Harvard have respectively \$42,000,000 and \$70,000,000 endowment.

2. Why did the standards raise? Are the big colleges trying to kill the little ones? The requirements to run a standard college increased for the same reason that they rose everywhere else. Ten years ago the teachers in the public school received about one-half their present salaries. That is true of all high school teachers, principals, and superintendents. In our town the salary of the Superintendent of Schools was \$1500 twelve years ago; now it is \$3500. All other salaries increased in the same proportion. Ten years ago it was easy to hire a professor having the A. M. degree for a thousand dollars. Now, the regular price for such a man is \$2500. Why? Well, there was a war, and all standards have been upset. That is all.

Will they increase the requirements again soon? I do not know. But if another war should come, upsetting all standards of value, such as the last war did, such a thing would be probable. But I see no

reason why there should be any change in standards, that is, in making higher demands for endowment, unless there is a great change in money values.

Are the big schools trying to kill the little ones. I do not think so. I think there are the most friendly relations today between the larger and smaller institutions. The increase in standards was due to the change in money values—the higher salaries that we must pay, the higher prices for coal, repairs and service. But, if the other schools really did try to put us out of business, there is no reason why we should let them do it. We are more like "Bull Dogs," that "hold on" and expect to win.

3. We ask for more endowment, just because we actually need every dollar of it so as to run an efficient college. The "standards" is that which all educators know to be good, necessary, essential to do the work of running a college efficiently. No one of us who are familiar with the facts have any complaint against the standards. The standards are right. The embarrassment is to meet them. It can be done by your help.

4. But the college is one of the "Best in Kansas and in the Country"; how is this possible and you did not have the Endowment for which you are asking? (1) We did meet the former standards fully. You gave us the endowment that enabled us to fully meet the needs as they were indicated in 1917. But as prices changed, we got along the best we could. (2) We are running a standard college at the cost of the faculty. Every member of the faculty is sacrificing from a few hundred to many hundreds and even thousands of dollars each year out of love for the cause, and out of hope that it will soon be better. We have lost many of our good teachers because they could not continue at our present salary schedule.

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and many more will leave unless it will soon get better. We are holding on at a desperate sacrifice, and hope. Will you share in the sacrifice?

THE ENDOWMENT AN INVESTMENT

"If the Church of the Brethren had no colleges, and had sent all her young people who were in college to state institutions, they would have spent more money than they have by building colleges of their own and sending their children to them." This is the statement of our oldest college president who made some thorough investigations.

To endow our colleges is the very best investment.

1. It is actually cheaper to endow our own colleges for our children, our children's children, and the future generations, than to send them elsewhere. There is a lot of false teaching in the public mind. They say—"the state institution charges no tuition, therefore it is cheaper." But what are the facts? It is costing an average of a thousand to twelve hundred dollars for each student in these western universities, and far more in the big eastern universities. McPherson College furnishes board, room, heat, light and tuition, which includes the library fee, gymnasium fee, registration fee, college paper, and student activity ticket—all these for \$330.00 for a year—for thirty-six weeks of school.

2. The Christian College is the hope of the world. It is the only hope for the leadership of the church. It is the hope for the best Christian character in our public school teachers; it is the hope for a trained Christian laity to sustain the church and business and industry in harmony with Christian standards.

3. The Christian college aims to train the leadership of the future in all the walks of life, give them a Christian point of view, so that our future civiliza-

tion may be Christian and not pagan. There is no investment so fruitful or profitable as that which directs the leadership of the future. An investment in the Christian college is the best investment that a man can make.

The value of our physical resources depends upon spiritual values. I asked a man in Minneapolis who was not a Christian, who made much money in his wholesale business, how long would the industry, prosperity, and success of this city last if the spiritual values of honesty, dependability, credit, etc., would cease. He quickly replied, "not till morning. All would be chaos and panic without these spiritual values." Even so. My friend, we must pay for spiritual values if our financial values are not to deteriorate and revert to chaos and panic. Do you want a dependable civilization? Then invest in the Christian college. McPherson College needs your help now.

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STEWARDSHIP

John R. Mott used to say "nine-tenths plus God is better than ten-tenths without God." Everyone who has seriously tried tithing testifies that this is true. The loyal Jew was expected to give "tithes and offerings." The tithes of the flock and the field were at once devoted to the Lord's work. Not one-tenth after expenses were paid, and losses figured out, but one-tenth of the total crop. It was separated on the threshing floor. It was never put into the granary of the farmer.

Besides the tenth, there were special offerings. There was the peace offering, the thanks offering, the sin offering, and the countless calls for charity. A great deal of the total income was given away. And when this was not done, the prophet declared

that they had robbed God (Mat. 3:8-12). It is because they robbed God that they failed in prosperity. Let them fully obey God and He will abundantly bless.

The foundation of Stewardship is that all belongs to God—we are his stewards. Psalm 24:1, "the earth is the Lord's and the fullness thereof, the world and they that dwell therein." Hag. 2:8, "the silver is mine, and the gold is mine, saith Jehovah of Hosts." Leviticus 25:23, "for the land is mine; for ye are strangers and sojourners with me." Lev. 27:30, and all the tithe of the land, whether of the seed of the land, or the fruit of the tree is Jehovah's." "And all the tithe of the herd or the flock—the tenth shall be holy unto Jehovah."

The man who says "all this is mine," should read Deuteronomy 8:18, "but thou shalt remember Jehovah, thy God, for it is he that giveth thee power to get wealth."

The New Testament did not change the law of the tithe. Jesus said he did not come to destroy the Law and the Prophets, but he came to fulfill them. He did go far beyond the law, and taught us to go the second mile. This second mile is only possible when we have "The Love of Christ that constraineth us." II Cor. 5:14. The New Testament is full of stewardship. I Pet. 4:10, "as every man hath received the gift, even so minister the same one to another as good stewards of the manifold grace of God." Paul always saw our relation to God and Christ vs. Stewards. I Cor. 4:1, 2.

But stewardship does not simply mean to give a portion of our possessions to God. It means that all of them belong to Him, and we waste none, use none for wrong purposes, use no portion for useless or harmful luxuries. The people in the United States are now spending one dollar in every six for absolutely useless and often harmful luxuries. If we

did not waste our time, energies, money and resources for luxuries, we would have plenty for the work of the Kingdom.

Again, Stewardship implies that we should make money—produce resources. The lazy steward, who hid his talent, was condemned. He did not do his duty as a steward. "Thou oughtest" are the words of the Master. Some men say, "I have enough for myself, now I will retire—and say to my soul, 'be at ease, thou hast plenty.'" Stewardship would say, "you have learned how to make money. God has given you the gift, the health, the experience. Thou hast plenty for thyself, but spend the next ten or twenty years in making money for the kingdom of God." Too many people retire just when they are most able to do big things for the Lord. A clearer concept of Stewardship would save them from a selfish choice.

Stewardship recognized that the Spiritual values of life are fundamental and must be provided for else calamity will result. If the spiritual values are neglected, then general honesty, credit, dependability, righteousness and honor will go down, and all our material civilization will be worthless. But we are stewards of God. Hence our talents, time, energy, and money must be used in harmony with his will.

If the mean annual temperature of North America would go down ten degrees, it would only be a matter of time till the ice regions of the north would extend southward, and finally drive all life out of the United States. Even so, if the spiritual temperature goes down, it is only a matter of time till paganism will encroach upon our civilization until all our glorious Christian liberty is gone, and selfishness, sensuality, brutality, and pagan tyranny dominate. The only prevention of this horrible doom is a genuine Christian Stewardship. Put Christian Education first. Give now, liberally, to McPherson College.

D. W. KURTZ.

HAVE YOU MADE YOUR WILL?

A part of our earthly possessions must go toward the promotion of spiritual values, or the civilization which we enjoy will go down. Each should bear his share of the burden, and enjoy his share of the blessings. The time comes to each one of us when these possessions must be left behind. We cannot take them with us. Shrouds have no pockets. And we do not want to take our possessions with us. We really want to do that which is best. What is the Best?

A friend of mine in the east told me once, "I am not going to give all my money to my children, unless a child knows how to earn money, an inheritance will curse it. If it does know how to earn money, it does not need an inheritance." I thought that was the voice of a prophet. Read it again, so you will get it. He then went on to say, "I am going to invest my money now to make a decent world for my children to live in, instead of letting the world go into paganism and then give my children a lot of money to live in a pagan world." That man was wise.

What is the best thing you can do with your possessions? Surely, a part of them should go toward making "a decent world" for your children and grand children to live in.

The **Best Way** is to give those possessions now. If you need the income, give them now on the annuity plan. You will then receive your income regularly every six months, and have no taxes to pay, and finally, no lawyer's fees, and inheritance taxes when you are gone. That is the Best way: do it now. Give your money to McPherson College, either as a gift or on the annuity plan.

But, there is another way. Write your will now. Or let our expert from the college help you write it. Ask the General Educational Board for their literature on "How to Write a Will." In this will designate at least a tenth for McPherson College. Or,

perhaps, one of your children departed in infancy or childhood. Put the college in as an heir, taking the place of the departed. Designate that this money is a memorial to the one that has gone beyond. This money will be used forever for Christian education of young people to build a better church and a better world. McPherson College can give you full information on this subject. Ask our Field Secretary, who has all the information and wide experience. Remember McPherson College.

D. W. KURTZ.

Prof. J. D. Bright, graduate of Manchester College, Master of Arts from the University of Wisconsin and student in the University of Michigan, comes to McPherson this year in the department of History. Professor Bright succeeds Miss Ada Kurtz, who goes to the department of History, Bridgewater College, Virginia.

A WORD TO THE ALUMNI

Everyone who was a student in McPherson College is an alumnus of the institution. You were nurtured at the college. Your diplomas and credits for the future depend upon the standing of the College. Your interest in the good old college is greater than any one's else interest. You are the people to whom the college looks for support.

Yale has over forty million dollars Endowment. Harvard has seventy million. About 96% of all this has come from former students. That is true of all institutions. It is the alumni who support the college.

McPherson College has special claims on its alumni.

1. You received a standard education cheaper than you could have done anywhere else in the country. The average expense at several of our western universities is now over \$1000.00 per year. The average expense at McPherson College is still below

\$500.00 per year. Many of you lived in the city of McPherson. Because you had a standard college at your door, you were able to get a college education for a very small outlay of money. You, therefore, should in gratitude for this saving of many hundreds and thousands of dollars at a time when you could not earn as you do now, give liberally and cheerfully to this endowment campaign. We are counting on each of you to give an average of \$100 over and above all previous gifts by January 1, 1927, to save the institution.

2. The ideals of McPherson College have stressed the spiritual, moral, and idealistic elements of life. Your life has been enriched, and as you meet other folks you appreciate that the "things that endure," the ideals that humanity needs, the life that is essential for our nation and for the world, are such as you were taught at McPherson College. In other words, you, above all, appreciate the service that your Alma Mater is rendering to humanity. You are the people who know the unique contribution of McPherson College, and you are the ones who must promote such an institution.

3. Many of you received, the first year out of college, larger salaries than if you had graduated from some of our other institutions. You received a better salary because McPherson College is standard. You received more money, in good cash, on the name of your Alma Mater. Will you now share a part of this to maintain that standard? You want your younger brothers and sisters, nephews and nieces, relatives and friends—and children to have the same advantage. Now is the day of salvation—come to the rescue of the college.

D. W. KURTZ.

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REMEMBER

Find a place in your prayers during these swiftly passing months between now and January 1st, 1927, for deep thankfulness to God for the church—for what it has meant to the world, and to each of us as individuals.

Find a place for the expression of thankfulness for the pastors of our churches—self-sacrificing men, trained in the Church schools, who are leading us in the way of faith.

Pray for more men for the ministry, that losses from the ranks may be replaced with new and consecrated workers, that the many vacancies may be filled through an increased number of men of zeal for the pastorate.

Pray for the schools from which these men of the past have come and from which these men of the future must come.

Pray for our faculty, that they may teach wisely and truly, caring not only for the minds of youth, but for their souls as well.

Pray for those who lead, that in their leading they may be led of God.

Pray for McPherson College that she may be blessed in her service—that she may be faithful to her task that she may ever honor her Lord.

Pray for all friends and supporters of this school, that they may hear the voice of the Lord as He calls to them—that as He has prospered them, they grow ready now to aid His institution so greatly in need.

There is joy in giving. One beautiful fact connected with a gift to a college is that the money given works on forever. Every dollar that is paid to meet this endowment requirement goes into a permanent fund and will never be spent. The income only will be used. So long as you live the money will keep on working for you. After you have gone the money

will still remain, serving in your name a wonderful work. Some men are forgotten when their tombstones are erected. Others live in the lives of following generations by their investment in human life that endures. What greater opportunity for you and me, while we still control the power of accumulated forces stored in our wealth, than to invest them where they become imperishable and eternal—in endowment funds for Christian education where only the income is used for the advancement of trained youth and where the principal never diminishes.

"Attempt great things for God; Expect great things from God." —WILLIAM CAREY.

Prof. C. B. Williams, instructor in the department of English of A. & M. College, Stillwater, Oklahoma, comes to McPherson as Associate Professor in the English department for the coming year. Professor Williams will succeed Miss Teager, who has accepted a position in the city schools of Chicago.

Professor Nininger reports an excellent session at Palmer Lake this summer. The enrollment is near one hundred regularly enrolled students. Miss Edith McGaffey, Professor G. N. Boone, and Professor R. E. Ebel of Redlands, California, with Professor H. H. Nininger, director of the school, comprised the faculty for the first session. Professor J. A. Blair, director of the summer session at McPherson, will teach several courses in education at the Rocky Mountain Summer School during the recent session.

The summer session at McPherson closed July 23 with graduating exercises in the College chapel. Dr. Kurtz delivered a very forceful and fitting address for the occasion and conferred the degree of Bachelor of Arts upon Harry Riffel of Ramona; Huber Yancy, Stet. Missouri; Joseph D. Reish, McPherson, Kansas; and the degree of Bachelor of Science upon Sidney Sondergard and Mrs. Harriett Sondergard, both of Ramona, Kansas.

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