

The Mooring Mast

PACIFIC LUTHERAN COLLEGE

\$1,500,000
From The U. S.
By 1944

\$100,000
From Tacoma
NOW

VOLUME TWELVE

PARKLAND, WASHINGTON, MAY 14, 1936

No. 15

EXPANSION PROGRAM UNDER WAY THIS WEEK

**Tacomans Asked
For \$80,000
By June 23**

**Building for Library
And Class Rooms
In Prospect for
This Year**

The long-planned and urgent-needed expansion program for Pacific Lutheran College got actually and vigorously under way this week.

The first physical result will be a fire-proof, combination library and class room building on the Parkland campus, ready for use early in the coming autumn semester. The architect will arrive in Parkland May 22.

The building is to cost \$100,000 and will represent the practical proof by the citizens of Tacoma and Pierce county of their interest in and appreciation of the educational, cultural and financial worth of Pacific Lutheran College to the community.

An additional \$400,000, with which to erect 12 more buildings and provide three athletic fields on the 40-acre campus, will be asked from the 6,000 Lutheran congregations throughout the United States over an eight-year period, starting immediately after the local funding effort is completed on June 23.

Because the objective is to complete the building and financial equipment of the new Pacific Lutheran College by 1944, when the institution will celebrate its 50th anniversary, the effort launched this week has been officially designated "The Pacific Lutheran College Golden Jubilee Funding Campaign."

Of the initial \$100,000 to be asked from the local community, \$80,000 will be solicited from the citizens of Tacoma during an organized funding drive scheduled for June 15 to 23.

As told elsewhere in this issue of THE MOORING MAST, the remaining \$20,000 will be solicited from the 3,500 Lutheran communicants, as such, of Tacoma and Pierce County, during an organized funding drive set for May 18 to June 12 inclusive.

Chamber of Commerce Helps
According to Dr. O. A. Tingelstad, president of the College, and Paul A. Preus, college financial agent who designed the expansion program in 1930.

It is due to materially improved business conditions and to the encouragement, endorsement and assurance of practical support and assurance of practical support by the Tacoma Chamber of Commerce that it has been possible to actually go ahead with the program as the present college year nears its close.

In December, 1935, the Board of Trustees of the College was confronted

(Continued on Page Four)

They Are Leading the Forward Drive



O. H. PANNKOKE, D. D., Ph. D.
Campaign
Executive Director



O. A. TINGELSTAD, Ph. D.
President
Pacific Lutheran College



AXEL H. OXHOLM
General Chairman
Campaign Advisory Board

**Lutherans Asked
For \$20,000
By June 12**

**Special Funding to
Be Churchmen's
Evidence of
Good Faith**

As proof of good faith to Lutheranism at large, and what is equally important and more presently urgent, as proof of good faith to the general citizenry of Tacoma, the 3,500 Lutheran communicants of Tacoma and Pierce county, as such, will be asked to subscribe the initial \$20,000 of the Golden Jubilee Fund for Pacific Lutheran College.

They will be asked by 150 Lutheran laymen and a committee of Lutheran divines, under the chairmanship of the Reverend Carl E. Rydell, pastor of First Lutheran Church, Tacoma, and whose personnel appears elsewhere in this issue to start Pacific Lutheran College on the way to its deserved place in the educational and cultural sun, between May 18 and June 12.

Organization of 150 leading laymen of the city and county, to personally call on every Lutheran, has been completed. Organization of approximately 300 Tacoma citizens to raise \$80,000 more, after Lutherans themselves have done their part, will be the next step in the funding campaign. It is announced. As told elsewhere in THE MOORING MAST, their canvass is scheduled for June 15 to 23 inclusive. It is the opinion of Tacoma Chamber of Commerce officials, of the Board of Trustees and the faculty of the College, and of Dr. O. H. Pannkoke, the campaign executive director, that the initial drive among Lutherans will be the crucial test of the entire effort. The campaign directors are counting on the prompt and complete financial response of local Lutherans to insure, in turn, the prompt and complete financial response of Tacoma's general citizenry next month.

A "Why" and "How" bulletin, issued last week to the clergy by Dr. Pannkoke, is reproduced herewith not only because it carries the chronology and mechanics of the enterprise but because it voices the logic and the spiritual qualities which form the background of the undertaking.

"WHY"
"It is the great opportunity of Pacific Lutheran College.

"Twenty thousand dollars contributed by the Lutherans will serve to obtain \$80,000 more from the community.

"We will establish a new relationship of friendship and co-operation."
(Continued on Page Two)

The Zero Hour for West Coast Lutherans

(An Editorial)

THE GREAT institution of Lutheranism on the Pacific slope is Pacific Lutheran College.

For nearly half a century it has been a source of power, service and inspiration for the missionary hopes of our Church on the last frontier.

For nearly half a century thousands of our young people have found their chance at Pacific Lutheran College for a Christian education, and have proven the value of this school by their lives.

For nearly half a century the highest devotion, the greatest sacrifices have centered on Pacific Lutheran College to maintain and build it.

Today, Pacific Lutheran College enjoys high educational ranking. It enjoys the confidence of the Church and of its home community. The sacrifices of the past have not been in vain. Every Lutheran can feel justly proud of Pacific Lutheran College.

Pacific Lutheran College is today standing at the parting of the ways. It is facing its unique and great opportunity.

Tacoma, the home community, has said:

"If the Lutherans of Tacoma will show the way with gifts of \$20,000, we citizens in general will add \$80,000 to it and build a Library-class room building at the school."

What does this unique and generous offer mean?

It means a new day of educational efficiency and service at our school. Pacific Lutheran College has achieved its high educational ranking in spite of woefully inadequate equipment. It has been warned to provide better educational facilities, especially library facilities. It will lose its present high ranking unless this need is met soon.

It means a new day of friendship and co-operation between Pacific Lutheran College and its home community—Tacoma.

It means a new day of recognition and support in the Church-at-large for Pacific Lutheran College.

Is it too much to say that Pacific Lutheran College is standing at the parting of the ways; that its great and unique opportunity has arrived; that its zero hour is here?

The decision rests with the Lutherans of Tacoma and Pierce County more than with anyone else. It is their school. Bonds of loyalty, service, sacrifice, extending over many decades, bind Lutheran hearts to Pacific Lutheran College. The hour is here when these bonds will be tested.

Will they prove strong enough to lift our school to new heights of usefulness and achievement?

We Lutherans, through Pacific Lutheran College, are on trial before Tacoma and Pierce County. As we, in these weeks, take every opportunity to speak well of our school, as we are eager to work for its victory, as we show our faith in it by the greatness of our sacrifices, we can count on Tacoma to do its part.

Campaign Headquarters
932 Pacific Ave.
Tacoma
Phone MAin 0169

See Page 2

**For Bird's-Eye View
Of the New Campus**

The Mooring Mast

Published every two weeks during the school year by the students of Pacific Lutheran College.
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OUR CONTRIBUTION

To help bring the picture of the Golden Jubilee construction and expansion program for Pacific Lutheran College accurately and forcefully before our regular readers and, particularly before the 3,500 Lutheran communicants of Tacoma and Pierce County, this special edition of THE MOORING MAST is respectfully dedicated to the greater P. L. C. It has been, quite naturally, a spiritual joy and inspiration that we have been asked to aid the great movement in this manner.

We students of Pacific Lutheran College view the expansion program as a vivid awakening

for Lutheran education in the West. We young people are growing up to realize, more and more, the imperative need for Christian educated leaders, during the decades ahead, if life is to be prosperous and worth-while, financially, socially, politically, spiritually. Mercury considerations have for six long years halted our march of advancement; but now, with a depressed economy largely of the past, the college is aggressively on its way to achievement of the purposes and ideals visioned by its 1891 founders.

The proposed campus layout will make Pacific Lutheran College an outstanding institution of higher learning. Smaller colleges, these days, are everywhere hailed as vital units in the higher educational system. Our college has distinguished itself with its "Choir of the West," by its clean and spirited athletic achievements and, greatest of all, by the characters of the virile young people it has directed and is directing into the educational and business activities of the state and nation.

Are we to stop here? Isn't it past time that we stop just sliding and that we enter very seriously into the expansion program?

In reference to the first unit of the program, the library building is sorely needed. P. L. C. is fortunate in having one of the largest collection of Scandinavian literature on the coast, yet it is housed in an old fire-trap building, also used for dormitories, administration and business offices, classrooms, and dining halls.

We students make a personal plea to every Tacoma and to every Pierce County Lutheran in this primary effort. We ask that you give our generation an opportunity to mold our personalities by a Christian pattern, and that we be given a physically adequate educational center from which to work. Also, we are interested in the many students who are finishing high schools and who would appreciate the benefits to be reaped from a college of this unique type, if only we could accommodate a decidedly increased student enrollment.

Aren't you, as a soldier of God, going to fight in our cause for a bigger and greater Christian institution for the youth of America?

Lutheran's Asked for \$20,000 by June 12

(Continued From Page 1)

ation between the college and the community.

"It will have a singular inspiration to the church at large to have faith in and to support Pacific Lutheran College.

"It will give Pacific Lutheran College urgently needed educational facilities to enable it to retain its high educational ranking.

"Every social and religious argument for this Christian college has only increased in force through the social disintegration of the last years and through the rise of new and revolutionary ideals in statecraft, economic life and world view. Christianity is on trial. It cannot afford to lose its source of power and continuity, this Christian college.

"HOW"

"Sow the seed:
(a) Through the enthusiastic far-visioned support of the pastor.

(b) Through the spoken word. We will arrange two five-to-ten-minute addresses on Sunday in every church.

(c) Through three bulletins. Send the mailing list of your congregation at once.

"Reap the harvest:

(a) Appoint a congregational chairman. They meet May 13 at 6:30 at dinner at the college.

(b) The chairman is to choose captains, one for every 100 members. They meet May 18.

(c) Together with a group of outside men, this group is to carry out the initial canvass, May 18 to 29.

(d) Each captain is to choose eight workers. The congregational chairman, the captains and the workers to meet June 5th for final instructions.

(e) The final canvass to be car-

ried through June 5 to 12.

"As a group of veterans, more deeply concerned in the success and future of Pacific Lutheran College than the community at large, Lutheran workers will provide vitally important experience and enthusiasm in the community canvass of the residential districts."

Special Programs Sunday

Special college fund programs and sermons, will feature next Sunday's morning services in all Lutheran churches of the city and county. The Choir of the West will give a half-hour concert at the morning service in Central Lutheran church, and Dr. Pannkoke will appear in the pulpits of at least four churches and as many more as time will permit.

The wording of the subscription pledge which will be used in the Lutheran drive as well as in the general community campaign immediately following it, is now being worked out by the Chamber of Commerce Advisory Board and Dr. Pannkoke.

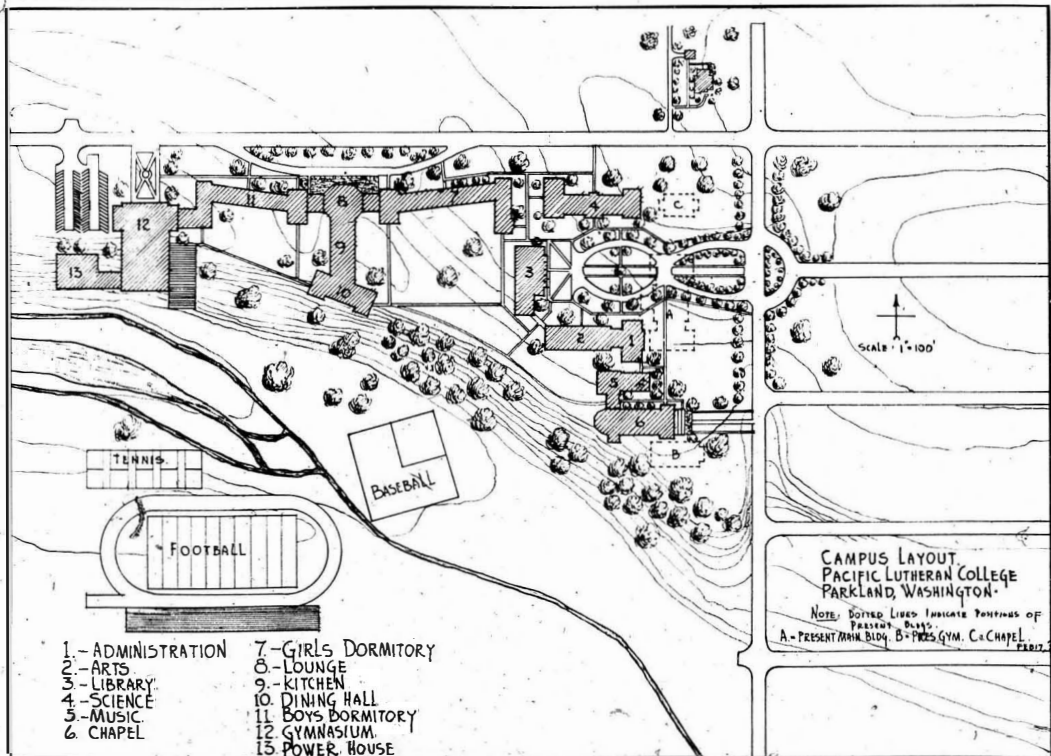
A campaign speakers' bureau has been organized to carry the golden jubilee fundraising story to all service clubs and over the radio. Speakers can be obtained on request to the campaign headquarters, 932 Pacific avenue, Tacoma, telephone MA. 0169.

Dr. Preus Here

Dr. J. C. K. Preus, director of education of the Norwegian Lutheran Church of America, was here from Minneapolis over the week-end familiarizing himself with the plan of the local campaign so that he may be the groundwork for the larger campaign which will follow it, among the 6,000 Lutheran congregations throughout the United States.

Dr. Preus is a brother of Paul A. Preus, college financial agent who designed the expansion program. Another brother, J. A. O. Preus, now of Chicago, is a former governor of Minnesota.

Bird's-eye View of the Golden Jubilee Campus



This architectural bird's-eye view of Pacific Lutheran College campus as it will appear in 1964, shows the 14 buildings and three athletic fields that are contemplated under the \$1,500,000 construction and endowment expansion program designed in 1926 but whose actual execution starts this week. Since the above sketch was prepared, a somewhat material change in planning has been made, as between Building No. 3 and Building No. 4. Originally contemplated as library and science buildings, respectively, it has now been decided that the situation to be raised in Tacoma and vicinity this month and next, as the initial unit of the fund, will be used in erecting Building No. 4 this year, but the structure will be a combination library and class room building and eventually Building No. 3 will be science Hall. The present plans are to start construction of the library-class room structure early in the summer and complete it, for use by the 300 students of Pacific Lutheran College, during the approaching fall semester.

College Entertains State Educators

U. of W., W.S.C. Presidents Are Asked To Attend Afair Tonight

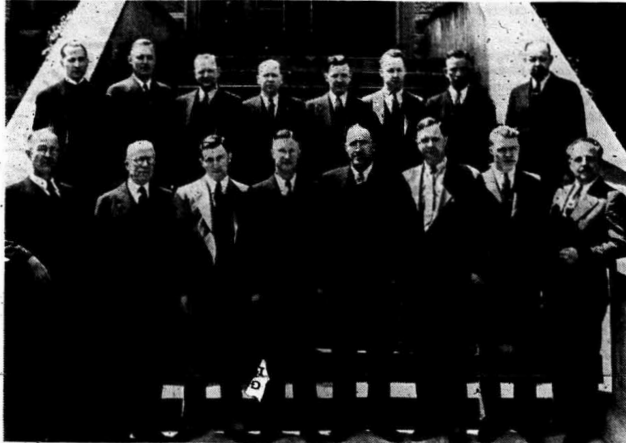
To open the civic phase of the P. L. C. construction and endowment campaign, the College is host to two important dinners this week.

Last night at 8:30 o'clock about fifty pastors and congregational chairmen of Pierce County were guests at dinner. Rev. Carl E. Rydell will preside as toastmaster.

Tonight about one hundred and fifty Pacific Northwest educational leaders, Tacoma civic educational and editorial leaders, and their wives will be present at another 8:30 o'clock banquet in the college dining hall. Axel H. Osholm, general chairman of the Chamber of Commerce sponsored advisory board, which is to take charge of raising the Initial Tacoma unit of \$100,000, will act as toastmaster.

Among the state educational leaders invited to attend the Thursday night dinner are Dr. Paul Sieg and Dr. Frederick E. Bolton, president and dean of the college of education, respectively, of the University of Washington, Dr. E. O. Holland, president of Washington State College, Dr. Edward H. Todd, president of the College of Puget Sound, and the Rt. Rev. Lambert Burton, abbot of St. Martin's College.

They Marshall Pierce County Lutherans



RESPONSIBILITY for raising Lutheranism's initial \$200,000 of the Golden Jubilee Construction and Endowment Extension fund, which is to be added to the \$500,000 from the general citizenship of Tacoma in making \$100,000 for the new library-class room building, has been assumed by this group of Lutheran divines and educators under the chairmanship of the Reverend Carl E. Rydell, pastor of First Lutheran Church, Tacoma.

Front row, left to right—O. H. Pannkoke, D. D., of Gaitanum, Ga., campaign executive director; Rev. L. Lundahl, pastor Zion Lutheran church, Kent; Dr. R. S. Mchelen, pastor First Norwegian Lutheran church, Tacoma; Rev. Carl E. Rydell, Dr. E. M. Hodge, pastor Central Lutheran church, Tacoma; Rev. E. M. Svaere, pastor Trinity Lutheran church, Parkland; Rev. Orville Running, pastor Bethlehem Lutheran church, Tacoma; J. P. Pfueger, professor of Christianity and philosophy, Pacific Lutheran college.

Back row, left to right—Rev. Mikkel Lono, pastor Luther Memorial church, Tacoma; Paul A. Freus, financial agent, Pacific Lutheran college; Victor A. Silvestrom, financial agent, Pacific Lutheran college; Rev. E. Arthur Larson, pastor Immanuel and Herbel Lutheran churches, Tacoma, and Messiah Lutheran church, Auburn; Rev. A. G. Lewis, pastor Our Savior's Lutheran church, Tacoma; Rev. Arthur Knutson, pastor Immanuel Lutheran church, Crosscut; First Lutheran church, Gig Harbor, and Dockton Lutheran congregation, Olalla; Rev. H. N. Smith, pastor Bethel Lutheran church, Tacoma; Dr. O. A. Tingstad, president Pacific Lutheran college.

Monson, Anderson Co-Star in Opera

"Joan of the Nancy Lee" Uses Unique Costumes, Stage Sets, Lights

Against the clever nautical background of a nineteenth century pirate ship, a large cast of forty members will present the comic opera in two acts "Joan of the Nancy Lee" tonight at 8:15 o'clock in the gymnasium.

Prof. Keith Reid, in the capacity of Drama Club adviser, is directing the production. As women's physical education director, Mrs. Adah Dapper has coached the pirate drills.

The opera will be given in colorful modern costuming—sports clothes, picturesque pirate costumes, and fluffy bridesmaids' gowns in pastel shades.

Mildred Monson and Arnold Anderson will play the leading character parts. Other members included in the cast are Paul Estrem, Walter Schnackenberg, Lloyd Thompson, Kenneth Anckson, Otis Grande, Vern Knutzen, Edward Machle, Bob Monson, Bob Svaere, Evelyn Myerson, Eugenia Spencer, Connie Clumb, Mona Byrd, Joanna Manoussis, Mildred Larsen, Ione Madson, John Stuen, Russell Frye, Orville Schlanbusch, Osk Otness, Clyde Grimsveds, Harold Votaw, Norma Freus, Wadene Calavan, Anita Ball, Alda Johnson, Novelle Nagel, Judy Benson, Evelyn Monson, Margaret Larsen, Julia Mahneke, Frederica Schlanbusch, Elizabeth Stuen.

Equipment furnished through the courtesy of the Tacoma Marine Supply Company make possible the use of complete sea-faring paraphernalia. Stage sets for the opera have been planned and worked out by Raymond Reid, stage electrician and his assistants, Henry Olson and George Knutson.

Ellen Bergstrom, who acts as prompter for the Drama Club productions, has been supervising the speaking lines. For costumes and properties Helen Lilja has been appointed chairman with Sylvia Miller and Elsie Barrett as her assistants.

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Girls' Track Events
Friday, May 22, the annual girls interclass track meet will be held on the athletic field. The teams have not yet been chosen, according to Thelma Ness, track manager, but ten girls will be listed on each team, and each girl must participate in three events.

The events to be included are hurdles, for speed and form; broad jumps, the running and hop-step style; baseball and basketball throws for distance, 60 and 120 yard dashes; and the three-girl relay.

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.608 Second Ave. S. Minneapolis, Minn.

Tacomans Asked for \$80,000 by June 23

(Continued From Page 1)

with a dictum by the accreditation authorities of the State of Washington that accreditation of Pacific Lutheran College—one of its most-prized possessions—would be withdrawn unless a reasonably early start is made toward providing physically safer and educationally more adequate building equipment for the 300 students of the institution.

Due to the continuing depression of the past six years, the Board had previously found it impossible to launch the program with even remote assurance of success, but with the asserted turning of the economic tide and in light of the threatened accreditation withdrawal, the Board in December instructed Dr. Tingelstad to proceed with the project and charged Mr. Preus with the responsibility of executing it by 1944.

In mid-April, after an exhaustive study of the problems involved, the Board of Trustees of the Tacoma Chamber of Commerce unanimously adopted a resolution declaring actual start of the enterprise an entirely feasible thing, urging that a start be made forthwith and pledging its unqualified support.

Dr. Pannkoke on Job

Because of his outstanding record over two decades in furthering the educational influence of Lutheranism and proving his convictions by the display of an almost uncanny ability in directing the physical and psychological mechanics of financing Lutheran schools and other institutions, Dr. Tingelstad and Mr. Preus turned naturally to Dr. O. H. Pannkoke of Quito, Ga.

Dr. Pannkoke, during one nine-year period alone, directed sixteen Lutheran funding campaigns which produced over \$1,738,000 and despite the strain involved in such undertakings, he has also made himself an outstanding educational seminar director. His presence at the executive helm when Lutheran institutions are confronted with funding problems, has become almost traditional in America.

Dr. Pannkoke is charged to be at his Georgia home when the urgent invitation to take charge of the golden jubilee drive in Tacoma reached him. He debated the problems involved for three days and then wired he would undertake the task. He arrived here late the evening of May 3.

Under his dynamic leadership and with the active support of the executive staff of the Chamber of Commerce and the Lutheran educators and divines of the community, detail plans for the funding drives have been completed and are now in process of execution.

Permanent campaign headquarters have been opened at 932 Pacific avenue, Tacoma, telephone MAin 0169, and both the Lutheran and the civic phases of the quest for the initial \$100,000 have been analyzed and determined.

At the instance of the Tacoma Chamber of Commerce, this 25-member Advisory Board of outstanding Tacoma citizens will co-operate with Dr. Pannkoke in raising Tacoma's \$80,000 allotment.

The Advisory Board

Axel H. Ozholm, managing director, Pacific Forest Industries, general chairman.

H. E. Anderson, president, Washington Hardware Co.

B. E. Beck master, president, North Pacific Bank Note Co., and chairman of the board, Pacific

First Federal Savings & Loan Association.

Abner R. Bergersen, Commissioner of Public Works.

C. P. Barker, attorney.

Andrew Christoferson, sometime City Superintendent of Streets.

Henry O. Foss, secretary, Foss Launch & Tug Boat Co.

Major Everett G. Grieg, chairman of the board, St. Paul & Tacoma Lumber Co.

Linnest F. Gault, manager, Ariss, Campbell & Gault.

Philip Garland, manager, Oregon-Washington Plywood Co.

Frank E. Jeffries, president, Tacoma Paper & Stationery Co.

Eric W. Johnson, chief engineer, Standard Brands Inc.

J. J. Kaufman, president, Kaufman-Leonard Co.

E. B. King, secretary-treasurer, Buckley-King Co.

Walter A. Leuenberger, executive secretary, Federation of Social Agencies.

W. A. Linklater, president, Western Washington Fair Association.

W. Hilding Lindberg, vice-president, Standard Grocery Co.

Martin Miller, president, Central Bank.

Christen Quevll Jr., M. D.

Glen A. Reeves, vice-president, North Pacific Bank.

Everett Smith, general manager, Rhodes Bros.

E. Roy Smith, budget director, Tacoma Building Trades Council.

Oscar Smith, general manager, Meadows Dairies Inc.

Harris Warnick, president, Puget Sound Manufacturing Co.

J. Phillip Weyerhaeuser, executive vice-president, Weyerhaeuser Timber Co.

They Hear the Story

Thursday evening, May 14th, the members of the Advisory Board, the presidents of Tacoma service clubs, the leading editors and educators of Tacoma, and their wives, will meet at dinner in the college dormitory and listen to a concert by the Choir of the West, and a program of inspirational addresses by Tacoma civic leaders, outstanding Pacific Northwest educators and Dr. Pannkoke, stressing the educational, cultural and financial values involved in Pacific Lutheran College's Golden Jubilee Funding Campaign. The dinner is designed to familiarize the civic and educational leaders with the program or, which greater Pacific Lutheran College is launched, and as the rallying point from which Tacoma's \$80,000 contribution to the \$1,500,000 construction and endowment expansion fund will be achieved.

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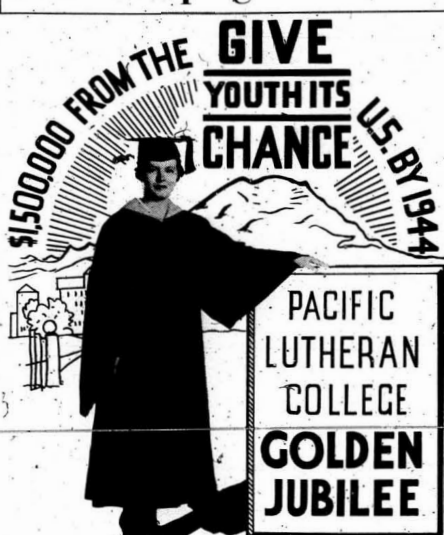
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The Campaign Emblem



TACOMA'S SHARE \$100,000 JUNE 15 TO 23, 1936

This attractive design will be the official emblem of the Pacific Lutheran College Golden Anniversary Campaign. The figure was posed by Thelma Daniels of this year's Senior Class.

College Choir Sings With Philharmonic Association

"The Choir of the West" appeared in concert Tuesday evening with the Tacoma Philharmonic Orchestra at Jason Lee Auditorium.

Directed by Mr. Eugene Linden, who was recently awarded the Salzburg Mozarteum Academy Scholarship, the concert featured the C Major Mass by Beethoven with vocal quartet, eighty-voice chorus and full orchestra.

The College choir, under the direction of Prof. J. O. Edwards, sang "The Spirit Also Helpeth Us," by Bach, in two movements, the andante con moto and the Chorsale. The F. M. Christiansen number, "From Heaven Above" was also presented.

W. A. A. to Award Letters at Banquet

Thursday, May 21 the Women's Athletic Association will climax its year of activities with a semi-formal banquet in the army and navy room of the Winthrop Hotel. At that time letters will be awarded to the girls who have earned 650 points during this past school year.

Enid Hutson, W. A. A. president, will preside as toastmistress. General chairman for the affair is Ione Madsen. Reservations must be made with either Judy Benson or Ione Madsen.

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Numbers for Piano Recital Are Named

Edwards Lists Ten Pupils For Solo, Duet Work

In the annual complimentary recital Prof. Joseph O. Edwards will present ten of his piano students at 7:30 o'clock Saturday evening, May 23 in the College gymnasium.

Soloists will be Virginia Hegge, playing "Bacchantes" and "Poupee Valante" by Poldini; Dorothy Anderson, "Polonaise in G Minor" by Chopin and "Bubbling Spring" by Rive King; Alice Ramstad, who will play Edward Grieg's "Anitra's Dance"; Joseph Running "Nocturne" by Schumann and Chopin's "Valse C Minor" and "Valse in E Minor"; George Brockway, "Berceuse," Norma Preus, Beethoven's "Moonlight Sonata" and the "Revolutionary Etude" by Chopin; Jack Miller, playing "Warrior's Song" and "Sailor's Song" by Heller, Marion Torrestad will play the "Rustle of Spring" by Hindt and "Juba-Dance" by Dett; Emeralda Torvend will feature the Sonata, Op. No. 1 by Beethoven; she will play the Allegro Molto, con brio and the Adagio Molto.

Unique numbers on the program are double and single piano duets. Dorothy and Arthur Larson will play "Song of India" by Rimsky-Korsakoff and "Star of Italy" by Tarenghi. A novelty number, "Cabeletta" by Theodor Lach will be played by Jack Miller and Arthur Larson. Thelma Daniels and Norma Preus will be heard playing "Danse Negre" by Sedt, and Alice Ramstad and Norma Preus will play "March of the Puppets"

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