



PACIFIC
LUTHERAN
COLLEGE
BULLETIN


VOLUME XXIV

NOVEMBER, 1944

NUMBER 2

Published quarterly by Pacific Lutheran College at Parkland, Washington. Entered as second-class matter September 1, 1943, at the post office at Parkland, Wash., under the Act of Congress of August 24, 1912.

P A R K L A N D , W A S H I N G T O N



From: John S. Baker
To: Friends of Tacoma

This brochure comes to you as a real challenge in these times. For fifty years Pacific Lutheran College has been growing quietly on our doorstep. It has trained many of our children and many of our children's teachers. The scholastic achievement of its student and the athletic prowess of its teams have brought the name of Tacoma to untold thousands.

We of Tacoma have been partners in the growth of Pacific Lutheran College. As we turn these pages, a great past and a still greater future unfold before us. Let us accept the challenge of that future.

PLC

*Golden
Jubilee*

EIGHTEEN NINETY-FOUR



NINETEEN FORTY-FOUR

Past and Present

IT WAS in the early Nineties that a small band of Norse pioneers threaded their way through the primeval forest to found Pacific Lutheran College. On the banks of little Clover Creek, located just outside of the limits of Tacoma, they cut down the great fir trees, purchased their own saw mill and then threw up great brick walls to make a building six stories high, 200 feet long and 78 feet deep. When this "OLD MAIN" building was dedicated on October 14, 1894, it was regarded by the visiting Bishop from Iowa as a "Miracle Castle."

The founders of P. L. C. had an unbounded faith in the west as a great land of the future. Their successors have never wavered in their faith in the potentialities of Tacoma and Pierce County. As the years passed, the development of the 125 acre campus saw the building of the first gymnasium, the chapel, the president's residence, the golf course, the club house and in 1939 the library.

To the making of a Democracy it is absolutely necessary to establish and build good schools. To that end the academic record of P. L. C. has been recognized and it now is an accredited college. The achievement of the faculties through the years has been acknowledged in the students and graduates who have proved themselves as worthy products of the college. The "Choir of the West" has pioneered as the first a cappella choir on the Pacific Coast. The football teams have won acclaim for the college and have brought Tacoma to the attention of athletes throughout the nation.

The president of the Tacoma Chamber of Commerce wrote on January 25, 1944: "It has been said repeatedly by business men who know this institution well that no school in the Northwest, private or public, turns out better citizens. We can pay no higher compliment to P. L. C. than to endorse this oft repeated phrase."

As we celebrate our Golden Jubilee Anniversary at P. L. C., we salute the citizens of Tacoma with thanks for the past and with our pledge to carry on with our school slogan: "BUILD FOR CHARACTER."



S. C. Eastold
President.

1894

1944

Tomorrow

IN THESE times tomorrow means to us that day when our boys and girls will be released from the demands of a world at war and turn again to the paths of peace with new incentives and new demands. To these youths tomorrow will mean the opportunity to take their place in a post-war world and the demand for adequate training to enable them to do so.

TOMORROW our college must be ready to meet the demands of these thousands who, under the G. I. Bill of Rights, will return to pursue the course of study which they dropped to answer their country's call to service.

TOMORROW Pacific Lutheran College must be ready to accommodate those who look to her for training for their future. **THAT FUTURE IS THE TOMORROW OF AMERICA.**

The Golden Jubilee of Pacific Lutheran College is not only a commemoration of fifty years of service in the cause of Christian education, but it is also a reconsecration to that cause in the interest of the youth of tomorrow. As the only Lutheran College in the west, P. L. C. has before it a great opportunity and a greater obligation.

The Golden Jubilee construction program outlined below is aimed to provide the facilities needed to discharge this obligation. The remodeling and new construction which constitute the immediate objectives, call for a minimum of \$500,000. The united backing of a generous people has already pledged \$300,000. This amount comes from the following sources:

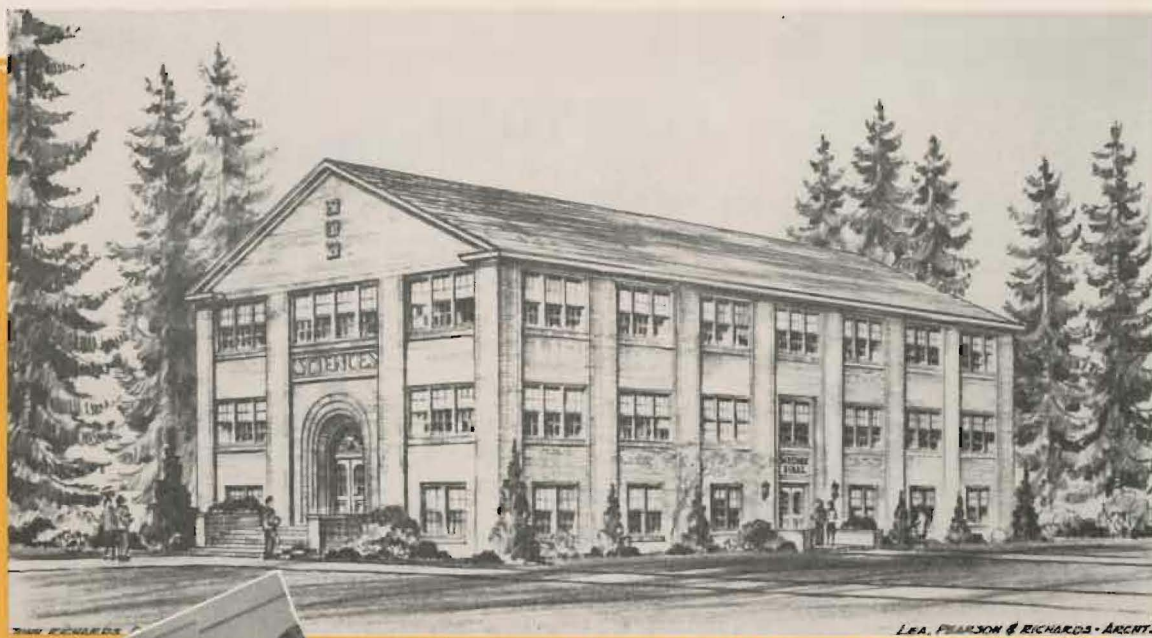
The NLCA Churches of P. L. C. Area.....\$150,000
The Columbia Conference of Augustana Synod \$10,000
American Lutheran Church and W. M. F. \$65,000
W. M. F. of the NLCA\$40,000
Church Appropriation.....Undetermined
Anonymous pledge for a new Chapel and
Music Hall To be Announced

With your help the Golden Jubilee building program can be realized this year. Accept this challenge as a responsibility to the youth of tomorrow.

UNIVERSITY OF WASHINGTON
DEPARTMENT OF SCANDINAVIAN
SEATTLE
October 1, 1944

Your graduates have distinguished themselves by a scholarship far above the average and by an unusual faithfulness and earnestness. They have also as a rule given evidence of a very high type of Christian manhood and womanhood. Those of my colleagues who are acquainted with the College speak in the highest terms of praise of its work and its faculty.

E. J. Vickner
E. J. Vickner,
Professor of the Scandinavian
Languages at the University
of Washington



SCIENCE BUILDING

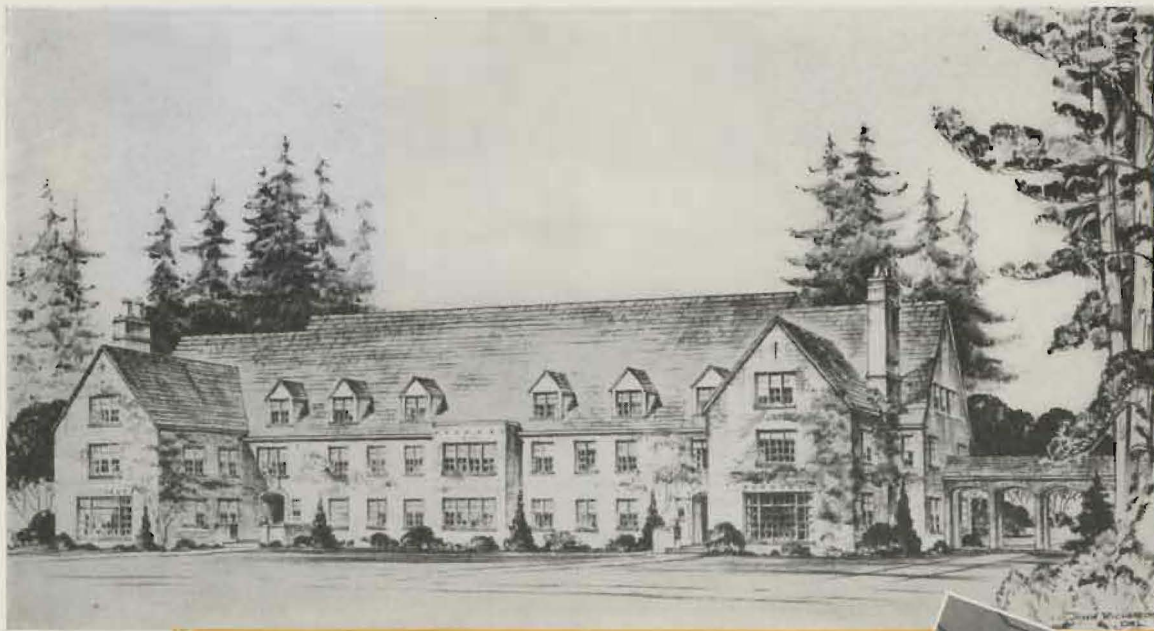
The "Golden Jubilee" Brings

AS A TOKEN of P. L. C.'s renewed consecration to Christian higher education, the Golden Jubilee year marks the beginning of a program of building and renovation, the ultimate objective of which is the campus plan shown on the next page.

Thanks to the loyalty and generosity of friends, this dream of expansion is rapidly becoming a reality. "Old Main," which was truly built to last by farsighted pioneers, is being completely remodeled. The DORMITORY ROOMS are being transformed into attractive, modern quarters. NEW OFFICES with up-to-date equipment, have been constructed for the administrative officials. CLASSROOMS and HALLWAYS have been refurbished and CONCRETE STAIRWAYS are to be built from basement to roof to insure greater safety.



GENERAL OFFICE
HALLWAY
CHAPEL



GIRLS' DORMITORY

New Facilities and Accommodations

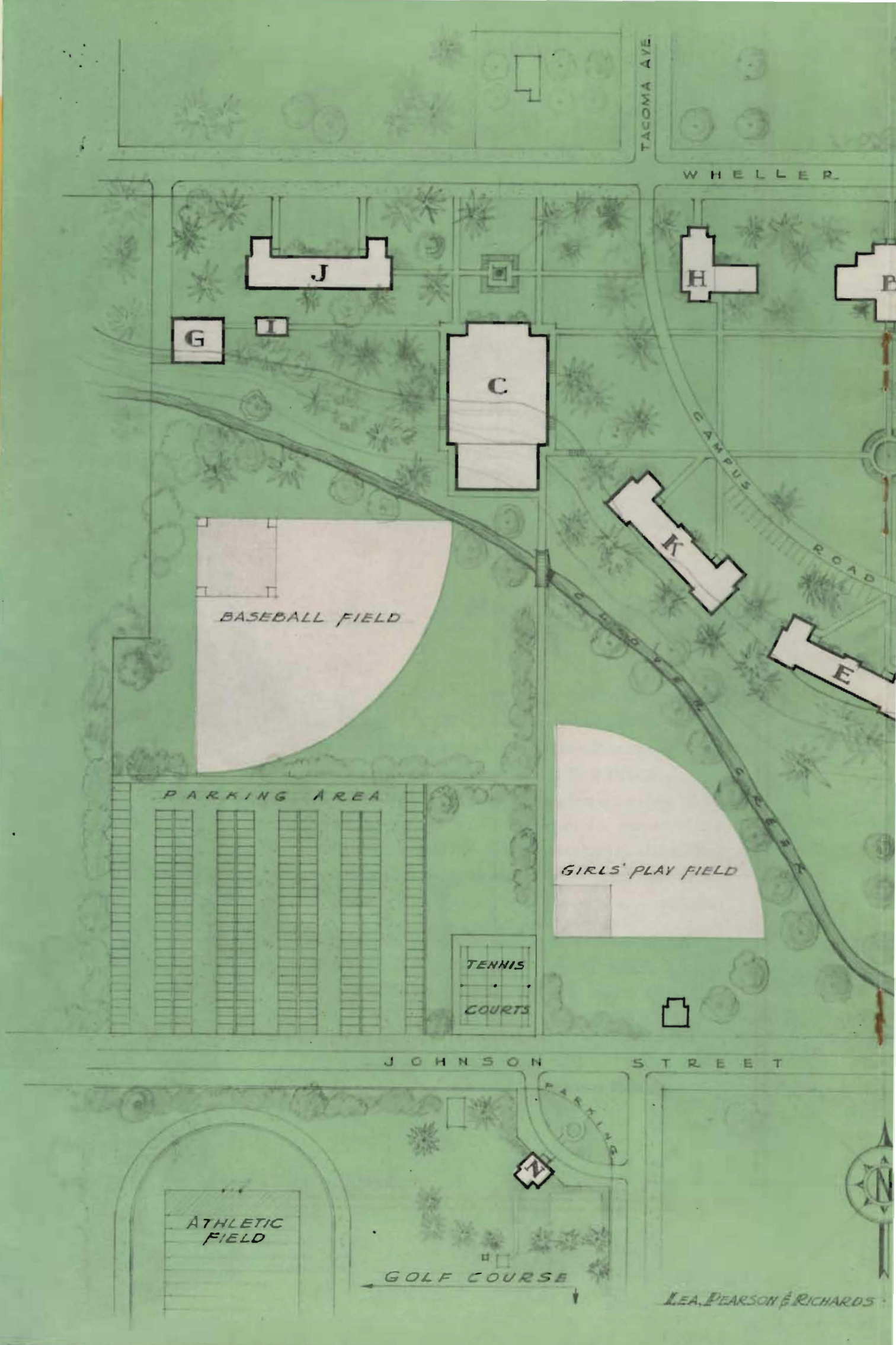
A NEW GIRLS' DORMITORY will be built as soon as materials are available. The old gymnasium, erected in 1912, will be reconstructed as the SCIENCE BUILDING provided with modern, completely equipped laboratories. A new MEMORIAL CHAPEL will be erected and the present chapel building will be remodeled into a COLLEGE COMMONS, and a modern CENTRAL HEATING PLANT is to be installed in a separate building.

The completion of all of these projects in the immediate future is assured. The funds already pledged provide for the achievement of these parts of the Golden Jubilee Plan.

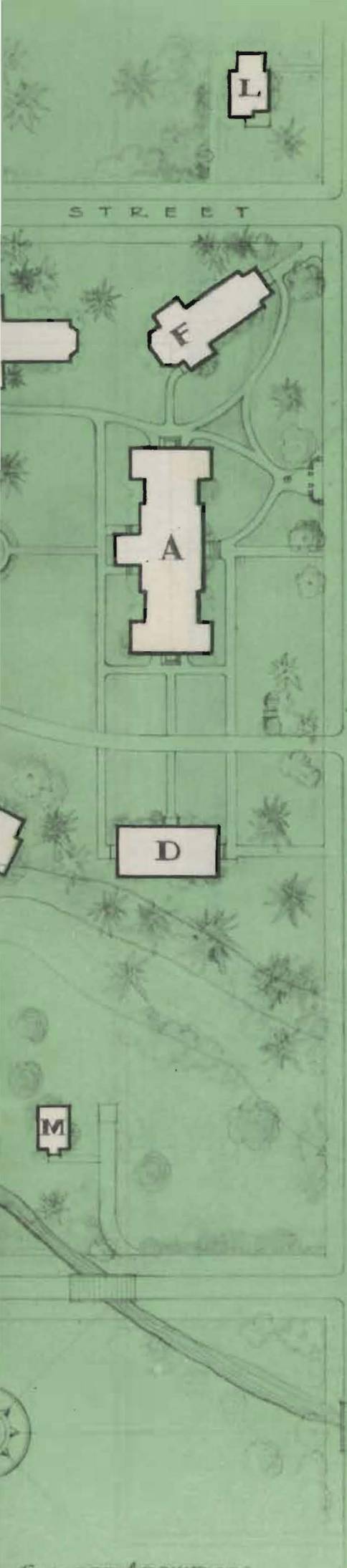
The accomplishment of other equally urgent parts of the Golden Jubilee Plan depends upon the good will and generosity of the citizens of metropolitan Tacoma.



DORMITORY ROOM
DORM STUDY NOOK
HEATING PLANT



LEA, PEARSON & RICHARDS



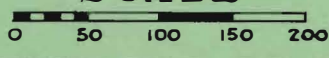
STREET

GARFIELD STREET

PARK AVENUE

PLAN OF CAMPUS Pacific Lutheran College PARKLAND, (TACOMA) WASHINGTON.

SCALE

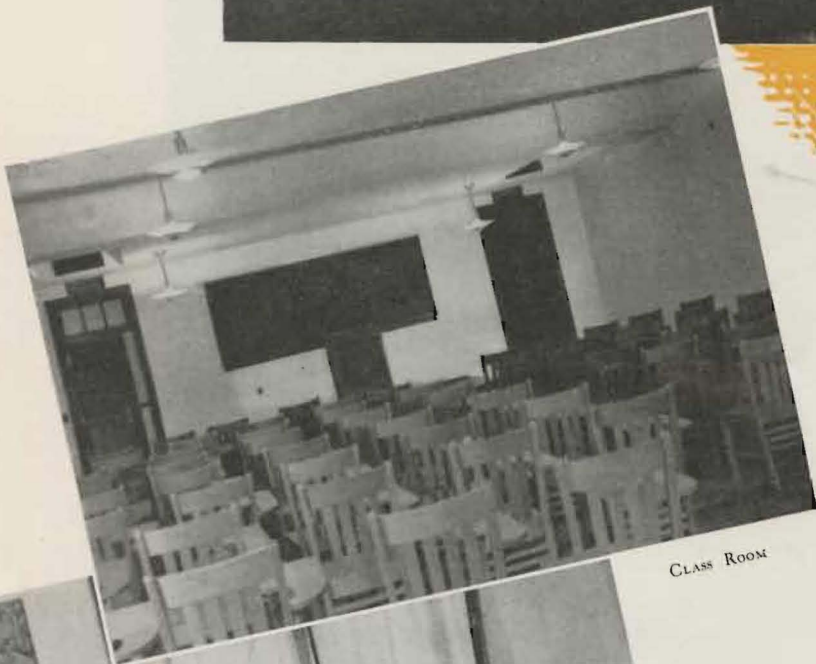


EXPLANATORY KEY TO BUILDINGS

- A. OLD MAIN BUILDING**
NOW UNDERGOING COMPLETE REMODELLING
- B. LIBRARY**
*COMPLETE EXCEPT FOR STACKS & INSIDE FINISH.
"TACOMA'S PART IN GOLDEN JUBILEE PLAN."*
- C. GYMNASIUM AND SWIMMING POOL**
"TACOMA'S PART IN GOLDEN JUBILEE PLAN."
- D. SCIENCE BUILDING**
*TO BE REBUILT FROM OLD GYMNASIUM
AS PART OF GOLDEN JUBILEE PLAN.*
- E. GIRLS DORMITORY**
TO BE BUILT AS PART OF GOLDEN JUBILEE PLAN.
- F. MEMORIAL CHAPEL**
ERECTION TO BE COVERED BY ONE PLEDGE
- G. HEATING PLANT**
TO BE BUILT AS PART OF GOLDEN JUBILEE PLAN.
- H. COMMONS BUILDING**
OLD CHAPEL TO BE MOVED AND REMODELLED
- I. GREENHOUSE**
TO BE BUILT AS PART OF GOLDEN JUBILEE PLAN.
- J. BOYS DORMITORY**
PLANNED FOR FUTURE EXPANSION.
- K. GIRLS DORMITORY**
PLANNED FOR FUTURE EXPANSION.
- L. PRESIDENT'S RESIDENCE**
BUILT IN 1930
- M. INFIRMARY**
PRESENT RESIDENCE TO BE REBUILT.
- N. GOLF CLUB HOUSE**



NEW LIBRARY BUILDING



CLASS ROOM



PROFESSOR'S OFFICE

Tacoma's Part—

TACOMA has contributed to the growth of P. L. C., our special gift being the magnificent new library building built with funds given by the people of Tacoma. This building filled a real need. It not only houses the library with its spacious study hall, but also contains additional class rooms and offices for the teaching staff. But the contributions made in 1936-1939 were not sufficient to finish the building according to plans and specifications.



STACK ROOM



The Library

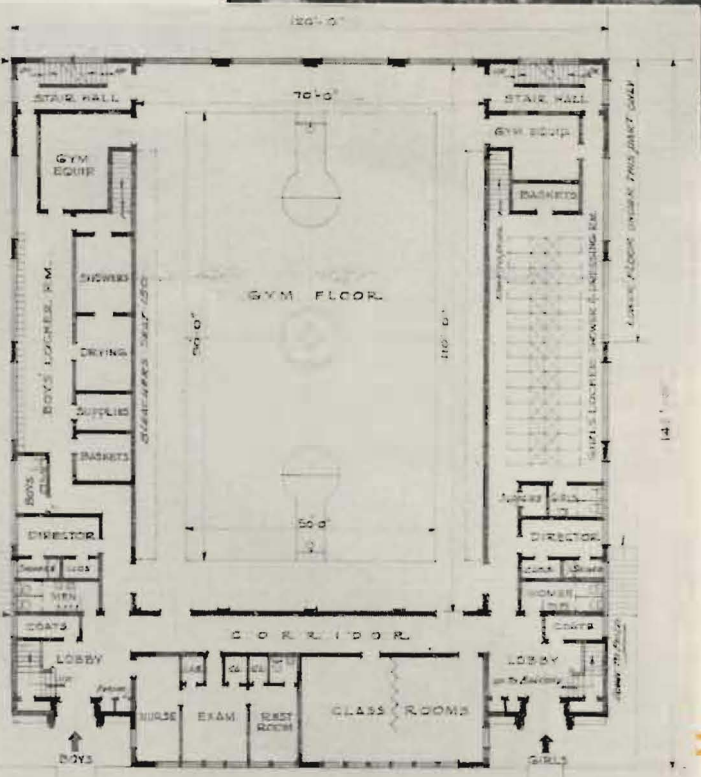
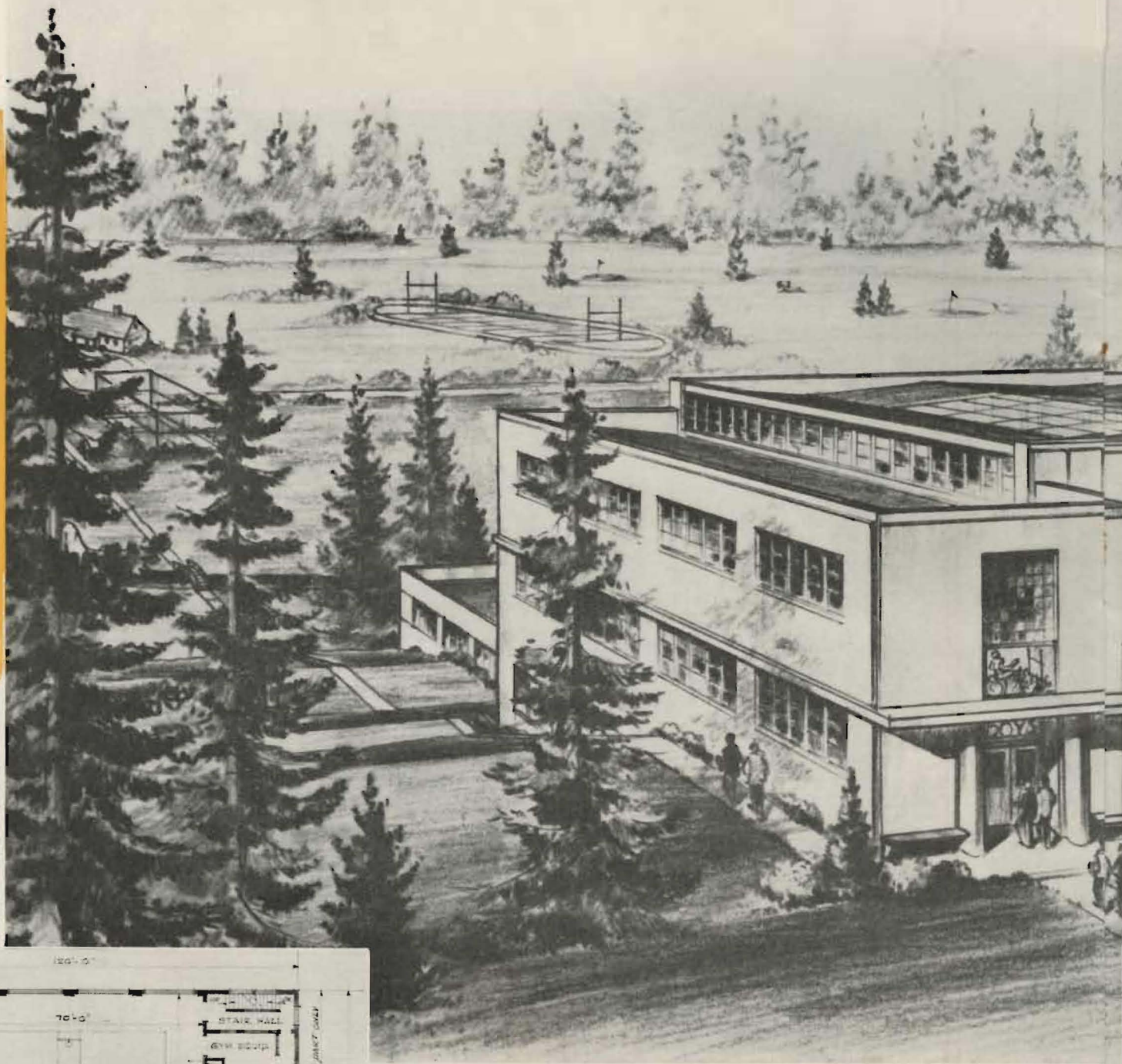
THE STACK ROOM is not equipped with the shelves and other facilities needed to make it usable. This means that books and papers are temporarily shelved in the study hall, the librarian's office, or in storage rooms where they are not readily accessible. To relieve this crowded condition and to give adequate protection to the books and service to students, the stack room should be completed at once.

The ventilating system is incomplete and parts of the interior of the reading room and the librarian's office have not been finished.

The completion of this task is imperative to meet tomorrow's needs today. The job we began in 1936 will be completed in 1944 as a part of Tacoma's share in the Golden Jubilee Plan.

LIBRARIAN'S OFFICE
REPAIR ROOM
STUDY HALL



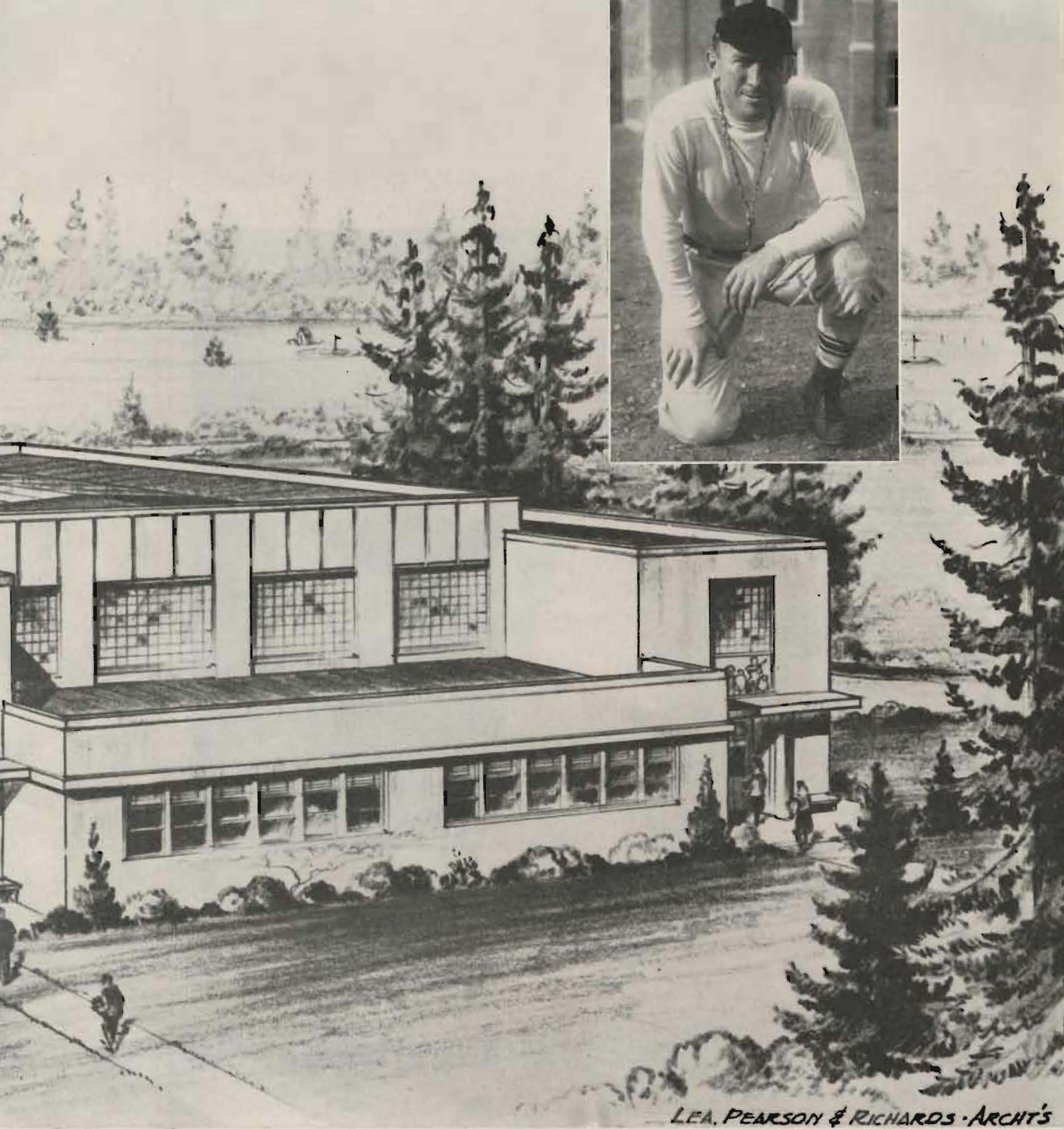


GYMNASIUM
UPPER FLOOR PLAN
SCALE
1" = 10'
TOTAL SEATING ACCOMMODATIONS - 1500

Tacoma's Part—

THE experience of war has taught us that youth must be physically fit. It has also taught us, unfortunately, how many of America's youth were unfit—unfit for war service in a world at peace. In the post war period as never before, colleges must develop healthy bodies as a basis for alert, clean-thinking, Christian citizenship.

Handicapped by the lack of adequate facilities, P. L. C. has in the past striven to provide a well integrated program of physical education for both men and women co-ordinated with a complete health program and directed by highly trained specialists. We, here at home, who have thrilled at the performance of P. L. C.'s

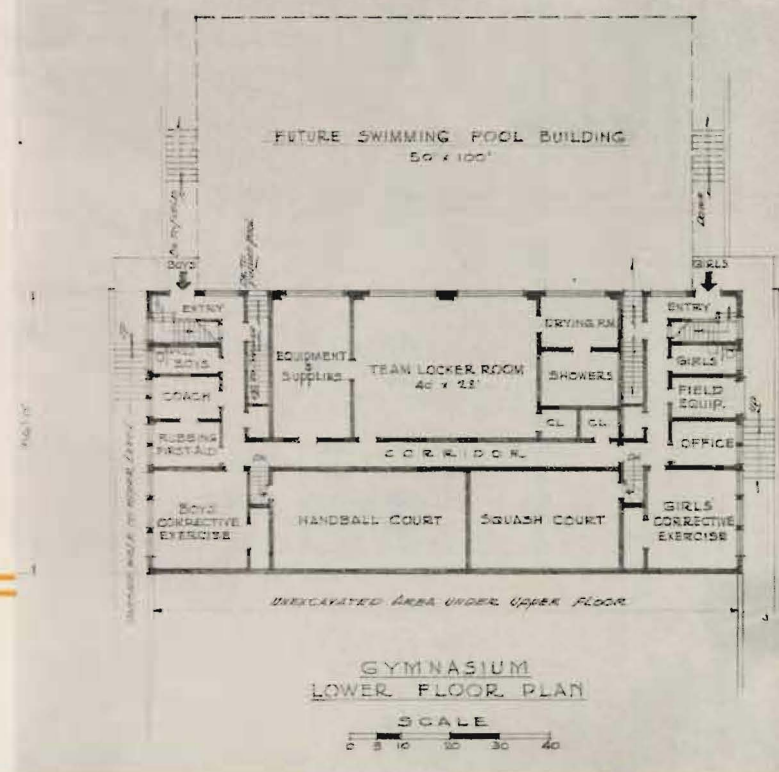


The New Gymnasium

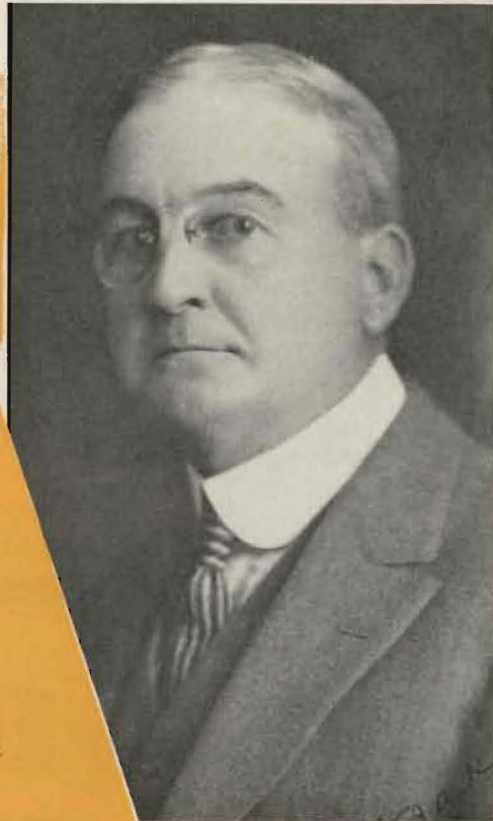
football and basketball teams and who have seen members of these teams obtain national recognition for their prowess, are all aware of some of the accomplishments of this department. But behind such spectacular achievements is the broad program of physical education aimed to bring health and physical fitness to every student in the college.

It is time that P. L. C. had a gymnasium equipped with all of the facilities essential to such a program and to the development of new championship teams when the boys come back.

It can be secured with your help. The challenge to Tacoma and vicinity is for a new gymnasium!



Tacoma's Part— The Challenge



WITH a great part of the Golden Jubilee Plan already assured of accomplishment by the pledging of over \$300,000 of the required \$500,000, the challenge to Tacoma is to provide an additional \$175,000 to finish the library begun in 1936 and to erect a new gymnasium suited to the needs of a growing student body. \$175,000 will make both of these objectives possible.

To secure this amount the following gifts are needed:

2 at	\$10,000
4 at	5,000
8 at	2,500
25 at	1,000
100 at	500
200 at	250
500 at	100

Such gifts are deductible from income taxes. They may be made in the form of bonds of series F or G.

The generous giving of others is a challenge to us of Tacoma. Let us unite to meet that challenge.

John W. Baker
HONORARY CHAIRMAN

Cliff Olson
ACTIVE CHAIRMAN

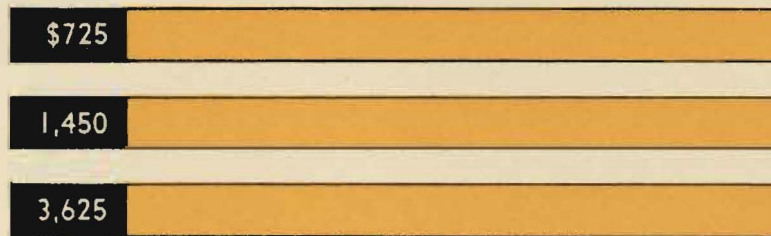
Gifts by Corporations . . .

Excess Profits Tax Savings — 85½%

The net effective corporation excess profits tax imposed by the Revenue Act of 1944 is 85½% after allowance for a post war refund of 10% of the tax. Corporations subject to this tax can therefore make substantial contributions in their own names to PACIFIC LUTHERAN COLLEGE at a net cost of only 14½% of the gift. The remaining 85½% is, in effect, contributed by the United States Treasury through the tax saved by the corporation.

Increased Gifts at No Extra Cost

Because of the increased excess profits tax rate, these corporations this year can contribute approximately 31% more than last year at the same net cost. For example, a contribution of \$100,000 in 1943 would result in a net cost to a corporation of \$19,000—a contribution in 1944 of \$131,034 would likewise result in a net cost of \$19,000. In order to take advantage of these excess profits tax rates now in effect, corporations may wish to pay their contributions during 1944 out of their current excess profits earnings. The net cost of varying amounts of contributions are shown below:



Contributions by Individuals

The following series of charts illustrate the tax savings and the net percentage cost per gift by individuals in different income groups. The table on the opposite page shows the tax savings and the net cost of a 15% gift in the different income brackets. Tax savings to individuals with incomes under \$5,000 range from 23% to 29%

Taxable Income Groups	Amount of Gift (15% Deductible Limit)	Net Cost to Individual	Tax Savings
\$5,000.....	\$ 750	\$ 532.50	\$ 217.50
10,000.....	1,500	945.00	555.00
20,000.....	3,000	1,350.00	1,650.00
30,000.....	4,500	1,590.00	2,910.00
40,000.....	6,000	1,840.00	4,160.00
50,000.....	7,500	1,920.00	5,580.00

TAXABLE INCOME \$10,000	YOU PAY 63%	TAX SAVINGS 37%
TAXABLE INCOME \$20,000	YOU PAY 45%	TAX SAVINGS 55%
TAXABLE INCOME \$30,000	YOU PAY 35½%	TAX SAVINGS 64½%
TAXABLE INCOME \$40,000	YOU PAY 30¾%	TAX SAVINGS 69¾%
TAXABLE INCOME \$50,000	YOU PAY 25¾%	TAX SAVINGS 74¾%

