

# Pacific Lutheran College Bulletin

## Parkland, Washington

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## *A New Spirit Is Rising in Tacoma*

**A** BY-PRODUCT of the campaign for Pacific Lutheran College, perhaps of greater value than the tangible results of the campaign, is a new community spirit, a new enthusiasm, a new faith, a new interest in the intangible assets of the community which are so much more important than its factories and buildings and financial resources.

It is commonly acknowledged that the basic issue in America for a generation will be progress in the American way through social understanding, co-operation and goodwill, or progress through class war and revolution.

If it shall be progress in the American



E. B. King is the Vice-Chairman, in charge of the down-town organization. He is taking hold of the task with his usual vigor and enthusiasm.



Axel H. Oxholm is General Chairman of the Campaign Committee and is giving a great deal of his time to the effort because he believes he owes it to this community.

way, then America's task is to recreate a spirit of unity, understanding, good-will and to strengthen the corner stone of democracy: educational opportunity for all.

In a remarkable way, the campaign for Pacific Lutheran College is welding together every section and every group of our community into a common purpose for the common welfare.

In a remarkable way, group after group is forgetting for a moment their narrower interests, to set an example of unselfishness and generosity for the common cause.

# Pacific Lutheran College and Great Op

IN 1929 the Board of Directors of Pacific Lutheran College authorized a program of development which involves a million and a half dollars, to be used in erecting thirteen new buildings to give Pacific Lutheran College the finest plant of any smaller college on the West Coast.

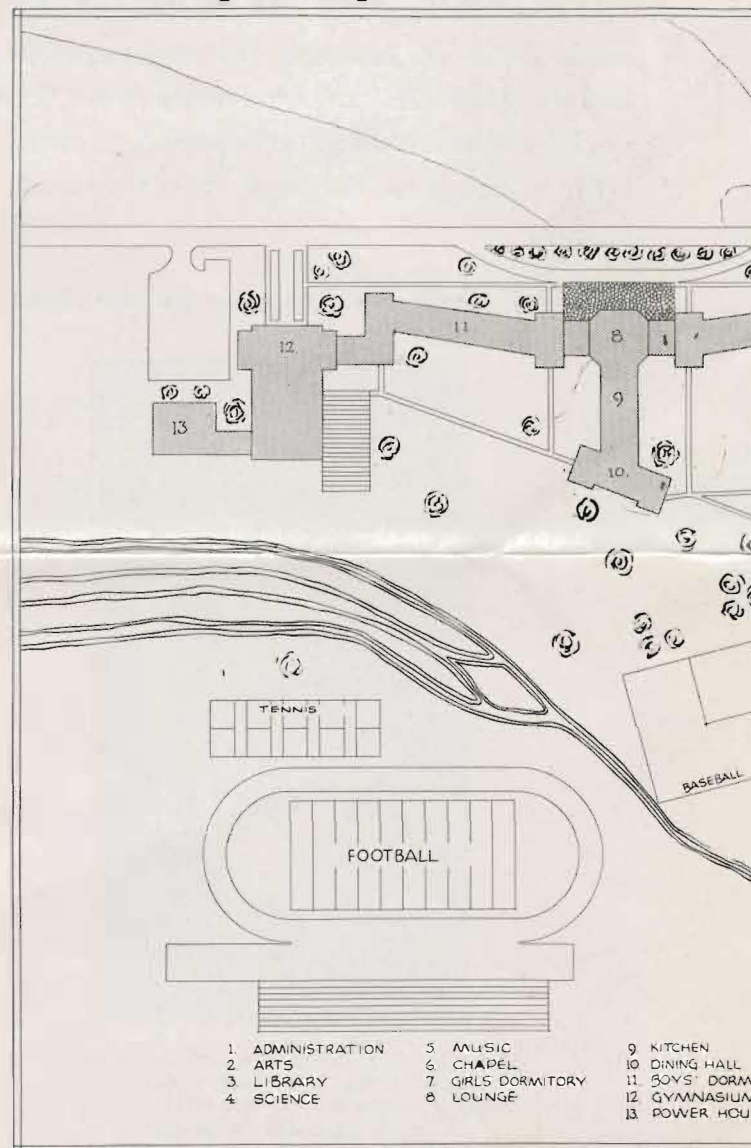
The depression years for the time being prevented carrying out the program. This spring the Chamber of Commerce of Tacoma, after careful investigation, went on record that if the Lutherans of Tacoma would raise twenty thousand dollars, the business community would add eighty thousand to it to complete the first unit of the program — the library.

The campaign is on now and is meeting a remarkable response of enthusiasm, so much so that plans are being discussed to follow this effort at once with a campaign among Lutheran Congregations on the West Coast for two hundred and fifty thousand dollars to be completed in August; and with a campaign for three hundred thousand dollars in the Middle West to be completed in November—IF THIS TACOMA CAMPAIGN IS A SUCCESS.

If the Tacoma effort succeeds, it will pave the way to reach three-quarters of a million dollars by this fall for further buildings at Pacific Lutheran College and the cumulation of success in one section after the other should guarantee the completion of the whole expansion program long before the final goal —1944.

It is hardly possible that Tacoma will secure for many years any enterprise which will expend sums like this.

Pacific Lutheran College has had a steady and remarkable increase in enrollment even during the depression years when most college enrollments declined. Pacific Lutheran College has three hundred students now. Pacific Lutheran College through its students and faculty spends upwards of two hun-



This is a picture of the new campus with the development p



# Tacoma Are Facing Their Opportunity

dred thousand dollars a year in Tacoma now. It is expected that through the expansion program the enrollment will double. Then Pacific Lutheran College will bring into this community annually four hundred thousand dollars.

It is not likely that Tacoma for some years to come will secure an enterprise with the financial possibilities inherent in the development of Pacific Lutheran College.

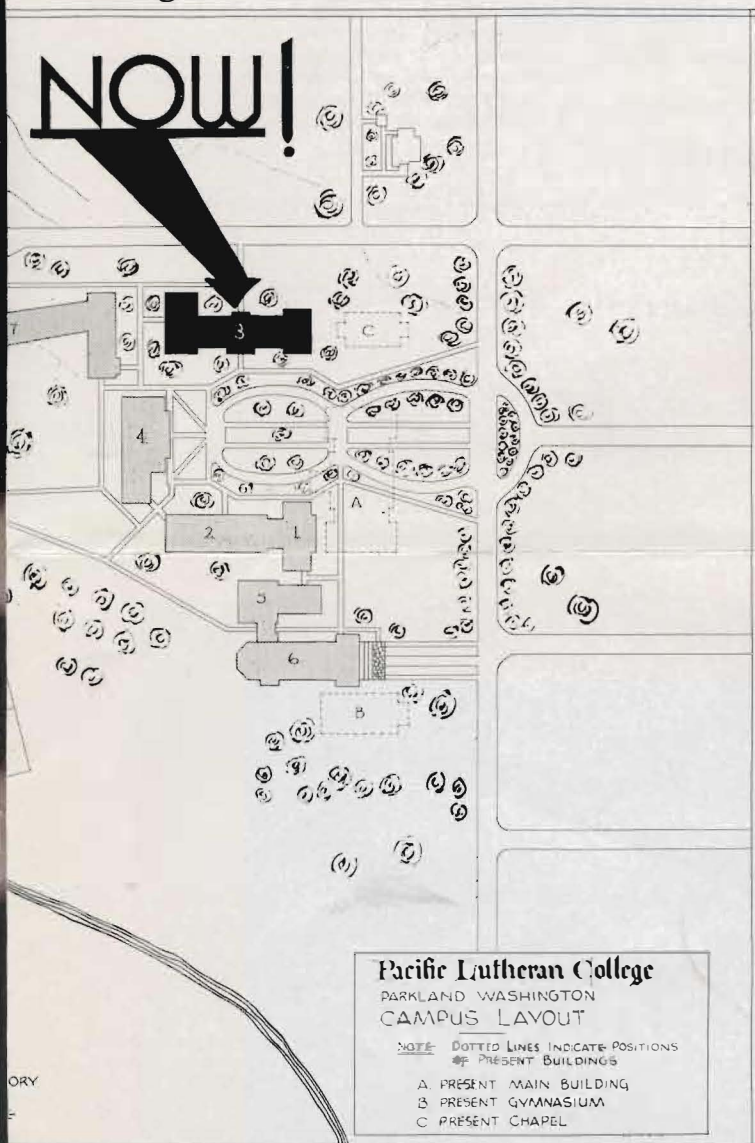


Bertil E. Johnson, together with Clifford O. Olson, is heading the Scandinavian Division and welding together a force of loyalty and concern for Pacific Lutheran College which should make the Scandinavian Division outstanding when the effort is over.

But more than all this—the development of Pacific Lutheran College will give Tacoma further needed educational opportunities of the finest character and quality.

All this will grow, perhaps within a year, out of an investment of eighty thousand dollars by Tacoma citizens in general and twenty thousand by the Lutherans of Tacoma.

*There isn't anything so big and so important for any man, woman or child in Tacoma at this hour as to put this effort for Pacific Lutheran College thru with such force there will be no question anywhere but that Tacoma is behind Pacific Lutheran College to the limit.*



the buildings which are to be erected after program goes through.



# A Magnificent Example...

TEN days ago no one believed the campaign for Pacific Lutheran College could succeed. Today no one doubts that the goal CAN and MUST be reached.

This remarkable transformation in community spirit was brought about because one group was willing to lead the way and set an example of unselfishness such as has rarely been seen in Tacoma.

Monday morning, May 18th, the Lutheran workers began the advance canvass. By Monday evening they had reached Five Thousand Dollars, one-fourth of the Lutheran quota. By Saturday they reached Twelve Thousand, more than half of their goal.

This marvelous achievement does not represent a general canvass of the congregations. Only one hundred seventeen pledges were taken. It is a unique expression of faith and unselfishness.

It might not be so impressive if the wealth of the community were in Lutheran hands. That is not the case. People of average means have led the way and cleared the road for a great community victory.

Will our community respond? It CAN be done. Every argument urges that it SHOULD be done. Will it be done?

Not without sacrifice. The task is not really large. But unless YOU do YOUR part generously it can't be done.

Not without effort. Dreaming and wishing does not get the world's work done. Dreaming and wishing will not carry this great community enterprise through. The initial victory is won. Let's follow the magnificent Lutheran example through to final victory.



J. Frank Hickey, at a meeting of the Downtown Association said: "Tacoma could raise \$150,000 and build a brewery before prohibition repeal and in the depths of the depression, and pay for it. It certainly would reflect on Tacoma's character if it should not come through with its promise to raise \$100,000 for Pacific Lutheran College now." Frank Hickey, undoubtedly, is right.



This group of local Lutheran clergymen was the first to swing in line, not with wishes of success but with really remarkable personal sacrifice in time and gifts. They have established an example of unselfish interest and vision in this community which will not soon be forgotten.