

Pacific Lutheran College



PARKLAND • WASHINGTON
• F O U N D E D I N 1 8 9 4 •

A Message from President Eastvold

PACIFIC LUTHERAN COLLEGE has crossed the threshold into its Golden Jubilee Year. On October 14, 1944, we will celebrate the fiftieth year since the founding of this institution of learning. Many believe that 1944 will be the banner year of all the years, and that this year is the golden opportunity for Christian Higher Education through P. L. C.

The object of this booklet is to tell the story of the past, the present, and the hopes for the future. In all of these periods there have been, and will always be, handicaps and successes. We are sincerely praying that the Golden Jubilee Year will be filled with successes to the glory of God, and only enough disappointments to keep us rightly humble. But wait, the successes will humble the suppliant at the mercy throne of God.

Accreditation Demands

The Northwest Association of Secondary and Higher Schools, at its annual meeting, held at Missoula, Montana, on December 9 and 10, 1943, made some very stiff demands and set up some high objectives for the Administration and friends of P. L. C. We shall not enter into all of them here. They include demands on the faculty, improvements in existing buildings, better housing and equipment for the science departments, additional improvements in the library, increase of faculty salaries, reduction of excessive teaching loads, completion of substantial segments of the building program as rapidly as possible, the reduction of debts, and the restoration of all moneys borrowed against the endowment for operating expenses.

Future Is Promising

At one time these demands would have been enough to send us to despair. In the light of today, we are hopeful that we shall succeed—and that in the Jubilee Year of 1944!

Let us look at the picture in very brief.

We have two kinds of financial obligations, the endowment fund and the current fund.

It is demanded that the endowment fund, spent for operating the College, mainly in 1932 and 1933, be refunded. The gross amount collected for the endowment and annuity funds since 1927 totals \$150,215.75. This amount includes the expenses in connection with the campaign of 1927, as well as the losses which came with the deflation during the depression. This full amount was given by our friends with the object in mind that their gifts should be a trust fund to carry the College on in the long years ahead. These moneys should be refunded in order to keep faith with both God and man. This we intend to do. The Board of Trustees and the Accrediting Association have ordered this to be done. This is one of the objectives of the Golden Jubilee Campaign during this year of 1944.

On August 1, 1943, we had other indebtedness carried in the form of notes, mortgages, debentures, and open accounts in the amount of \$108,461.90. On New Year's eve, this amount had been reduced by about \$68,000, leaving an indebtedness at January 1, 1944, of only \$40,461.90. This was made possible because of a special grant from the Norwegian Lutheran Church in the amount of \$40,000, and other special gifts solicited since August 1, 1943, in the amount of about \$28,000, the latter figure including about \$4,500 from sale of securities.

The College is now on a strictly cash basis. This is made possible through elimination of unnecessary costs, increased fees, increased appropriations, and generous gifts through the Development Association and the Roll Call in the churches in the P. L. C. area.

The Goal Is \$300,000 for the Golden Jubilee Year!

With the blessing of God upon the efforts of all of us, both within our P. L. C. area, and in the three Lutheran Synods now cooperating, we should be successful in reaching this minimum goal.



PRESIDENT S. C. EASTVOLD, S. T. D.
Since July 1, 1943



The College Staff

Top row: Gertrude Tingelstad, Helen Blomelie, G. J. Malmin, H. G. Ronning, C. S. Fynboe, N. B. Thorpe, M. Franck, Isabel Harstad, Irene Dahl Hageness. *Middle row:* A. V. Arlton, C. O. Olson, Jenny Wangen, Catherine Jordahl, Anna Enge, Grace Blomquist, Dora Berg, H. R. Ranson, Walter Schnackenberg. *Bottom row:* J. P. Pflueger, Lora B. Kreidler, A. W. Ramstad, S. C. Eastvold, O. J. Stuen, E. Tingelstad, Anna Marn Nielsen, Elvin Akre. *Absent:* Rhoda Hokenstad Young, Mabel Metz Dilts, Karl E. Weiss, Keith Reid, Geo. Reneau, Eleanor Barofsky, J. U. Xavier, O. M. Jordahl, P. J. Bardon, Mikkel Lono, John M. Havlina (College Physician), Frederick S. Henricksen (College Attorney), John G. Richards (College Architect), Kenneth J. A. Jacobs (Superintendent of Grounds), Lowell Satre on leave at Luther Seminary, Philip E. Hauge on leave in Italy.

The Board of Trustees, 1944

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Pres. of the N.L.C.A.
Minneapolis, Minn



DR. EM. POPPEN
Pres. of the A.L.C.
Columbus, Ohio



DR. P. O. BERSELL
Pres. of the
Augustana Synod
Minneapolis, Minn.



DR. L. LUDWIG
Pres. of the Northwest
District of the A.L.C.
Portland, Ore.

P. L. C. Has Loyal Supporters

Pacific Lutheran College enjoys the loyal support of an exceptionally large number of organizations and individuals.

- ☆ THE NORWEGIAN LUTHERAN CHURCH OF AMERICA, a nationwide organization with headquarters in Minneapolis, grants a liberal yearly subsidy which is applied to the operating budget.
- ☆ THE AMERICAN LUTHERAN CHURCH, with headquarters in Columbus, Ohio, also gives a good-sized annual grant to apply on operation.
- ☆ THE LUTHERAN EVANGELICAL AUGUSTANA SYNOD OF AMERICA, whose head office is in Minneapolis, supports Pacific Lutheran College with an annual subsidy; and its western-most conferences, the COLUMBIA CONFERENCE and the CALIFORNIA CONFERENCE, grant additional subsidies.
- ☆ THE PACIFIC DISTRICT of the Norwegian Lutheran Church of America, which owns the school and operates it through the instrumentality of the *Pacific Lutheran College Association*, supports P. L. C. through the voluntary gifts which its congregations give, and through an annual Roll Call Sunday in which all three Synods unite.
- ☆ THE PACIFIC LUTHERAN COLLEGE ALUMNI ASSOCIATION renders support by stimulating the continued interest of its members in their Alma Mater, which interest results in many gifts to the school from individual alumni.
- ☆ THE PACIFIC LUTHERAN COLLEGE DORMITORY AUXILIARIES work primarily to interest friends in the cause of building a new girls' dormitory, and also to make life in the present dormitories more pleasant for the girls. Auxiliary No. 1 is composed of ladies of the faculty, wives of faculty men, and wives of Lutheran pastors of Tacoma and vicinity. Auxiliary No. 2 is a larger organization, composed of women of Parkland, Tacoma and surrounding territory. The first of these auxiliaries contributed a fourth of the purchase price of Auxiliary Hall, and both organizations have given substantial financial help to the College from time to time.
- ☆ THE PACIFIC LUTHERAN COLLEGE DEVELOPMENT ASSOCIATION is P. L. C.'s "Living Endowment," an organization of individuals and groups which voluntarily contribute "at least a dollar, at least once a year." Since 1928 close to eleven thousand different individuals or societies have given at least one contribution, and some have given a large number of contributions. The individuals and societies are scattered all over the United States, and many live in foreign countries. In the past twelve years these friends have given more than ONE HUNDRED THOUSAND DOLLARS, mostly in small gifts, and have done much in other ways to assure the success of Pacific Lutheran College. This "Living Endowment" of proven friends is one of P. L. C.'s greatest assets.



DR. CARL A. V. LUND
Pres. of the Columbia
Conference of the
Augustana Synod
Gresham, Ore.

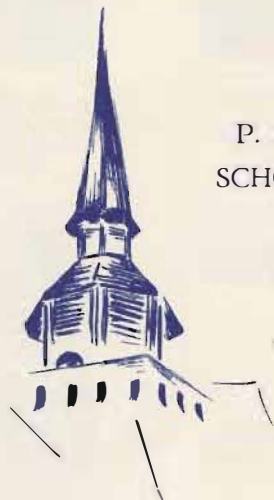


DR. O. A. ELMQUIST
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Conference of the
Augustana Synod
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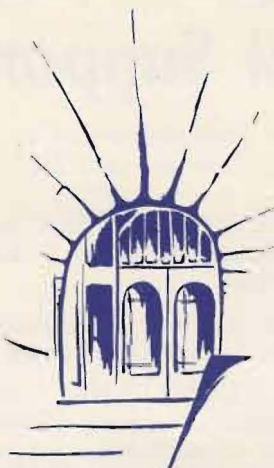
REV. H. L. FOSS
Pres. of the Pacific District
of the N.L.C.A.
Seattle, Wash.

Pacific Lutheran College is the Only Survivor of Eight Lutheran Institutions of Learning on the Pacific Coast

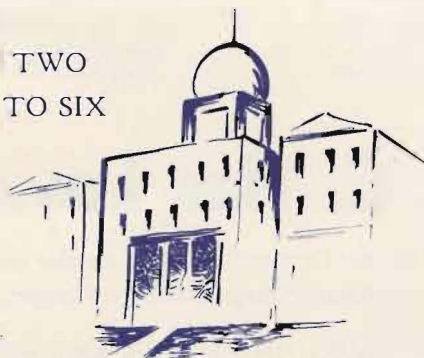


Pacific Lutheran Academy
1894-1920

P. L. C. IS A MERGER OF TWO
SCHOOLS AND THE HEIR TO SIX



Pacific Lutheran College 1920-



Columbia College 1909-20



St. Mark's Academy
1889-93



Bethany High School
1894-96



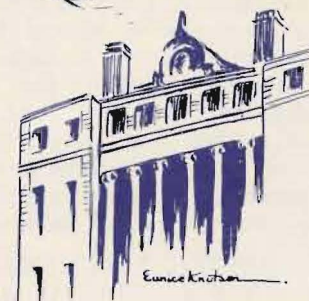
Bethany College 1904-17



Coeur d'Alene College 1907-17



Pacific Lutheran Seminary 1907-14



Spokane College 1907-29

-Let Us Preserve Our Heritage!

Representative Greetings

"Trinity Lutheran Church and its pastor are grateful to God for the service rendered the Church of Jesus Christ by Pacific Lutheran College through fifty years. We heartily endorse the program of our College and commend its Golden Jubilee effort to all friendly to the cause of Christian Education."—*Rev. N. B. Thorpe.*

"In this, the Golden Jubilee year of the College, we invite the many friends of Pacific Lutheran College to respond generously to the appeal now being made for \$300,000 for expansion purposes at P.L.C. We are certain that God wills it. We pray that we may be found in His will."—*Pres. H. L. Foss.*

"The fathers rightly perceived, that to the making of the Lutheran Church of the Pacific Northwest the contribution of Christian Higher Education is indispensable! Pacific Lutheran College, we need thee for the making of this Church!"—*Dr. L. Ludwig.*

"God will give us the power and the will to go forth in His name and for His kingdom. Pacific Lutheran College belongs to us. Now is the time. Be ye thankful!"—*Dr. C. A. V. Lund, Pres. Columbia Conference, Portland.*

"Please be assured of my sincere interest in the difficult work that you are undertaking, and that I wish to be as helpful as possible. With cordial personal greetings and sincere good wishes, I am, Yours faithfully," *Dr. Em. Poppen.*

"The Church is never stronger than her schools, nor will she long out-live them. This truth needs to be oft repeated. God has enabled our schools throughout the years to send forth a host of trained and consecrated Christian leaders to serve, not only in the holy ministry, but also in many other worthy callings."—*Dr. P. O. Bersell.*

"The fine scholastic record of P.L.C. through many years is an evidence of the thorough and genuine work that is being done. This applies not only to the secular studies but to the spiritual contribution that it is making to the lives of the young people with whom it comes in contact."—*Dr. J. A. Aasgaard.*

Jesus said: "Give, and it shall be given unto you; good measure, pressed down, and shaken together, and running over, shall men give unto your bosom. For with the measure ye meet withal it shall be measured to you again."

Rev. H. L. Foss, Pres. Pacific District, N.L.C.A., Seattle; Dr. J. A. Aasgaard, Pres. of the N.L.C.A., Minneapolis; Rev. N. B. Thorpe, College Pastor, Parkland; Dr. S. C. Eastvold; Dr. L. Ludwig, Pres. N. W. District of the A.L.C., Portland, who also represented Dr. Em. Poppen, Pres. of the A.L.C., Columbus, Ohio; Dr. P. O. Bersell, Pres. of the Augustana Synod, Minneapolis.



NEW PRESIDENT INAUGURATED November 28, 1943

Dr. S. C. Eastvold took over the duties as President of P.L.C. on July 1, 1943, and was inaugurated on November 28, 1943. Dr. Eastvold is an alumnus of St. Olaf College, Luther Theological Seminary, St. Paul, Minnesota, and later earned the degrees B.D., S.T.M., and S.T.D. from Augustana College and Seminary, Rock Island, Illinois.



Pray for our entire Golden Jubilee effort. Support its every aim and purpose. Give your Golden Jubilee Thank-Offering cheerfully.

To the friends of Pacific Lutheran College:

The Board of Trustees of Pacific Lutheran College has officially decided that the Golden Jubilee campaign shall be pushed to completion between Easter and Pentecost of this year. Although considerable work has already been done, the effort is by no means completed. It will be necessary to thoroughly canvass each congregation, and to put forth a greater effort to contact the many and willing friends of our College. This is the Fiftieth year for Pacific Lutheran College and our Golden Jubilee gift must be substantial, which we feel that it will be if all are given an opportunity to contribute.

The Board of Trustees is indeed happy to announce that the financial status of the College has been greatly improved. About \$68,000 of the indebtedness has been retired and we are operating on a cash basis. This practice will be continued. Looking toward the days of peace when, no doubt, our American youth in greater numbers than ever before will seek higher education, we confidently expect the enrollment at Pacific Lutheran College will be greater than ever before in her history. We are not equipped today to adequately meet the

demands that will be made upon us tomorrow. The needs of the College are great and the minimum Golden Jubilee goal, which was originally set at \$150,000, is by no means adequate to provide for some absolute needs by way of buildings and improvements. The accreditation demands, likewise, make it imperative that a conservative program of expansion and improvement be undertaken at the first opportunity. This is, therefore, the time for the friends of Pacific Lutheran College to step forward with gifts commensurate to our needs. We are certain that there is no college in the country that has a brighter future before it than our own. But if we are to be in a position to serve our youth and our church with effectiveness and distinction, we must today provide the funds that are necessary for expansion.

In this, the Golden Jubilee year of the College, we invite the many friends, old and new, to respond generously to this appeal. We are certain that God wills it. We pray that we may be found in His will.

On behalf of the Board of Trustees of Pacific Lutheran College.

H. L. Foss, Chairman

LET US FINISH THE TASK!

"But now complete the doing also; that as there was the readiness to will, so there may be a performance also out of that which ye have."—II Corinthians 8:11.



To the Friends of Pacific Lutheran College:

An appeal is now in progress for a Golden Jubilee Gift for Pacific Lutheran College as a feature of its fiftieth anniversary celebration. The Norwegian Lutheran Church of America has placed its stamp of approval and recommendation on this appeal. It is to culminate in 1944. The Women's Missionary Federation of our Church has decided that this appeal be brought before every society throughout the entire Church, hoping for generous response everywhere.

A big task is therefore before us, demanding united action and support from all. To accomplish it will require an enormous amount of energy, much thought, effort, devotion and possibly some anxiety. The very existence of the College is at stake. Shall we stand idly by and see this fine institution go down? It is of vital importance that we do our best to make this appeal succeed, or the whole church, especially our work on the Coast, will suffer and God's Kingdom be handicapped. It is our hope that every member and friend within the bounds of the Pacific District, as well as throughout our Church, will be much concerned about making this effort a success.

Pacific Lutheran College has rendered a long and distinguished service. True, it had a small beginning, but the Lord has blessed our efforts and the efforts

of its founders. It is a growing institution and promises well for the future, provided we are now willing to supply its dire needs.

Tens of thousands of people are moving to the Coast. The majority of them come from the Middle West and a large number is Lutheran. No place is probably so important today in America for the future work of our Church as this great western slope. There is being built up a great empire. In a certain sense, this is the last frontier in our Church.

Our College on the Coast, therefore, holds a position of crucial and strategic importance. A gift of money now from you and me, invested in enlarged and improved facilities at Pacific Lutheran College, will reach far and mean much for the blessings of our children and children's children and for the future development and spiritual growth of our Church.

Every minute of time is precious. The year 1944 will soon belong to history. We must now be about our Heavenly Father's important business of safe-guarding and maintaining our Christian School on the Pacific Coast.

Sincerely yours,

A. J. Bergsaker,

General and Stewardship Secretary
Norwegian Lutheran Church of America.



"And I entreat thee, also, true yoke-fellow, help those women which labored with me in the Gospel . . . whose names are written in the book of life."
Philippians 4:3.

To the women of the W.M.F. of the N.L.C.A.
Greetings!

One of our outposts is in danger! One of our strongholds and training camps needs help! No, not a military camp; not an outpost on the firing line in this global war—but an outpost and training camp in our Lutheran Church.

This beautiful bulletin, in which you find this letter, tells of the desperate need of the only Lutheran College on the Pacific Coast. I beg you on behalf of our Executive Board of the W.M.F. to read every word and study it carefully. Let your hearts be open to the plea that comes to you. Allow yourselves to be stirred to action.

Your answer to the appeals of other Lutheran Colleges has proven that you, the women of the Church, realize the importance of Christian Colleges in educating Christian leaders. This is a time when Christians are looking for opportunities to build a better world in the new tomorrow. Lutheran leaders and our own Executive Board are convinced that Christian Higher Education must play a big part in that building.

Shall those Lutheran Youth, living in the west, who are destined to become leaders in the postwar world, be denied a Lutheran Christian Education? Do we of the Lutheran Church lack the forward

look needed to see that we must have a College for them on the west coast? Shall we be shamed by one small sect which already has two accredited colleges there, while Lutherans have only one and that one must have help to survive? The women of the American Lutheran Church are awake to the need and stand ready to give \$30,000. *Let us match that \$30,000!*

Here is our opportunity, through co-operative effort, to build up a Lutheran College and thereby to build a stronger Church and a better world. The Executive Board feels confident that when you hear how great the need is, you too will say, "Pacific Lutheran College *must* survive and we, the women of the Church, will do our part to make its survival possible." The Executive Board is pledged to give every Ladies' Aid a chance to help. We are pledged to urge you to consider this plea prayerfully.

We are pledged to plead with you to do your part by giving a generous Fiftieth Anniversary Gift to P.L.C. The strengthening of this College belongs to the forward program of the Kingdom. God has richly blessed us through our Christian Colleges. Will you help that He may have one more avenue through which to send His blessings?

Sincerely yours in Christ,
Mrs. H. M. Normann, Pres. W.M.F., N.L.C.A.

"If a nation expects to be ignorant and free in a state of civilization, it expects what never was and never will be."—Thomas Jefferson.



Tacoma Chamber of Commerce

Office of the President
TACOMA, WASHINGTON

January 25, 1944

Rev. H. L. Foss, Chairman
Board of Directors
Pacific Lutheran College

Dear Rev. Foss:

The Tacoma Chamber of Commerce takes pleasure in saluting the Pacific Lutheran College, its President, its Board, and its Staff on the occasion of its Golden Jubilee.

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 PLC than to endorse this oft repeated phrase.

Especially are we proud of the renewed interest the sponsoring churches have taken in the College during recent years and of the very able leadership of Dr. S. C. Eastvold. Dr. Eastvold has been here in Tacoma only a few months but already he has established himself both as a leading citizen and a very able College president. In our opinion the College is going to prosper under his direction.

The Chamber of Commerce has been a staunch friend of PLC since its establishment here. It sponsored a campaign several years ago to build a College library. Due to the strained economic conditions at the time, the campaign goal was not reached, but we have reason to believe that the community, once it learns of the generous contributions of the Lutheran Churches throughout the country, will cheerfully complete the task.

Yes, Tacoma is indeed proud of Pacific Lutheran College and we are confident that it will grow and prosper as our young and ambitious state grows and prospers.

Cordially,

E. G. Griggs, II, President.



THE MODEL DORMITORY ROOM

The College Administration invites fifty friends or societies to contribute \$400 each in order to complete the remodelling of all the old dormitory rooms. Read the article on the opposite page, contributed by Mrs. H. L. Foss.



W. M. F. CIRCUIT PRESIDENT ISSUES CHALLENGE TO CO-LABORERS

Dear friends:

A Golden Anniversary is also a golden opportunity. To celebrate such an occasion, children are happy to adorn their parents with fine raiment and loving attention, for in so doing they make manifest their love and devotion to God and parents for fifty years of blessings.

This year Pacific Lutheran College celebrates her Golden Jubilee. It was in 1894 that the School first opened its doors to the young people of the Pacific Coast. Through fifty years our College has stood as a beacon light in this mission territory, and has beckoned to our youth to come and enter through its doors to receive guidance and instruction, under Christian tutorship, in the things of value for time and eternity.

Woven into the very fabric of the walls of "Old Main" is much of sacrifice of our pioneer fathers and mothers, their longings, their prayers and their gifts. The spirit of our School today breathes the same Christian spirit as that of the founders fifty years ago. Could those walls of "Old Main" speak, they would tell of much laughter and of many a problem that had found solution under Christian guidance. We want to preserve "Old Main," for its foundations are secure. However, fifty years of tramping feet and hard usage have made "Old Main" rather shabby and almost uninviting to the youth of our modern day.

In consultation with Dr. Eastvold, the College president, and by authority of the Board of Trustees, it has been decided to refurbish "Old Main," room by room. A very fine plan has been worked out by which rooms will be refurbished in an up-to-date and practical manner—new doors, floor covering, built-in-beds and bunks, adequate drawer space, desks, wardrobes, etc. The cost for each room will be about \$400.

I wish to suggest to our Ladies' Aids that it would be a worthwhile and most helpful project if you would undertake the refurbishing of one of these rooms at Pacific Lutheran College. If your organization is not large, and you feel that the amount required is excessive, perhaps it would be possible to

interest some other or all organizations of the congregation in such a project. If the parish consists of more than one organization and there is more than one ladies' organization, perhaps this can become a parish project. A "Name-plate" will be placed in each room, or on the door, designating the organization, or individual who has refurbished the room. And I would like to remind any individuals who might wish to present a worthwhile memorial in memory of some loved one, that this would be a very fine way of so doing. It is positively necessary that the rooms be refurbished also from the standpoint of meeting accreditation requirements. The founders and pioneers of fifty years ago were proud and happy on that October day in 1894 when they looked upon what was then known as "*Pacific Lutheran University*," in all its newness and splendor. We, their children of fifty years later, will surely want to adorn this building, which has so well served our youth for half a century, with things that are new, with things that are beautiful, and which give evidence of our continued interest and loyalty for the cause of Christian education.

As the College is located within our own South Puget Sound Circuit, I feel that we should take the lead in this project, but we shall suggest to our sister societies everywhere that this also is worthy of their attention. We shall do this through the columns of *The Western Lutheran*. Should you have any further questions regarding this project, you may address your inquiries to Dr. S. C. Eastvold, President of Pacific Lutheran College, Parkland, Washington, and the undersigned will, as well, be much interested in hearing from you as to your willingness to have a part in this worthwhile work. After all, it becomes a matter of decision by each local group and not of any circuit as such.

Will you be one of many who will make it possible to refurbish "Old Main," and make it a place of beauty? May the blessings of God be upon you during this New Year in all that you undertake.

Sincerely yours,

MRS. H. L. FOSS,
President, South Puget Sound Circuit,
W.M.F., N.L.C.A.

The Progress of the Golden Jubilee Campaign

Original Objectives

THE GOLDEN JUBILEE Campaign was inaugurated in 1941. A very modest goal was set in contrast with the desperate needs of the College. The minimum net amount needed was \$150,000, which was to be used for the following objectives: debt reduction, a new dormitory for girls, completion of the library building, improved health facilities, a new heating plant, and increased financial stability. It was hoped that the goal would be reached by Pentecost Sunday, 1942.

A great deal of consecrated planning and work was put into the effort. However, many obstacles arose to slow down and finally halt the prosecution of the appeal. A comparatively large amount was pledged, of which about \$30,000 remained unpaid on January 1, 1944. After deductions were made for expenses incurred in the appeal, and help was extended for debt reduction as well as to current expenses, there remained on the same date about \$14,000 for expansion purposes. This money is kept inviolate in the Golden Jubilee savings account.

The Future of the Golden Jubilee Campaign

With only a short time remaining before October 14, 1944, we have a long way to go. The program must be carried forward to the goal. We dare not fail this generation which looks to all of us for a day's work well done. Our service men and women, and the rising youth, expect us to be good soldiers on the strategic home front. This will mean "sweat, toil, and tears." Good soldiers endure hardness without complaint. As a good mother gladly responds to repeated calls for service and sacrifice for her children, so the friends of P. L. C. will not complain when a new call to service goes forward. To stop or fail now will mean that all the struggles of the past will have been largely rendered in vain. We cannot contemplate that. The foundation has been laid, and the superstructure must be raised. The time is not in the long future, but right now. What a wonderful privilege to be called to be collaborators together with God in this very important and worthwhile venture in building a part of a future Christian America and world.

The final wind-up appeal for the Golden Jubilee Fund in the P. L. C. area is to be carried out between Easter Sunday and Pentecost Sunday, April 9 to May 28, 1944. Other appeals will be carried on outside of this area in the three Synods now backing the College.

The success of this appeal in the P. L. C. area will largely depend upon the pastors and leading lay people, both men and women. Our friends outside of our own territory will be more willing to help us if we prove our passionate interest by doing our work with brilliant concern and sacrifice. Without the spontaneous support of our pastors and lay people, we shall end in relative defeat. No groups dare think themselves to be exceptions in the effort, and lie back expecting others to do the job. Every indifferent person will be a liability and will jeopardize the success of an effort that must not fail for such reasons.

We will need much voluntary service. We cannot afford to spend the hard won contributions for unnecessary expenses. Every dollar contributed must do full duty in the expansion of the College. It is just as important that we avoid useless expenses as it is to solicit and collect new gifts. Anything less than complete and passionate consecration to the successful completion of this appeal will be harmful to our entire cause on the Pacific Coast, and throughout the Church at large.

Old and New Pledges

With increased earning power everywhere, it is sincerely expected that every pledge already made be paid at once, and that many of these friends will double their pledges since the goal is now double the amount at first contemplated.

A young business man in Tacoma, a son of a Methodist minister, just now sent us \$1000 as a start on finishing the library, and he will quietly lead an appeal to secure thirty-nine others to do likewise. What a challenge to our Lutheran people, among whom are hundreds that could easily give sums ranging from \$100 to \$1000 each. "Depend upon it, God's work done in God's way will never lack God's supplies." Do not miss the opportunity to make a good investment in this great enterprise.



MRS. H. M. NORMANN
Pres. of the W.M.F.
of the N.L.C.A.

"The Church is never stronger than her schools, nor will she long out-live them. This truth needs to be oft repeated."

A BROAD OUTLINE OF THE APPEAL

March 1 to October 1, 1944



DR. A. J. BERGSAKER
General and Stewardship
Secretary of the
N.L.C.A.

The Board of Trustees of P.L.C., at its annual meeting on November 29, 1943, appointed President H. L. Foss, Chairman of the Board, and Dr. S. C. Eastvold as directors of the final appeal for \$300,000. The objectives are printed elsewhere in this bulletin. We herewith announce a summary of the plans which must be executed with prayerful precision if we are to be successful.

1. Dr. A. J. Bergsaker has consented to be the Associate Director of the nationwide campaign. As such, he will lend his most valuable leadership and counsel, both through his office in Minneapolis, Minnesota, as well as at Circuit rallies along the Pacific Coast.

2. Under the able leadership of Mrs. H. M. Normann, General President of the Women's Missionary Federation of the N.L.C.A., the 3000 Ladies' Aids will be asked to contribute toward their goal of \$40,000. This means about 5 percent of the Synodical budget in each of 2758 congregations, or about 35 cents per member in the local Ladies' Aids. Permission for this appeal was granted to P.L.C. already in 1941, but to be carried out any time after September, 1943. It is hoped that some Ladies' Aids will contribute far beyond their quota in order to make up for those which will very likely fail.

Mrs. H. M. Normann will write a letter to every officer and leader in the W.M.F., to every Pastor of the N.L.C.A., and to 3000 Ladies' Aid presidents.

The W.M.F. appeal is to take place between March 1 and June 1, 1944 (Except within the South Dakota District, where we respectfully defer in favor of the appeal of Augustana College, Sioux Falls, S. D., thus having the appeal for P.L.C. take place there between August 1 and October 1, 1944).

The W.M.F., through its Executive Committee, consisting of Mrs. H. M. Normann, Mrs. T. F. Gullixson, and Mrs. R. A. Syrdal, has appointed the W.M.F. Circuit presidents as the contact women, who are asked to urge the appeal in every local Ladies' Aid. Much of the success of this appeal will depend upon

the leadership given by these ladies. If the 135,000 members of the W.M.F. will rally to this urgent call, we shall make a long stride toward the ultimate achievement of our goals. When our Christian women "back the attack" against sin and ignorance, we cannot fail!

3. The Augustana Synod and the American Lutheran Church, the cooperating Lutheran Church bodies, have a goal of \$75,000 in their plans for P.L.C.

4. The Pacific District of the N.L.C.A. will canvass every congregation for \$150,000 during the season, Easter to Pentecost, 1944. Dr. Bergsaker will attend Circuit Rallies before Easter at points tentatively set at some point in Montana, Spokane, Stanwood, Seattle, Tacoma, Portland, Sacramento, San Francisco, and Los Angeles. Every pastor, as well as many leading laymen and women, will be asked to assist in this final "all-out" effort to achieve the coveted, necessary, and important goal!

5. The Tacoma Chamber of Commerce has promised to raise \$40,000 with which to finish their gift of a completed library, toward which Tacoma has already contributed \$70,000.

6. Golden Jubilee literature will be sent to thousands of alumni and friends before Easter, 1944. We earnestly plead that very liberal responses may be forthcoming through the mail, since it will be impossible to reach more than a fraction of all of you because of the jammed trains, busses, and gas rationing. Let every friend of Christian Higher Education offer to be an agent, giving personal gifts and then soliciting the others to do the same. Such voluntary assistance on a large scale will help us to pass our minimum goal at the dead line of our effort, which is October 14, 1944.

7. A great and final offering at the Golden Jubilee celebration on October 13 to 15, when leading personalities from Church and State will be at the College for the climax of all of our efforts. To that end we shall pray, work, and believe.

LUTHERAN COLLEGE FOUNDED

Corporation Organized
first building project
erected

LUTHERAN ACADEMY OPERATION

nasium built by students.

nasium built by alumni.

LUTHERAN COLLEGE GROWS STEADILY

ated with cooperation of
Congregation, 1920
endowment pledged.

BUILDINGS ADDED

residence erected, 1930
and Biology Laboratory
finished and equipped,
1931

idence acquired, 1930

residence acquired, 1936

and club house added
us, 1937

ted—a gift from friends
ma and Pierce County,
1939

hall, senior girls' dormi-
chased, 1938

building purchased, 1941

GOLDEN JUBILEE

to preparing for the
half century and greater
youth

is set aside for a major
prepare for the years ahead.

al is the successful com-
the GOLDEN JUBILEE
N.



CAMPUS MEMORIES

EDUCATIONAL EXPANSION SETS PACE

Throughout the first fifty years the expansion of the educational program of Pacific Lutheran College has set the pace for the physical expansion. From service on the high school level, the scope has expanded to include a fully accredited FOUR-YEAR COLLEGE OF EDUCATION, FOUR YEARS OF LIBERAL ARTS TRAINING, SUMMER SESSIONS, EXTENSION CLASSES, PRE-NURSING, and CIVIL AERONAUTICS. GOOD WILL AND RESPECT HAVE BEEN WON IN WIDE CIRCLES.



THE WOMEN OF P. L. C. NEED A RESIDENCE HALL

Above is Architect Richard's present conception of what the new girls' dormitory at Pacific Lutheran College should be like. The building of this dormitory is one of the main objectives of the Golden Jubilee Campaign.



THE LIBRARY NEEDS STACKS

This beautiful building which citizens of Tacoma and Pierce County gave Pacific Lutheran College in 1936 needs to be finished by equipping the stack room with steel shelving. The completion of the building is one of the Golden Jubilee Campaign objectives.

P. L. C. Continues to Look Forward

On Founders' Day, October 14, 1944

PACIFIC LUTHERAN COLLEGE WILL CELEBRATE HER

Fiftieth Anniversary

This observance is to be preceded by the completion of the

Golden Jubilee Campaign

To Raise \$300,000 by October 14, 1944



With the increase of needs and responsibilities which have been occasioned by the war since the beginning of the Golden Jubilee Campaign, the objectives have been doubled. The following represent the hopes and aspirations of thousands of the friends of the College:

1. Abolition of all debt
2. Reconditioning of Old Main
3. Completion of the Library building
4. Improved health facilities
5. A new heating plant
6. A science hall rebuilt from the old gymnasium
7. A new gymnasium
8. A new chapel and music hall
9. A new dormitory for girls
10. To enlighten our friends concerning the need of Christian Higher Education and to enlist their active cooperation in sustained support.
11. The attainment of these goals will require prayer, faith, consecration and tireless effort.

We must surpass the minimum goal of \$300,000!



**WE NEED \$500,000 — THIS CAN BE DONE FOR GOD WILLS IT!
AS A BIRTHDAY GIFT FOR THE FIFTIETH ANNIVERSARY!**

JESUS CHRIST IS AT THE HEART AND CENTER OF ALL THAT MEANS P. L. C.



L. D. R.

Once a month the Lutheran Daughters of the Reformation meet with wives of the faculty as hostesses. The purpose of the L. D. R. is to promote and extend Christian fellowship among the women students on the campus.



MISSION SOCIETY

The purpose of the Mission Society is to create interest in Lutheran missions among the students. Semi-monthly meetings are held in the College Chapel when special programs are arranged, frequently bringing outstanding missionaries to the campus.



CAMPUS DEVOTIONALS

Campus Devotional meetings are held every week in the College Chapel. Opportunity for expressional Christianity is encouraged by leading Christians and the Administration of the College. God's word is at the center about which reverent testimonies are given, thus helping to assist the weak and to encourage the strong in faith in a bold confession of the Name which is above every other name (Act 4:12).

Evening devotional meetings are held in both the boys' and girls' dormitories, at which time nearly 100 percent of the students attend.



FIRESIDE

The Fireside society is made up of a group of students who gather every other Sunday evening for a devotional hour in the recreational room or reception room around the fireplace. At these meetings many young people have made life decisions for Christ.

For God and Country

OUR GRADUATES

P. L. C. has been training young people to become leaders for God and Country during nearly fifty years.

Hundreds of students have come and gone through the gateway of "Old Main" during the past five decades. It may be honestly claimed that no institution of learning has been blessed with a finer quality of young people. They have proven themselves to be so worthy that the demand for the finished product has been far greater than the supply.

The graduates of P. L. C. are in increasing demand. About five hundred graduates are at present teaching in the state of Washington public schools, and many more are wanted.

ACCREDITATION

The aim of the founders of P. L. C. was an institution of learning that would serve both God and Country. The highest standards have been the aim of the College Administration and the Board of Trustees.

During several years a high accreditation standard has been maintained.

With a steadily increasing emphasis in the College of Liberal Arts and in the College of Education, more and more accreditation has been won from the highest authorities in that field.

During several years the Institution has been on the accredited list of the Washington State Department of Education and the University of Washington.

On December 10, 1943, the coveted accreditation was received from the Northwest Association of Secondary and Higher Schools, when at its annual meeting, held at Missoula, Montana, P. L. C. was granted accreditation as a four-year College of Education with the full right to grant a degree of Bachelor of Arts. Thus one more mile post has been reached with success.

The Administration and Board of Trustees of the College are fully determined to achieve the highest standing granted to colleges in America. Dr. F. L. Stetson, Chairman of the Commission on Higher Institutions, University of Oregon, writes on December 13, 1943, "It is the general belief that Pacific Lutheran College should become one of the outstanding Protestant schools of the Northwest."

AN INVITATION

Those wishing to attend an accredited College, where a positive Christian influence is on the daily program, are invited to write for further information and the free College catalogue. The Semesters open in September and February, respectively. Two summer sessions are held as follows: June 14 to July 14; July 17 to August 16.

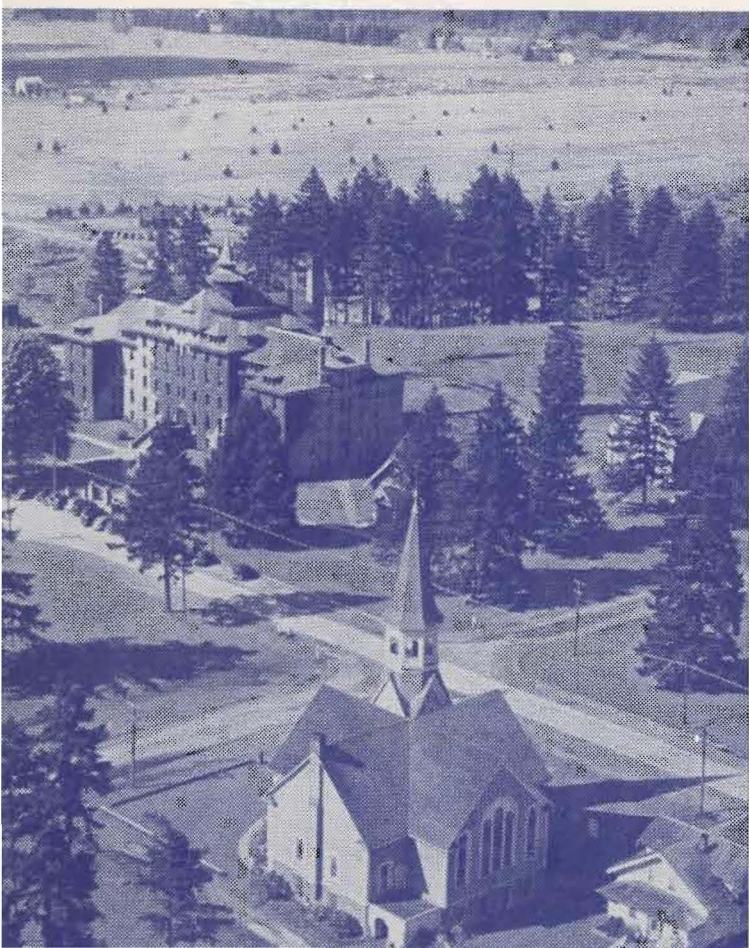
The College Recreational Room, one hour before the Annual Alumni Banquet on February 20, 1944.





The opportune year is here. Is it now or never? P.L.C. belongs to her friends. She has served you because she has served your God and Country. Her educational record is good. In this crisis she depends on you. You have prayed, **NOW ACT!** Send a pledge and back it up with cash on or before the Golden Jubilee Festival on October 14, 1944. Join with friends from coast to coast. **FORWARD MARCH!**

*AIR VIEW OF THE CAMPUS
with Trinity Church in the foreground and the
College golf course in the background*



PRESIDENT'S RESIDENCE





America's Tomorrow Belongs to Them

The information given below regarding deductions from taxes was prepared in the interest of Schools, Colleges and Charitable Institutions by Merrill Lynch, Pierce, Fenner & Beane. The data is believed to be reliable. It is recommended that those wishing to give larger gifts consult tax experts on specific tax problems.

THE ARCHITECTS who will shape America's future are the young people of today. Right now, they are more concerned with their country's destiny than with their own careers. But they will return to the campus some day and it is there that they will be molded—for it is often on the campus that our nation's leaders are developed.

OUR COLLEGES HAVE GIVEN US MANY LEADERS

Let the colleges be judged by the number of leaders they have given America—presidents and senators and governors by the score, business pioneers, professional men, editors, writers and artists.

Yes, from these ivy-clad buildings and tree-shaded campuses have stepped men and women who have wielded tremendous influence in making America the nation it is today. From the colleges too come many of the young heroes who are now fighting for America throughout the world—come also the young scientists, the doctors, the engineers—the young people

who will some day help build a better, more wondrous America.

By providing dynamic leaders who contributed much to this nation, the colleges helped America from the very beginning. Consider the Declaration of Independence and its signers who were the founding fathers of the United States—27 of them were college graduates . . . in a day when colleges were few and far between. Of the remaining 29, many "read with lawyers" or were privately tutored.

Through all the years, from the first July 4th until today, the colleges and universities have given prominent men to America. Consider the 30 presidents of the United States . . . 22 went to college. And since the Civil War, all but one had a college education. Today, college graduates represent 80% of the U. S. Senate—75% of the House of Representatives—85% of the Governors of our 48 states.

Let's look at the record of the largest single group of leaders in America—those people listed in Who's



*THE CHOIR OF THE WEST—1943-1944
First a Capella Choir on the Pacific Coast*



Thousands in Tacoma, and in the Northwest, will never forget that football game.

Baseball on the Campus.



Golf Champions on P. L. C. Course



Who. The current issue lists 31,692 men and women of whom nearly 90% attended college—many having worked their way through and on up to the top.

These are stimulating figures. They pay tribute to the value of our colleges. They vigorously demonstrate that education is one of America's most vital resources.

More and more Americans have come to the same conclusion each year. Between 1926 and 1940 university students increased by 71.6%. And after the war, more young people than ever will want to attend college.

Yet the responsibility for keeping open the doors of our colleges—nerve center of our democratic ideals—rests largely upon the shoulders of Americans—upon those who have achieved exceptional success in life and who have both the means and the public spirit to give support to institutions which contribute so much to America's welfare.

WHO MAKE COLLEGES POSSIBLE?

If it were not for the gifts, endowments and financial support of thoughtful Americans, this country would be poor indeed in colleges, charities and similar institutions.

Many of these donations have outlived their donors and perpetuated the giver's name long after he himself has passed away. Typical is the asset of \$43,000 carried on the books of Princeton University—the result of a gift of \$13,000 made by a member of the class of 1759 to be kept at interest . . . for the education of poor and pious youth.

Rare indeed is the college that can support itself on tuition fees alone. More than a third of the properties owned by 1440 colleges in 1940 was represented by endowment funds. Well over half of the income during the 1939-1940 year came from endowments, gifts and grants.

WAR PROBLEMS

Under war conditions, the colleges of America face a crisis. Most of their students are in the armed services and student fees have been cut drastically.

Interest rates have gone down, thus cutting the income from present endowments—while operating costs have sky-rocketed. "No institution," Felix Morley, president of Haverford College, wrote recently in the *Saturday Evening Post*. "is more vulnerable to inflation than the college." Yet, in the years that follow victory, America will have a pressing need for men with vision—men with the training and knowledge and ideals that come from a college education."

THE NEED IS GREATER THAN EVER

And during these difficult war days, the need is greater than ever. Colleges are helping to train tens of thousands of young soldiers. They must maintain their faculties, their buildings, their laboratories, their standards—be ready to shoulder a good part of the responsibility of helping young soldiers and other young people to make the adjustment from war to peace-time living.

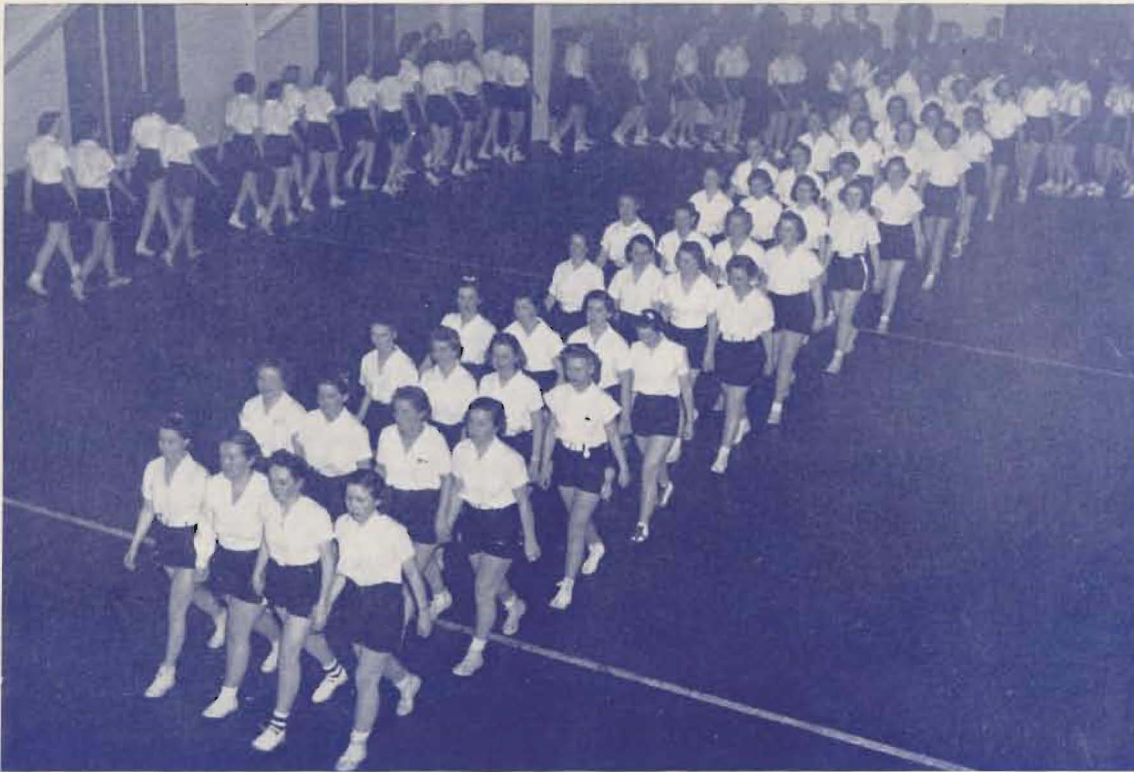
Fortunately, it is less expensive to give now than in any peace-time year. Reason: the present set up of tax laws. In fact, if arranged correctly and with a full understanding of tax provisions, tax-free gifts to educational or charitable institutions present realistic tax-saving possibilities to the giver.

HOW TO BE GENEROUS BUT THRIFTY

While the need for taxes is greater than at any time in U. S. history, Congress, in the Revenue Act of 1942, wisely continued to give full recognition to the importance of supporting educational and charitable institutions. According to the tax law and regulations, such a gift which does not exceed 15% of the donor's net income (computed prior to contributions) may be deducted at market value from income before figuring taxes.

Obviously, the larger your income and the higher your tax bracket—the lower the net cost of the gift. The table gives a few typical examples. It is based upon Federal income taxes and the net cost would be reduced further if the individual's income is subject to state income taxes.

The net cost of the gift would differ from the table, of course, if 1943 tax liability after deducting



Drill Team

Physical education for men and women is an important part of the training of youth for the serious "game of life," and at Pacific Lutheran College a well-integrated program of physical education is co-ordinated with a health program. Various sports, such as football, basketball, golf, tennis, baseball, and track give interest and incentive in this department, but the winning of games is secondary to the development of strong bodies, alert minds, and fine sportsmanship. The College is fortunate in having for its directors of physical education people of high Christian ideals, who have the best interest of the students at heart.

COACH CLIFF OLSON



Football



the gift is less than 1942, because of the 75% forgiveness provision.

<i>Taxable Income</i>	<i>Amount of Gift</i>	<i>Net Cost of Gift</i>
\$ 10,000	\$ 1,000	\$ 660
20,000	2,000	980
30,000	3,000	1,170
40,000	4,000	1,320
50,000	5,000	1,550
60,000	6,000	1,680
80,000	8,000	1,760
100,000	10,000	1,700
150,000	15,000	2,250
200,000	20,000	2,600
300,000	30,000	3,600
400,000	40,000	4,800
500,000	50,000	6,000

GIVING CAN BE THRIFTY OR EXPENSIVE

There are several ways donations can be made to college and charitable institutions, depending upon the giver's tax situation. You may give cash or securities or you may sell the securities and turn the proceeds over to the institution. And the cost to you may vary considerably. In the examples below, one method would cost the donor more than three times as much and would cut the gift by \$25,000.

You are in the 90% Federal tax bracket, for example, and you wish to make a gift of \$150,000 to your college. What is the thriftiest way to do it?

METHOD 1—Outright Gift of Cash.

If you deduct \$150,000 from your taxable net income, the net cost of the gift is \$15,000.

METHOD 2—Selling Securities on Which you have a Profit.

You own 10,000 shares of stock for which you paid \$5 a share and the stock is now selling at \$15 a share. Your paper profit thus amounts to \$100,000. Assuming you have a long term gain, you would have to pay a \$25,000 capital gains tax if you sold the stock. This would leave a balance of only \$125,000 for the college or charity. Furthermore, since your contribution is now \$125,000, the tax deduction amounts to only \$112,500. In other words, if you sell the stock and give the proceeds, it

will cost you a net of \$37,500 (\$150,000 less \$112,500), and the recipient will get only \$125,000.

METHOD 3—Giving the Securities.

Suppose instead that you gave the securities. You save the tax by deducting the full market value of the gift (90% of \$150,000 or \$135,000) and the institution gets the full amount—\$150,000.

METHOD 4—Selling Securities on Which You have a Loss.

Suppose instead of a paper profit, you have a paper loss of \$15,000 say on securities now worth \$150,000. If you sell the securities and give the proceeds to the college or charity, you can use the \$15,000 loss to offset any gains you may have and as a deduction from ordinary income to the extent of \$1,000. The portion of the \$15,000 loss may be carried over to the five succeeding years to be applied against future capital gains and to the \$1,000 maximum in each year against other income. It is obviously thus to your advantage to sell the stock and give the proceeds.

ESTATES CAN ALSO GIVE THRIFTILY

The tax law also gives preferential treatment to the estate of an individual who bequeaths property to an educational or charitable institution. In this case, there is no limit to the amount of gifts that can be made—all free of the Federal Estate Tax—and such bequests are deducted from the value of the gross estate before figuring taxes.

The table shows the net cost to the estate of varying bequests, on the basis of Federal estate tax deductions only:

<i>Net Taxable Estate (before deducting legacy)</i>	<i>Amount of Legacy</i>	<i>Net Cost After Deducting Federal Estate Taxes</i>
\$ 100,000	\$ 10,000	\$ 7,200
250,000	25,000	17,500
500,000	50,000	34,000
750,000	75,000	48,750
1,000,000	100,000	63,000
2,000,000	200,000	110,000
5,000,000	500,000	185,000
10,000,000	1,000,000	240,000



From These Halls Come Grateful Alumni

WE SAT across from each other as we worked, she and I. Daughters of Pioneers. We were busy with details of the alumni drive for Pacific Lutheran College's Golden Jubilee.

She was younger than I—younger enough so that I remember her grandparents better than she. I could see her grandmother's face in hers.

Daughters of pioneers—granddaughters. I sat thinking. Our grandfathers were builders, builders of this school. Was there any real difference in the fact that her grandfather was its founder—mine, just a good carpenter who might have fashioned the very walls of the room where we sat?

Both men had done their jobs well, had lived hard lives tempered by the love and fear of God in their hearts. Now both lay at rest near each other in the little cemetery a short way off, the little cemetery which like so many of its kind on our Coast has claimed nearly all our pioneer builders.

I thought of our parents—they knew these same halls when they were as young as she, even as I had known them as a student a few years ago. My parents met on this campus; here I, like many others, met my life partner. Our lives have been made richer by what we have taken with us from Pacific Lutheran.

The list of students I worked over was long. I could see them, these hosts of young people who had come to school here. I could hear their laughter on the campus, their voices in the classroom, their songs in the chapel. Now, this one is a teacher; this one, a farmer . . . this one, a pastor's wife . . . this one, a grocery clerk . . . this one, a housewife . . . this one, a nurse . . . this one, a lawyer . . . this one, a pastor . . . this one, a fisherman . . . this one, a missionary . . . and on and on. They have taken their places in the world. They are the builders now.

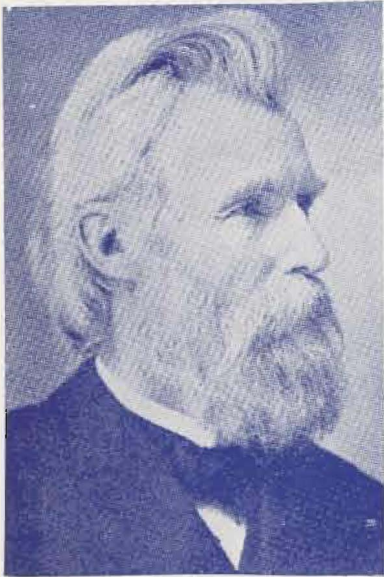
A squadron of training planes zoomed close above the trees outside the building. It mingled with laughter in the hall. I was back in today—Pearl Harbor, U-boats, Corregidor, Australia, "lost in action," flying cadets. How much Pacific Lutheran can mean to our boys leaving classrooms for battleline—to young women leaving to serve, and wait. Future builders, in a world of broken fragments!

As I saw the long lines of students file through the halls of P. L. C., from 1894 to today, I saw another host—that great army of pioneers and sons of pioneers which has sent prayers to heaven and of their means to Parkland, that the light on this outpost school might not fail. Hundreds, thousands, lent a hand—hands now still. But other hundreds have taken their places—people of God, determined, with a vision in their hearts. The light has flickered. The last war nearly put it out, but young men and women needed Pacific Lutheran College, and men and women of God saw that it was theirs.

I am grateful to the early builders, the founders, the carpenters. I am grateful to the hosts of men and women of our church for what they have done for me, and for hundreds of alumni, and for God's kingdom. God prospers what is good among us, and God provides enough so that we can give back to Him. Thank God for men and women of vision, men and women of faith, for teachers and students who have built for character, and for Pacific Lutheran College whose light shall not fail!

An Alumna.

These Men Have Made History at P. L. C.



REV. B. HARSTAD
First President 1894-95
and 1897-98



REV. O. GROENSBURG
Second President 1895-97



PROF. N. J. HONG
Third President 1898-1917



PROF. J. U. XAVIER
Acting President
1920-1921



REV. O. J. ORDAL
Fifth President 1921-28



DR. O. A. TINGELSTAD
Sixth President 1928-43

"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

Professor of the Scandinavian Languages at the University of Washington



Beauty at Mt. Rainier.

Winners.



*The
Golf
School*



*Some
P. L. C.
Sweet hearts*

A Tommervik pass comes home.



Others try it



P. L. C. does it.

Buy a War Bond for P. L. C.

A Loan to Your Country -- A Gift to Christian Education

There is a way of having your money do double duty. Besides helping the government prosecute the war to a successful finish, your money may be of great help in carrying on the work of P. L. C.

Because some folks are in doubt as to which series to purchase for an institution like P. L. C., and the proper name in which to register the bonds, we therefore set forth the following information:

1. Bonds of \$25, \$50, or \$75 should be in Series F. Bonds of \$100 or more may be F or G Series.

2. The bond must be registered as follows:

Pacific Lutheran College
(A corporation)
Parkland, Washington.

3. Do not mention any individual officer or member of any organization in the registration.

4. Purchase F or G bonds from your nearest Federal Reserve bank or branch, or by mail from the Treasurer of the United States, Washington, D. C. Your local bank may also be willing to handle the transaction for you.

5. If the bond is mailed to the College, be sure to have a letter accompany it so that we may know the name of the donor.

Mr. C. S. Fynboe is known along the entire Pacific Coast as the friendly and efficient Field Representative of P. L. C.



It will be difficult to make personal contact with all of P. L. C.'s many friends.

If our solicitors should miss you, kindly mail your pledge direct to the College, using the accompanying form.

NAME _____

ADDRESS _____

DATE _____

1894 PACIFIC LUTHERAN COLLEGE JUBILEE FUND 1944
PARKLAND, WASHINGTON

In recognition of a half century of service rendered to Church and State in the building of Christian Character, and as a loving tribute to the pioneering fathers for their heroic achievements, and in consideration of the subscriptions of others for the purpose of building upon the foundations they laid so well, I hereby subscribe and promise to pay to Pacific Lutheran College Association for its Building and Development Fund the sum of _____ Dollars, payable as follows:

AMOUNT

DATE

Cash	_____
_____	_____
_____	_____
_____	_____
_____	_____

Pledge _____ \$ _____

Cash Herewith _____ \$ _____

Balance _____ \$ _____

IMMEDIATE OBJECTIVES

Debt Reduction

Girls' Dormitory and Heating Plant

Completion of Library Building

Health Facilities

SIGNATURE _____



City of Tacoma

LOCATION—Pacific Lutheran College is located about eight miles directly south from downtown Tacoma—a short distance outside of city limits—and easily accessible by direct bus service. The campus overlooks the College-owned golf course to the south, and is covered by majestic firs. Beautiful Mt. Rainier seems to be only a few blocks away from P.L.C. when viewed on a bright day from a College window.

The P. L. C. War Bond Club

*Buy a Bond to win the War!
Give that Bond to P.L.C. to preserve the Peace!*

Many societies and friends of P.L.C. have purchased *War Bonds* for the College. These *Bonds* range from the \$25.00 *Bond* to the \$1000.00 *Bond*. Some of these good friends will give *more Bonds* throughout the year.

Those who contribute one or more *Bonds* to the Golden Jubilee Fund are automatically members of the *P.L.C. Bond Club*.

A *War Bond* for P.L.C.
is
A *War Bond* for our Country

Do your part by becoming a victory member of the
P.L.C. War Bond Club! Help us to raise \$300,000
by October 14, 1944!