

1894-The Golden Jubilee Bulletin-1944

Number 2

PACIFIC LUTHERAN COLLEGE, PARKLAND, WASHINGTON

April-May 1942

The Second Half Century Is Here--- "Let Us Build Higher and Stronger."

To the Pastors and Congregations
of the Pacific District:

As we approach the fiftieth anniversary of the founding of Pacific Lutheran College, it is fitting that we unite in a thankful and determined spirit to gather a fund of \$150,000.00 which we purpose, under God, to present to this our one and only college in the West as our Golden Jubilee gift.

Throughout the past several months, the groundwork has been laid for this effort by thorough preparation. We shall now be called upon to respond to the appeal of an institution the needs of which are occasioned by success. Pacific Lutheran College has enjoyed a steady growth in enrollment through many years so that today the students number more than five hundred. The service our college has rendered in the past is beyond our frail ability of comprehension. That blessings have come to our homes, our Church and our country through this institution none will deny. Our support is justly deserved.

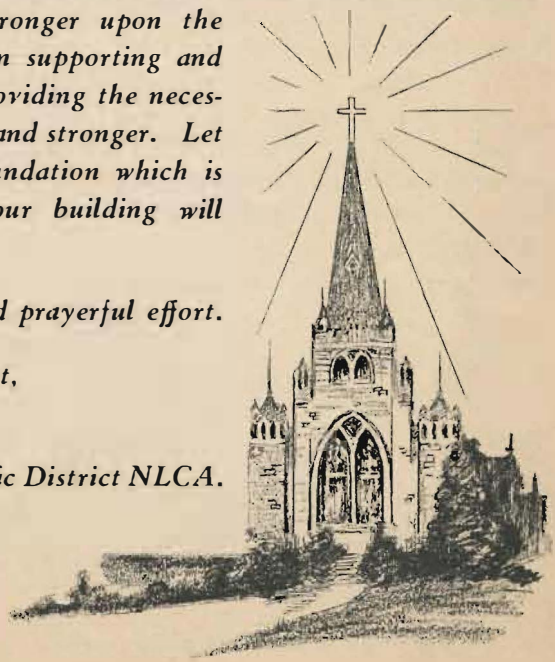
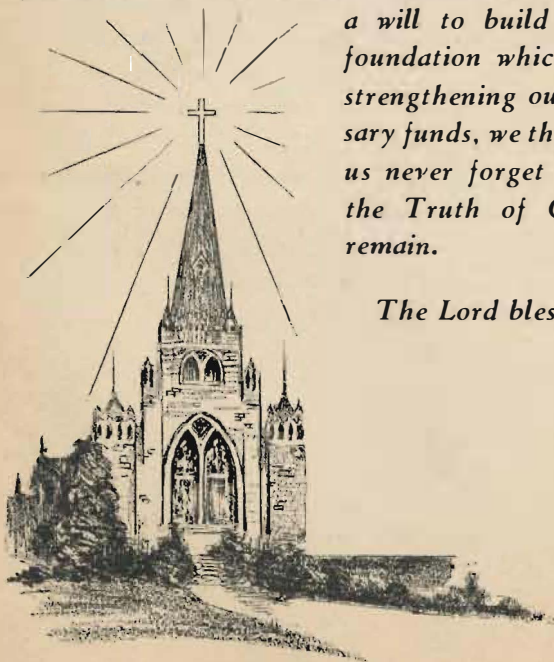
We bespeak for this Golden Jubilee ingathering the prayerful and benevolent interest of one and all. We will not forget that the pioneers of an earlier day labored, prayed and sacrificed to build a Christian school that their children after them might have the privilege of training for life's work in a Christian college. We will not forget that these same pioneers envisioned a land of great promise and, within this land, a Church of their children with a leadership, a heart and a will to build higher and stronger upon the foundation which they laid. In supporting and strengthening our college by providing the necessary funds, we thus build higher and stronger. Let us never forget that as the foundation which is the Truth of God remains, our building will remain.

The Lord bless our united and prayerful effort.

Yours in Christ,

H. L. FOSS,

President Pacific District NLCA.



\$150,000 For P. L. C.

As a Birthday Present for the Fiftieth Anniversary

Who are to be the givers of the gift?

There is but one answer, the friends of P. L. C.

Whose idea is it to give such a gift?

The members of the congregations of the Pacific District of the NLCA through their pastors and elected representatives have decided to conduct a Golden Jubilee Campaign to raise the amount.

When is the ingathering to be made?

It has already begun.

An Advanced Gifts Campaign under the leadership of Dr. O. A. Tingelstad has been under way for some time. The object of this phase of the campaign is to solicit pledges from those in our midst who are able to give larger gifts.

A second phase is the effort of the alumni and former students of P. L. C. to raise a portion of the amount. Prof. Edwin Tingelstad has been chosen as the chief mobilizer. He is being assisted by a number of key persons located in various districts. They are already at work, and the results show that the alumni are responding loyally.

The main effort of the campaign is that of the congregations themselves. The pastors and certain laymen have volunteered to visit every member in the Pacific District and in a few circuits of the Rocky Mountain District to receive from them their contributions and pledges. This every-member visitation will be conducted so far as possible **between Easter and Pentecost** and will continue until the whole field has been covered.

How will the every-member visitation proceed?

It is planned that this solicitation for gifts will be made in one circuit at a time, allowing one week for each circuit. It is to begin in the North Puget Sound Circuit and continue southward. The dates for the effort in each circuit are as follows:

NORTH PUGET SOUND.....April 12-18
SOUTH PUGET SOUND.....April 19-25
OREGON.....April 26-May 2
NORTH CALIFORNIA.....May 3-9
SOUTH CALIFORNIA.....May 10-16

The dates for the Rocky Mountain circuits have not been set at this writing.

How will the work in each circuit be organized?

Workers' meetings are to be held on the Saturday preceding the week of visitation, at four o'clock, and are to conclude with a dinner at a place to be designated.

Pastors of the circuit will exchange pulpits on Sunday morning to present the cause of Christian education.

Calling on church members should start the same day so far as possible, and should continue until they have all been visited, except where other arrangements are made to meet local conditions.

One or more headquarters will be established in each circuit, to which reports will be made and from which solicitation will be directed.

The workers who find it convenient will take breakfast together at the established headquarters each morning at nine o'clock.

Places for the headquarters and meetings in each circuit will be arranged.

THE CAMPAIGN ORGANIZATION CAMPAIGN DIRECTOR: Rev. Mikkel Lono

CAMPAIGN COMMITTEE:

Dr. O. A. Tingelstad, Chairman.
Rev. Mikkel Lono, E. Tingelstad, Secretary (Alumni Mobilization), C. S. Fynboe,
H. G. Ronning.

CIRCUIT CHAIRMEN:

Rev. Frank L. Erickson, North Puget Sound; Rev. A. J. Knutzen, South Puget Sound;
Rev. P. O. Bruland, Oregon; Rev. O. S. Gudmunsen, North California; Rev.
A. O. Aasen, South California.

CAMPAIGN ADVISER:

Rev. H. L. Foss, President Pacific District.
In charge of pledge records—Donald B. Gilbertson.



Dr. O. A. Tingelstad

We Want A First-Class College

PACIFIC LUTHERAN COLLEGE wants its work to be "acceptable to God and approved of men" (Rom. 14: 18), in other words, "accredited work only." This has been the position maintained through years.

The accrediting agencies of direct concern to Pacific Lutheran College are the University of Washington, the Washington State Board of Education, and the Northwest Association of Secondary and Higher Schools. The first of these has accredited the junior college work of P. L. C. since 1929; the second has accredited the high-school work for years past, and has also progressively accredited the teacher-training work through its two-year, three-year, and four-year phases; and the third, the regional agency of the Pacific Coast, has accredited Pacific Lutheran College as a two-year junior college and as a three-year normal

school since 1936. Each of these agencies recognizes the accrediting action of the other two.

The two final phases of the accreditation of Pacific Lutheran College as at present organized come up for consideration this year. The temporary accreditation of the College as a four-year teacher-training institution in 1940 will or will not be made permanent in June, 1942, by the State Board of Education. All the immediate objectives of the Golden Jubilee Campaign, as outlined in this Bulletin, are the result of the recommendations of the State Board's inspectors. As for the second phase, favorable action by the State Board in June will justify the petition for inspection and accreditation by the Northwest Association of Secondary and Higher Schools next November as a full-fledged Senior College. This is the goal at which the College has consistently aimed since 1939.

This final solution of the accreditation problem of Pacific Lutheran College as a Senior College of Liberal Arts, a College of Education, and a Senior High School will, of course, involve proper recognition of the situation precipitated by the world war. We can not build a girls' dormitory just now; but we must show that we fully intend to do so as soon as conditions permit. We can not even complete the Library Building on account of war priorities; but we must prove that we fully intend to do so when steel again becomes available. It is our present task to demonstrate that the natural constituency of the College is fully committed to the task of making Pacific Lutheran College in the worthiest sense "acceptable to God and approved of men."

O. A. TINGELSTAD,
President.

IS THE BEST TOO GOOD FOR OUR YOUTH?

*Pacific Lutheran College is the Only Surviving
Senior Lutheran College On the Pacific Coast*

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



Pacific Lutheran Academy
1894-1920



Pacific Lutheran College 1920-



Columbia College 1909-20



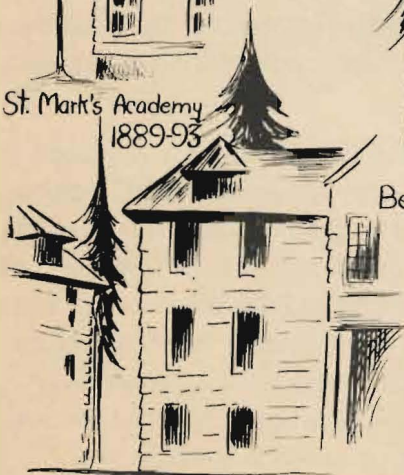
St. Mark's Academy
1889-93



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!

It Is No Secret That

A Church School Needs Financial Support

- No college can support itself by its own tuition fees. Neither can P. L. C.
- Were it not for the contributions of our many friends P. L. C. would not have been able to survive. The Norwegian Lutheran Church of America, the American Lutheran Church, and the Augustana Synod subsidize our school, and in addition the Development Association, Alumni, and Auxiliary Organizations make their contributions. P. L. C. has many supporters. Without them we cannot carry on.
- In commemoration of the first fifty years and in preparation for the future we again seek the assistance of our many friends.

"The consistent growth and the local reputation of Pacific Lutheran College for honesty and integrity show that the College is not without recognized financial stability; but it is equally certain that this financial stability needs to be increased. The College got a semester behind in the payment of its current bills ten years ago in the depth of the depression and has remained a semester behind ever since. To remove this annoying handicap is one of the immediate objectives of the Golden Jubilee Campaign. Permanent accreditation, increased annual appropriations, official permission to expand further, the ability successfully to amortize the present indebtedness, all are in some degree contingent upon the success of the Golden Jubilee Campaign in increasing the financial stability of Pacific Lutheran College."

O. A. TINGELSTAD,

President.



The Goal

\$150,000.00 net must be the minimum, if absolute needs are to be met.

By way of comparison, about \$100,000.00 was pledged in the Pacific District in response to the Centennial Appeal. The response to our appeal should be more liberal. Money is more plentiful now.

The services rendered by Pacific Lutheran College to the Church and her youth are limited practically only by the resources made available. Every gift beyond the minimum goal will increase the capacity for that service.

It has been estimated that through the increased income of the people of our Church, the Lord has repaid many times over what they gave to Him in response to the Centennial Appeal.

He will likewise also return in manifold blessings whatever we give to Him for the training of the youth of His Church.

Your Gift Will Give P.L.C. What It Needs To Carry On

Our College Is Growing

P.L.C.'s Attendance Has Been Increasing Steadily



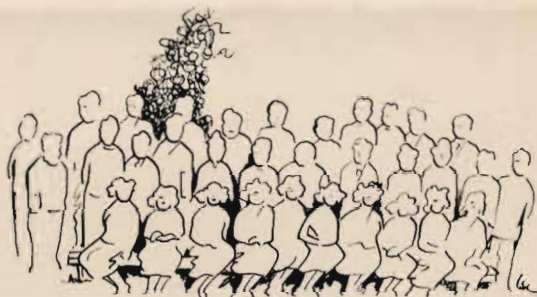
1920 - 68 Students



1925 - 143 Students



1930 - 237 Students



1935 - 305 Students

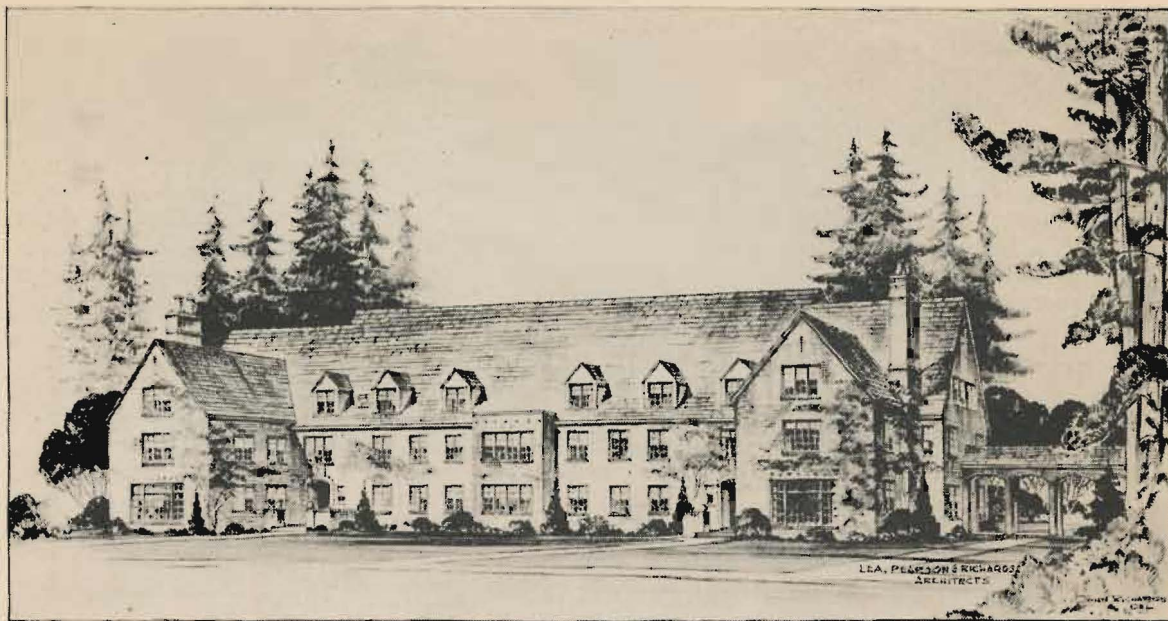


1942 547 Students



P.L.C., LIKE AN ADOLESCENT CHILD, NEEDS NEW CLOTHES

We Need A Girls' Dormitory



This is the architect's conception

- We have the same residential accommodations now that we had when the Old Main was built, with one exception. In 1938 a private home was purchased and is being used as a dormitory for twelve girls.
- Our student enrollment is now eight times as large as it was in 1920. We need more room for girls.
- Our expanding educational program requires more space, which can be provided by removing the girls to a new dormitory. The whole second floor of the Old Main should be used for classrooms and offices.
- The answer is a new residence for girls.

"How would you like to live day and night in your place of business? We do that at P. L. C. Our offices, classrooms, shops, studios, three piano practicing rooms, etc., are on the main floor. Our dining room, recreation room and showers are in the basement. Our bedrooms are on the second and third floors of the same building.

"Isn't it a real pleasure at the end of a day's work to go home? Home to that different atmosphere where one can relax and enjoy peace and quiet. Don't you go to your work the following morning better prepared and with more zest for the job because of the change of environment? I think so.

"It doesn't take much of an imagination to see that we need a dormitory for girls at P. L. C. Build us one and watch our enrollment increase."

LORA BRADFORD KREIDLER,

Dean of Women.

YOUR GIFT WILL HELP BUILD IT

The Norwegian Lutheran Church of America

Office of the President
408 Fifth Avenue South
Minneapolis, Minnesota

The Rev. Mikkel Lono
Pacific Lutheran College
Parkland, Washington
Dear Pastor Lono:

August 22, 1941

The Golden Jubilee Campaign for Pacific Lutheran College, commemorating the fiftieth anniversary of the founding of this institution, is a signal event, especially for the Lutheran Church on the Pacific coast.

This institution represents the only educational institution within the American Lutheran Conference in that territory. While Pacific Lutheran College is owned and controlled by a corporation, separate and distinct from the Norwegian Lutheran Church of America, it has been a part of the educational program and policy of the Norwegian Lutheran Church of America. Through many years our Church has generously and continuously, with regular appropriations, supported the work of the College. This is in itself an evidence that our Church body is definitely interested in the welfare and in the program of Pacific Lutheran College.

It is our sincere hope that the western Lutherans will more and more rally not only to the moral and spiritual but also to the financial support of this institution, where next year in this Golden Jubilee there will be given special opportunity. Its fine scholastic record 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.

It is my sincere wish that Pacific Lutheran College may continue to grow and increase in its service to our Church and be a blessing unto all of our Lutheran congregations on the Pacific Coast. May the Lord Himself establish the work of your hands.

Yours sincerely,

J. A. AASGAARD.

JAA:JB

CITY OF TACOMA

WASHINGTON

HARRY P. CAIN
MAYOR

Rev. Mikkel Lono
Vice President
Pacific Lutheran College
Parkland, Washington
My dear Dr. Lono:

September 25, 1941

In the recent past we spent a most pleasant and thought-provoking half hour in discussing those expansion plans which you and your associates of Pacific Lutheran College have in mind, and in furtherance of that conversation I feel impelled to officially and personally encourage your every endeavor.

For fifty years your College by example and through influence has demanded, deserved and received the respect and admiration of Tacoma and Pierce County. This region has been proud of your undergraduates and of that success which has actually pursued most of your graduates. Those who are possessed of your degrees have become stable and well balanced adult citizens and in days so uncertain and confused no finer compliment could be attempted.

Your faculty has been concerned solely with service, but their reward is obvious because their products invariably turn out to be real men and women. Their facilities have not always been adequate and, even though it's saying a great deal, their field for service and stimulation might be broadened if your expansion dreams come true.

If only from a selfish point of view all of us should help and assist you, for the world of tomorrow will be fashioned and governed by those who are being educated and trained today. You have done so much with so little; if everybody gives a little more you will give to us in greater numbers those young people who will add to the coming happiness, stamina and prosperity of our state and nation. May your work be completely successful.

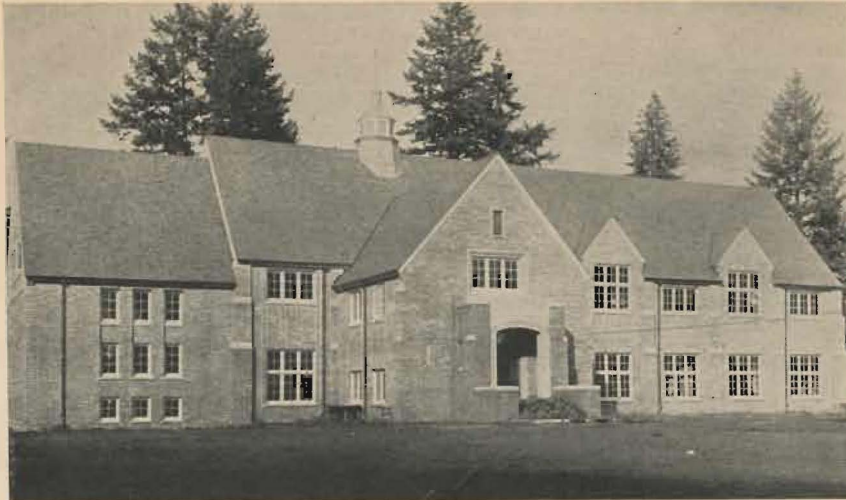
With kind personal regards, I remain,

Most cordially yours,
HARRY P. CAIN,
Mayor.

hpc-rr

“THE ELECTRIC CITY”

Our Library Building Should Be Completed



A fourth of this building is not yet ready for use.

- This beautiful building was given to us in 1936 by the good people of Tacoma and Pierce County, but it remains unfinished.
- The stack room is empty. It has no shelves.
- There are walls unplastered.
- We have no floor coverings.

"At the present time most of the books which should be placed in the stack room occupy temporary shelves in the reading rooms—unsightly and in the way. There are books cluttering our offices and work rooms. They give an unfinished and partly disorganized impression, and it goes without saying they hinder our work and diminish the usefulness of the library."

J. U. XAVIER,
Librarian.



The Librarian in his crowded office.

YOUR GIFT WILL HELP TO FINISH IT

Our Old Heating Plant Will Have To Be Replaced

- The boilers were installed in 1893. They have served a long time, in fact, too long.
- The radiators and valves are antiquated. This results in a loss of heat.
- The tubes in the boilers are beginning to loosen. Some of them are warped.
- The brick-work will have to be replaced within two years. The boilers already have a sag in them.
- The original heating plant was installed for the main building. Three more have been connected. The load is too heavy.

"For the above reasons it is obvious that it is impossible for our present heating set-up to adequately take care of our present needs. We cannot think of adding more buildings to a system that is already overworked. The correct solution is a new central heating plant."

THEODORE NELSSON,
Business Manager.

YOUR GIFT WILL HELP TO PROVIDE IT



A Parallel Effort

A SISTER college is launching an appeal for funds in its territory in an effort that parallels that of Pacific Lutheran.

Concordia College, Moorhead, Minnesota, seeks a fund of at least three hundred and fifty thousand dollars with which to pay for their new girls' dormitory, already erected, and to build a new library building and a new physical education building or gymnasium.

Their territory is the Northern Minnesota District, the North Dakota District and part of the Rocky Mountain District of the N.L.C.A.

Those in charge of that appeal have organized to put on a simultaneous effort throughout their territory during one week in May, using members of the congregations to contact other members.

Concordia is a splendid college, a growing institution serving a large and important territory, and is in need of the added buildings which it seeks.

As a sister institution, Pacific Lutheran College wishes Concordia every success in this effort, with the prayer that God may continue to use it in an ever increasing measure for the building of His Church.

This Is Our Infirmary---It Should Be Furnished



A Modern School Safeguards the Health of Its Students.

- The college acquired this private residence in the summer of 1941 with the intention of using it as an infirmary.
- We need complete equipment for four hospital wards.
- We have no place for sick students except in dormitory rooms, and with our dormitories crowded it becomes essential to provide other facilities.

"In the building that has been procured for use as an infirmary there are two rooms upstairs and two downstairs available as hospital wards. We will be able to accommodate two patients in each room, that is when they are furnished with beds and other equipment essential to hospitalization.

"When this objective of the Golden Jubilee Campaign is reached P. L. C. will have solved one of its most pressing problems.

"At an institution as large as our college has become, we need such an infirmary as this to take care of our health problems. And here is another idea. If some person or group of persons would undertake to completely furnish a ward in the infirmary that would make a lovely contribution to the campaign fund."

ASTRID KASEN,
College Nurse.

YOUR GIFT WILL HELP TO EQUIP IT



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 classroom 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.

Let Us Face That Word!



E. TINGELSTAD

To the Alumni of Pacific Lutheran Academy and Columbia College:

Dear Friends:

We, who are alumni or former students of Pacific Lutheran Academy or Columbia College, were the recipients of the good things made possible by the sacrifices of the pioneers. We, the disciples of Harstad, Hong, and Bogstad, know first hand the blessings which flowed from their heroic labors. Some of us have benefited for a generation from the sacrifices which they and the generous men and women of their day so freely gave.

Theirs was a stern generation—a generation not afraid to face the word duty. We are their sons and their daughters. As such, we, too, dare face the fact of duty—the fact that we have a special task to perform now, a special responsibility. We can not escape our obligations to be generous contributors in the present campaign in behalf of our Alma Mater—nor do we wish to do so.

The pioneers had faith in us, the youth of their day. I trust that we have justified that faith—for their beloved school still exists to serve. Let us continue to demonstrate that we can carry on further in the spirit and faith of those who have gone on ahead.

The young folks who have followed us since 1920 have made good. We are proud of them. They, too, believe in Christianity and in Christian education, even as we did. Already they have shown a willingness to think of those who, in their turn, shall follow them. Already they have pledged freely a considerable sum to the Golden Jubilee Fund. Let us who are gradually fading from the picture take hold once more and help them, in order that Christian Education may be assured for their children, and for the children after them.

OUR ALMA MATER'S NEEDS ARE REAL. HER OPPORTUNITIES ARE LIMITED ONLY BY OUR GENEROSITY. OUR DUTY IS PLAIN. OUR GIFTS WILL TURN POSSIBILITIES INTO REALITIES.

LET US DARE TO DO OUR PART!

Sincerely,

EDVIN TINGELSTAD,
Director Alumni Mobilization.

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 _____

Pledge _____ \$ _____
Cash Herewith _____ \$ _____
Balance _____ \$ _____

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 _____
_____	_____
_____	_____
_____	_____

- IMMEDIATE OBJECTIVES**
- Debt Reduction
 - Girls' Dormitory and Heating Plant
 - Completion of Library Building
 - Health Facilities

SIGNATURE _____

The Cooperating Synods Are Interested

ONE OF THE dreams of the founders of Pacific Lutheran was that it should become the educational institution for the whole Lutheran Church on the coast.

That dream is now rapidly becoming a reality.

Three Lutheran Church bodies are officially supporting the College, and others lend support in various ways.

Annual appropriations for operating cost are received from the American Lutheran Church, the Augustana Synod as well as from the Norwegian Lutheran Church. The officers and boards of education of these three bodies have agreed that these appropriations should be increased, and when these agreements are fulfilled adequate income will be assured for the operation of a first class college.

The cooperating synods are also interested in

helping to supply more adequate buildings and equipment.

As advisory to the whole Golden Jubilee effort is the Golden Jubilee Steering Committee. On this committee are representatives from the American Lutheran Church, the Augustana Synod and the Norwegian Lutheran Church. The members from each group have organized themselves into sub-committees in order to stimulate interest for this cause in their respective Churches.

The leaders and members of the supporting synods have said in effect to the Pacific District of the N.L.C.A., which owns the College and has the chief responsibility: "You take the lead, and we shall join you in building a college on the Pacific Coast which shall be a worthy representative of the Great Lutheran Church."

The Women Are Interested

THE WOMEN of the Church are deeply interested in the Golden Jubilee Campaign.

The training of boys and girls in Christian truth is first of all the concern of Christian mothers. They are anxious that their children's faith which they so carefully and prayerfully nurtured shall not be ruthlessly destroyed in their later training, but shall be deepened and strengthened by a Christian education.

The women have shown a special interest in the erection of a new residence for girls at P.L.C. They want their girls to have an attractive place in which to live, which shall promote good discipline and encourage study and good living habits.

The Women's Missionary Federation of the Pacific District, at its meeting in Aberdeen in June 1941, passed a resolution offering its support to the dormitory project and making the gathering of funds for this cause a special project of the District W.M.F. for the next biennium.

Claiming the promises of this resolution, the campaign committee will ask the member societies of the District W.M.F. for contributions and pledges for the Golden Jubilee Fund, and will welcome whatever help individual members may be able to give during the campaign, as solicitors and guides and drivers of cars for solicitors.

The women of the American Lutheran Church in our territory have launched an effort to secure from their national women's organization a direct appropriation to help build the girls' dormitory at Pacific Lutheran, and have challenged the women of the other cooperating groups to join them in this undertaking.

The General Board of the Women's Missionary Federation of the Norwegian Lutheran Church has by resolution approved a plan to solicit all its societies by mail for the dormitory project at P.L.C. after Sept. 1, 1943, and its officers and the officers of the Church have promised to support such an appeal at that time, assuring us that such an appeal will yield important returns.

This Is The Hour



Rev. Mikkel Lono

IN THE LIVES of institutions as well as in the lives of individuals, certain hours or periods occur that determine their destinies.

A man's whole life, and sometimes his eternity, is determined by some fateful decision in a crucial hour.

Periods occur in the life of an institution which mark the beginning of decline or the beginning of a greater history, depending on its ability to sense and grasp an opportunity or to understand and deal with a crisis.

To such an hour has Pacific Lutheran College come during this period of confusion and change in all the affairs of men.

Pacific Lutheran is at the crossroads. God grant that we who own and operate it may be given wisdom to read the sign aright, and the courage to take the right road, even though its beginning may seem rugged and steep.

Leaders in government and in the educational world frankly predict that the small college is facing difficult times. Only the strong and well supported college will survive the present storm, but such a college will emerge stronger and more influential than before.

Such strength and influence for Pacific Lutheran College must be made sure now.

Financially and in equipment Pacific Lutheran has not been strong during the first half century. In these respects it has had a desperate struggle, but it has grown in size and influence in spite of it, because of an inner strength and vigor which have carried it on.

That inner strength has come from God, and we thank Him for His manifold blessings.

But Pacific Lutheran is in this present evil world, though it is not of the world. Financial and material strength will be needed if it shall survive.

The problem is not to supply all of the College's needs at once. It is to give a lift now which may mean the difference between life and death.

This is the hour of opportunity for Pacific Lutheran College. God grant that we may sense and grasp that opportunity.

The present world crisis has focused attention upon the importance of the Church and of Christian teaching in the lives of men. Christian forces will again exert a mighty influence, and the Christian college will be the powerhouse of that influence. The Church will be as strong as its program for the training of its youth.

For the time being, money is plentiful. Wise institutions will use the opportunity to secure financial and material strength.

THIS IS THE HOUR

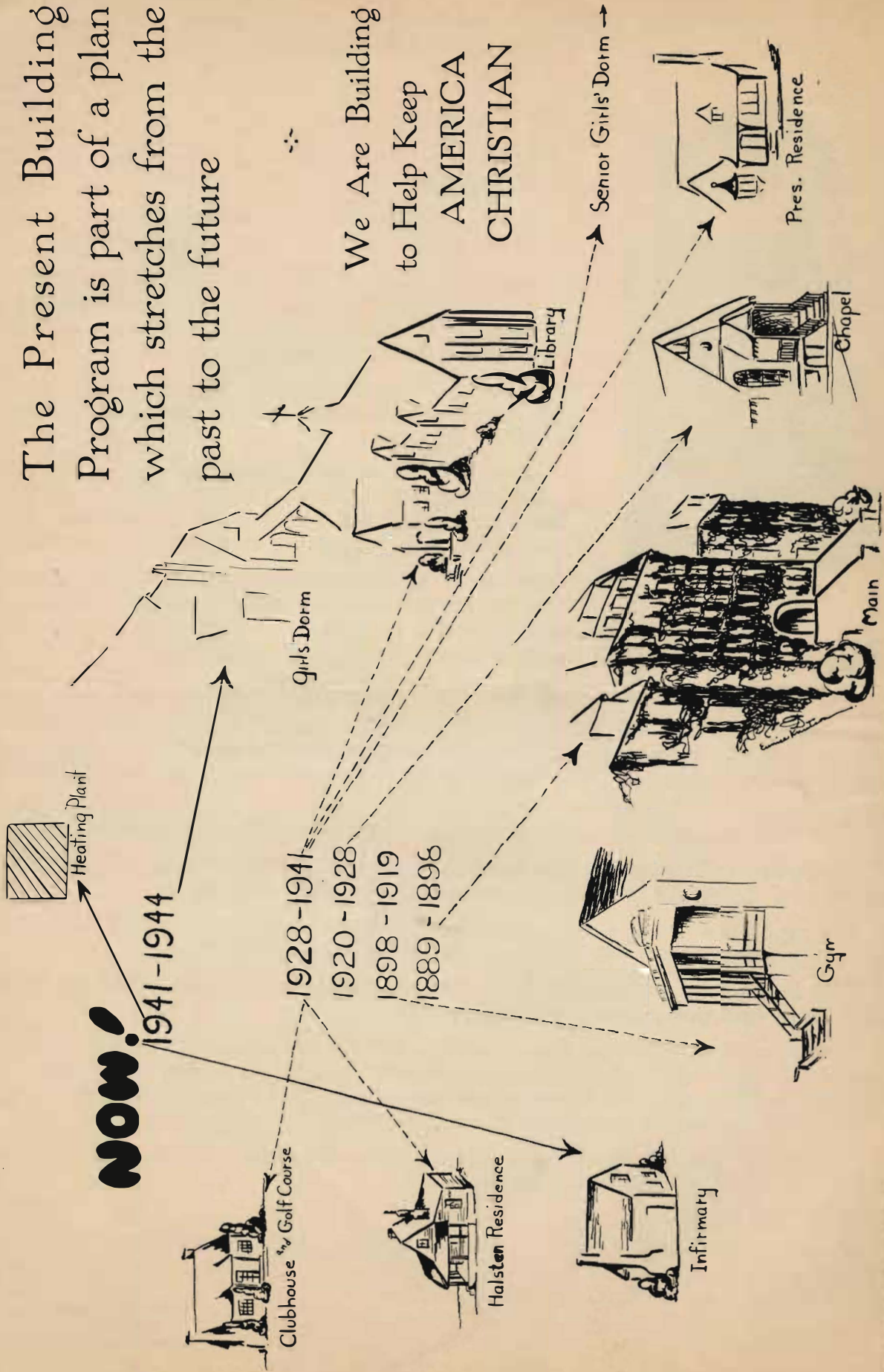
People of the Pacific District and other friends: pray God for grace and courage to give liberally of the means that God has so liberally given that this crucial hour may be a blessed hour for Pacific Lutheran College.

MIKKEL LONO,
Campaign Director.

The First Half Century In P. L. C's. Development

The Present Building Program is part of a plan which stretches from the past to the future

We Are Building to Help Keep AMERICA CHRISTIAN



* ELECTRON PRINTING CO. TACOMA, WASH.