

*NOW...for the sake  
of their future*



*more room to teach...  
more room to learn*

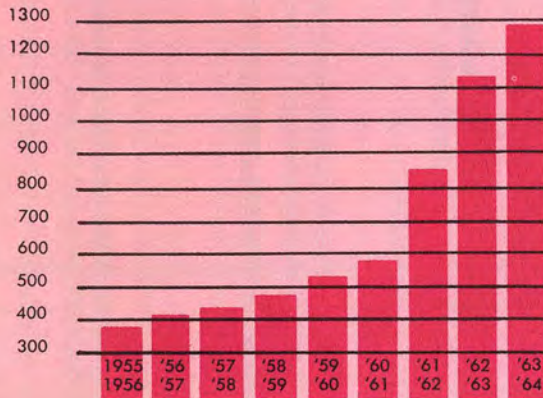
WATERLOO UNIVERSITY COLLEGE



to-day

make room for tomorrow

### ENROLMENT in Waterloo University College



... but keep it personalized

Young men and women are at our door. They represent all faiths and races. They come from Canadian and American homes and from lands far beyond our borders. They meet university standards and are eager to enter and to begin academic preparation for their life's purpose and work.

They select Waterloo University College—the arts faculty of Waterloo Lutheran University—because they want what is offered here in scholarship, educational philosophy, atmosphere and personal relationships. So our halls and lecture rooms are crowded. And even more want to come in.

Waterloo University College is an independent, free-enterprise institution that dares to be different. Since it is not related to Ont-

ario's mass-education plan, it receives no provincial support and, therefore, can make a free decision to control its size so that personal relationships—faculty to student and student to student—can be a reality. Waterloo University College, Lutheran Church-sponsored, is concerned with the moral and spiritual as well as the intellectual development of young people. This objective is evident beyond college residences; it pervades the whole of campus life.

Our concern, to be detailed in this brochure, is to appeal for funds to keep university facilities in pace with our high purpose. The required sum of \$2,100,000 is being raised through pledges and gifts from corporations and individual donors. We believe commerce, industry, and the general public will respond to a call from a free-enterprise institution.

# Waterloo University College

## A Half-Century of Tradition

Waterloo University College contributes men and women of intellectual, cultural, and spiritual dimension to Canadian society. We hold the conviction that all persons, even those who specialize, must have behind them broad understanding of life and the arts and sciences—if they are to be leaders in a real sense. Commerce and industry hold this conviction, too, for in some cases, corporations have helped universities develop “new dimension” and “refresher” courses for their own executives.

Waterloo University College is an arts faculty. Our educational program is well balanced with the arts, sciences, humanities, and religious knowledge. Our students go on to graduate work and specialization with a basic preparation—as is evidenced by the awards and scholarships to so many WUC graduates.

Waterloo University College has its roots in more than 50 years of academic tradition and teaching experience. It grew out of Waterloo Lutheran Seminary, founded in 1911. From its earliest years, the college has been operated separately from the seminary. It provides a liberal arts education to young men and women of every walk of life and religious background.

Students in the 1963-64 academic year represent 25 religious denominations. The largest two groups come from the United Church of Canada (32%) and the Anglican Church (16%). Among others: Lutheran 14%, Roman Catholic 10%, Jewish 5%.

From 1925 to 1960, the college was affiliated with the University of Western Ontario which conferred the degrees. In 1960 Waterloo University College began its first academic year as the heart of the

new, independent, degree-granting institution, Waterloo Lutheran University.

Since then the campus has grown from three to thirteen building units, including women's residences, men's residences, student union, dining hall, theatre-auditorium, an arts building wing, and a new seminary structure including a chapel.

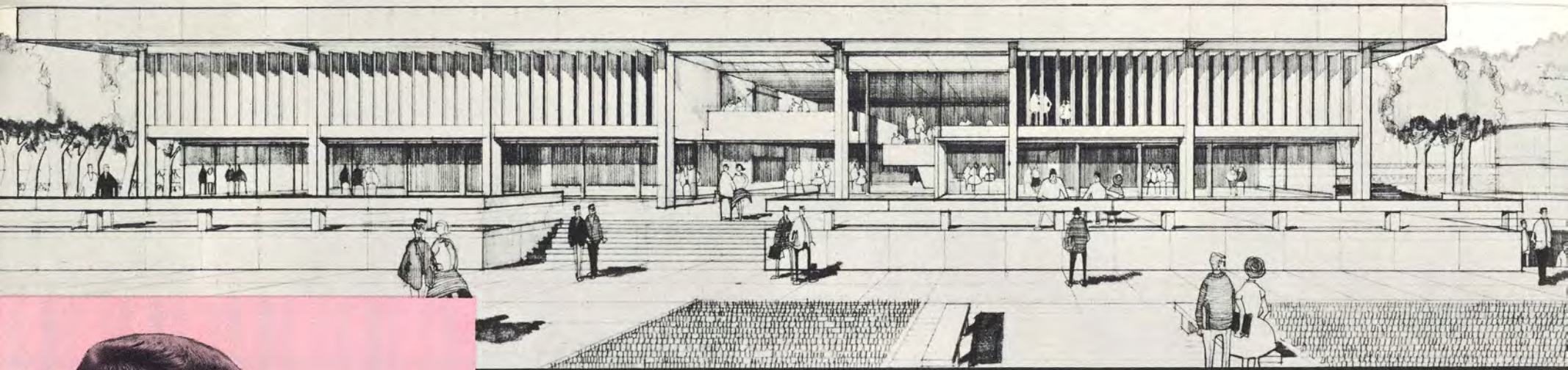
Full-time students enrolled for the 1963-64 academic year total 1,300; this is more than double the number enrolled in 1960-61, the first year of operation *as a university*. Including summer school and extension students, the number of men and women receiving instruction from the college, proceeding to a degree, exceeds 3,000.

The Board of Governors plans to limit the full-time college student body to 1,800 in order to retain the advantage of personalized teaching. Beyond that figure, growth will be allowed only in areas of the summer session, extension division, and in graduate programs.

Planning is not the fire-alarm type. Under study is a long-range program of development of facilities that may well involve \$15,000,000 in the coming years.

To raise funds for this college a group of executives from business and industry have joined together as the National Development Fund. They believe they must support education in the arts as well as the sciences if Canada is to make its contribution in the world of thought and culture. They are leading, serving, and giving. They are conducting this campaign voluntarily with the assistance of the university staff. No commercial fund-raising firm is involved. 100% of all contributions will be used for the purposes of Waterloo University College.





## . . . Shelves for books

There's an IMPERATIVE need for more room to teach and learn, study and research. Our space problem is one of inner space for students and teachers here and now.

Needed at once are—

A UNIVERSITY LIBRARY: Historic Willison Hall is no longer adequate to service students. It houses 49,000 volumes, and space for 150,000 is needed, including stack area for 50,000 books for graduate schools. Seating for

300 to 400 students is not enough. Shortly we shall need chairs for 700 to 800 students.

Our plan is for several reading rooms rather than one central "terminal-type" hall . . . private study rooms for honours and graduate students . . . rooms for manuscripts, rare books, cataloguing and circulation activities. Staff and faculty offices. Shipping and receiving facilities.

The cost of this new facility, well-equipped and with landscaping, is estimated at \$1,100,000

# Seats for students . . .

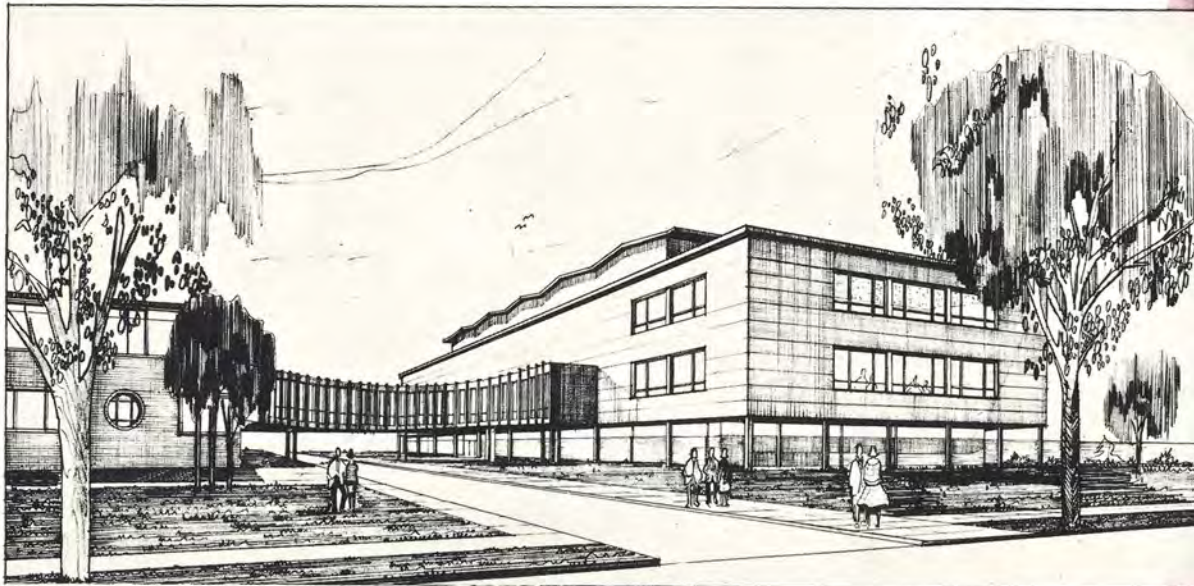
SCIENCE & BUSINESS ADMINISTRATION WING. Students are eager for wider knowledge in the fields of chemistry, biology, physics, and psychology and so the departments must expand programs and increase facilities. Required are several laboratories, including electronic and optic labs, rooms for laboratory preparation and for live animals. A greenhouse. Lecture and seminar rooms. Roof dome, telescope, fully-equipped observatory. Faculty offices.

The Department of Economics and Business Administration will share this building for the time being—in order to expand its facilities. The pressure is great for more room to study, discuss, and learn from those who wish to go into the higher levels of commerce, industry, accounting, and related teaching fields.

Needed for this rapidly expanding department are lecture and seminar rooms, and

faculty offices. A case study room where students may face each other in case discussions, where leaders of merchandising and manufacturing may present programs and demonstrations.

While not as large as the library, this building is estimated to cost \$1,000,000 because of the high expense of scientific equipment and laboratory facilities.

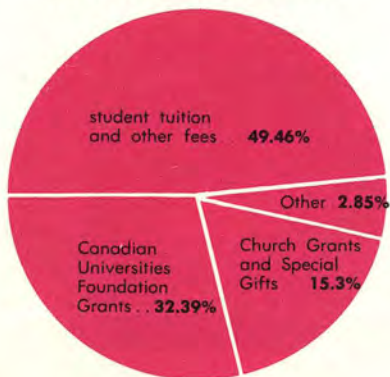


# Scholarship



Top students. One begins a teaching career, the other goes on to graduate work. Waterloo University College has more than 2,400 graduates and former students in teaching, accounting, medicine, nursing, ministry, law, advertising, government service, management, labor, music, show business, and dozens of other occupations including graduate work . . . and home-making.

## OPERATING INCOME



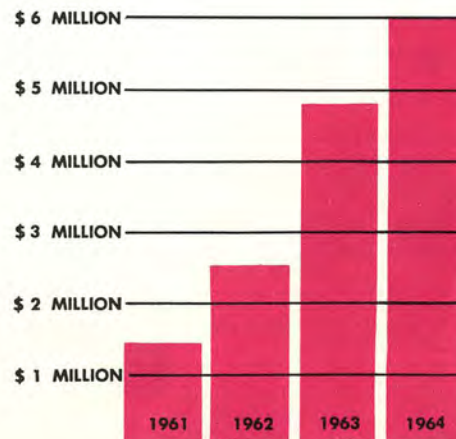
## Good Management

Despite the fact that Waterloo University College receives no grants of any kind from the Ontario government, good management has enabled it to maintain a balanced operating budget and to initiate an ambitious expansion program.

Almost half the operating income of the university is derived from modest tuition and other student fees. Grants from the Canadian Universities Foundation account for about one-third. The rest comes principally from church grants and special gifts. The current operating budget is \$1,706,400.

New buildings to accommodate the growing numbers of young people seeking admission have increased the university's capital assets by more than \$1 million in 1963. With the completion of two new units in 1963 the assets of the university exceeded \$6,000,000.

## GROWTH OF PHYSICAL ASSETS



## In the Vanguard

"Each time we visit there is something new and fine on campus," say parents and alumni. Dramatic development of facilities 1960-63 has been possible because of the confidence, loyalty, and generosity of thousands of persons, corporations, and agencies such as Canada Council and Canadian Universities Foundation. Response from organizations directly related to the university:



**Synod: Dr. Albert W. Lotz, President**

\$110,000 is pledged annually for university operating costs by Eastern Canada Synod, sponsoring agency of the Lutheran Church in America. About 80% is realized each year.



**Centennial Appeal: Dr. J. R. Houser, Chr.**

The synod's Centennial Appeal, 1962-64, provides the \$515,000 cost of the new seminary building, \$130,727 for a seminary section of university library and \$87,152 for a seminary dormitory for married men.



**Community: Ralph Kraft, Chairman**

Citizens of Kitchener-Waterloo conducted a campaign among selected prospects, 1962-63, and \$144,646 has been received to date for the National Development Fund.



**Alumni Fund: Beverly L. Hayes, Chr.**

Alumni Association has established its first annual Alumni Loyalty Fund to raise \$11,500 for concert grand piano, scholarship funds, and graduation awards.



**Parents: Reginald Lillyman, President**

The Parents' Association has organized a Parents' Loyalty Fund to raise \$99,500 over a two-year period for the National Development Fund objectives: Library and Science-Business Administration Wing.



**Auxiliary: Mrs. Harry D. Greb, President**

The Women's Auxiliary, oldest of university supporting agencies, has pledged two sums, \$25,000 and \$5,000 for student resident furnishings. Additional gifts such as scholarship and library grants are made periodically.

## Project Opportunities

### for Corporations and Individuals

There is opportunity to select facilities in the Library and Science & Business Administration Building for special gifts and memorials. They may be identified by inscriptions, such as memorials.

#### LIBRARY

Three Stack Areas, Each	\$60,000
Reference Reading Room	50,000
Reserve Book Area	50,000
Main Entrance & Exhibition Area	45,000
Two Separate Reading Rooms, Each	45,000
Catalogue Room	40,000
Bibliograph Room	40,000
Rare Book Room	35,000
Government Documents Room	30,000
Current Periodical Room	20,000
Six Seminar Rooms, Each	10,000
Two Library Administration Work Rooms, Each	10,000
Six Library Administration Offices, Each	4,000
Two Microfilm Viewing Rooms, Each	4,000
Forty Study & Typing Carrels, Each	500
Book Stack Sections (1200) Each	200
Study Tables & Chairs (120) Units	200

#### SCIENCE & BUSINESS ADMINISTRATION WING

Two Lecture Halls Seating 350, Each	\$90,000
Three Biology Laboratories, Each	65,000
Three Physics Laboratories, Each	60,000
Three Chemistry Laboratories, Each	60,000
Biology Greenhouse	30,000
Telescope Dome	30,000
Observatory	22,000
Photo Electric & Lab Space	18,000
Dome	5,500
16" Reflector Telescope	20,000
Computing & Photo Electric Equipment	4,000
Physics & Chemistry Reading Room	10,000
Science Section Lobby	10,000
Three Physics Faculty Offices, Each	7,000
Three Biology Faculty Offices, Each	7,000
Three Chemistry Faculty Offices, Each	7,000
Six Model Display Cases, Each	1,500
Laboratory Work Tables (75) Each	800
Business Admin. Case Study Room	40,000
Four Seminar Rooms, Each	15,000
Business Admin. Section Lobby	10,000
Four Business Admin. Faculty Offices, Each	5,000
Psychology Main Teaching Laboratory	25,000
Psychology Animal Room	8,000
Ten Project Research Rooms, Each	3,000
Two Faculty Research Offices, Each	4,000
Five Faculty Conference Rooms, Each	4,000
Office Furniture Units (20 sets)	800

You may honor the name of a corporation or a person, living or dead, through these project opportunities. Such major gifts assure completion of the projects at once and serve to carry on the name, high purpose and influence of corporate bodies and individuals.



DR. WILLIAM J.  
VILLAUME  
*President and Vice  
Chancellor*  
Waterloo Lutheran  
University

## High Purpose

Waterloo University College, large enough to bring together a diversity of academic interests and persons, insists upon remaining small enough to retain person-to-person relationships. Our tradition of thorough academic training combined with concern for moral and spiritual values gives our college its distinctive character.

Our purpose in days ahead is not only to provide more room to teach and to learn, but adequate facilities in lecture room, laboratory, and library for students and faculty to excel.

Through the National Development Fund we look confidently to corporations, foundations, and individuals to provide a flow of financial gifts that will help effectively in fulfilling our responsibility to the youth of Canada.



MR. HARRY D.  
GREB  
*President*  
Greb Industries Ltd.  
Greb Shoes Ltd.  
*General Chairman*  
National Development  
Fund

## Sound Business Procedure

As an industrialist, I'm grateful for the opportunity to support this University College which, with balance of the humanities and sciences, aims to produce graduates of intellectual and spiritual dimension rather than one-track minds. It is concerned with Canada's cultural, intellectual, and spiritual development as a nation.

This institution believes in its objectives so deeply it is willing to forego provincial financial support to attain them. It operates, nevertheless, on balanced budgets. Each step forward is made on faith and sound business procedure.

We, in the business world, are interested in discharging personal and corporate responsibility for the education of young Canada. My committee associates and I commend the National Development Fund to you. It offers an effective way to act now.

# National Development Fund \$2,100,000 for Waterloo University College

Waterloo Lutheran University, 75 University Avenue West, Waterloo, Ontario - Tel. 519: 744-8141

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