

for

TWIN-CITY



Education Is Basis of Culture and Opportunity



PLATO said: "Man becomes what he is, principally by education." Seneca believed that the object of education is not external show and splendor, but inward development.

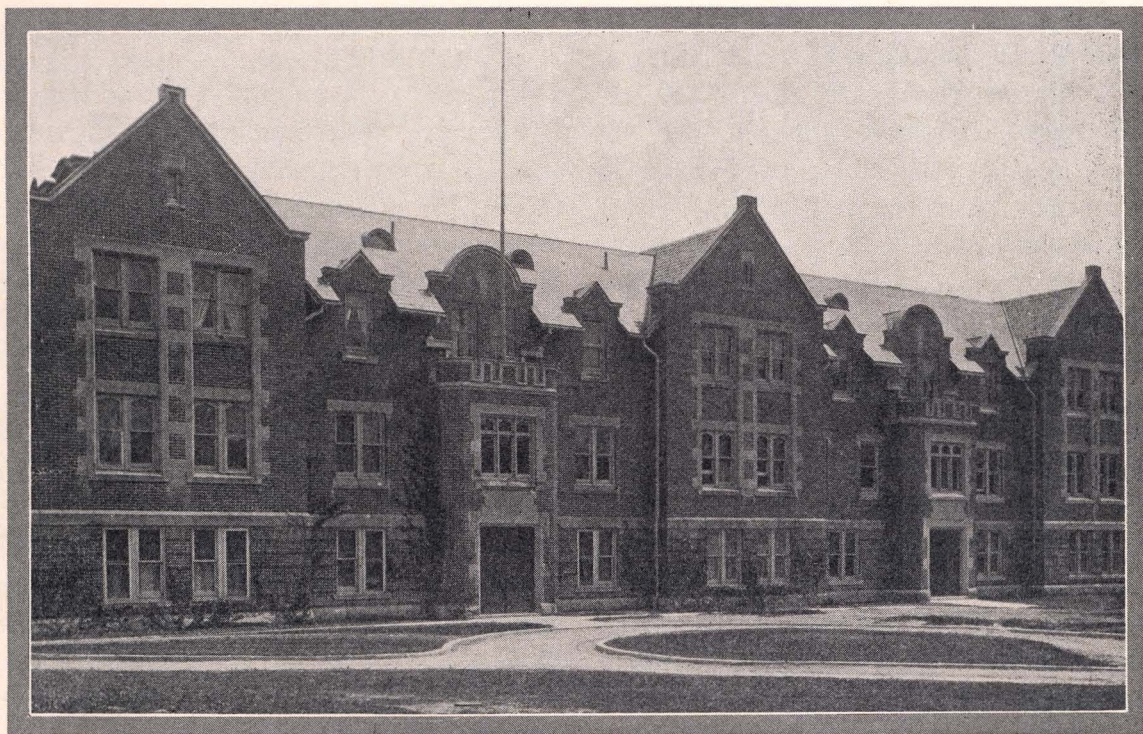
Agreeing with Plato and Seneca, Sir Thomas Sutton, in the middle of the 17th century, purchased in London an old building and established a school for boys. He endowed it, and it remains today. Its name is Charterhouse, and it has given to the world no less personages than Addison, Blackstone, John Wesley, Thackeray and Baden-Powell, the hero of Mafeking in the Boer War. Crowds cheered Sir Baden for days in front of the War Office, and they did not forget to cheer in front of old Charterhouse, that had given this man who was later to found the great Boy Scout movement which would sweep over the entire globe.

Likewise, the Canadian College has played an unique part in Dominion Life. It has formed men who have brought to their tasks an incomparable morale, a cap-

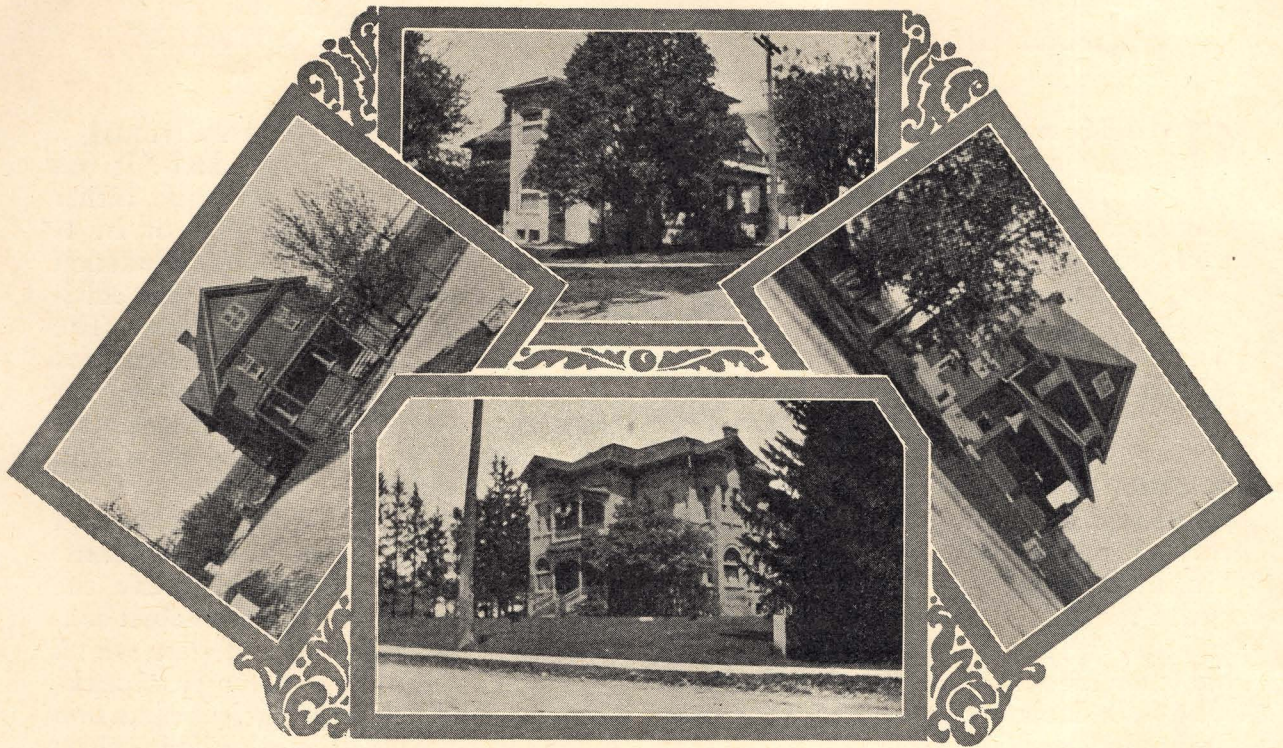
acity that seems more than individual, a power touched with large ideals. It has prepared them for the whole of life, rather than for some particular part of it. It challenges the spirit of youth. Education means opportunity. Education for efficiency is education for character. The wealth of the Province is not measured chiefly by products or bank accounts, but by the quality and character of the people. All values must be measured at last in terms of personality.

There was a time when there was a drift in education from culture to craft. But a change has taken place. To-day, the humanization of culture is life's chief concern and task. Nothing but that which builds life can build a community, or make a nation great. The only efficient education in the last resort is the education for character. "Its spirit is the spirit of culture," said Matthew Arnold.

It is worth everything to have a part in building up a school, and have it turn out a series of great men and women throughout the centuries.



© MAIN BUILDINGS ©



THE OTHER BUILDINGS

The College Points the Way to Community Service

THE chief justification of education is increased efficiency in service. Service, therefore, must be the objective held steadily before the eyes of all young men and women. They must never be allowed to lose sight of the multiple avenues of service running in all directions through the complex life of our times.

To this end our Dominion colleges today point the way.

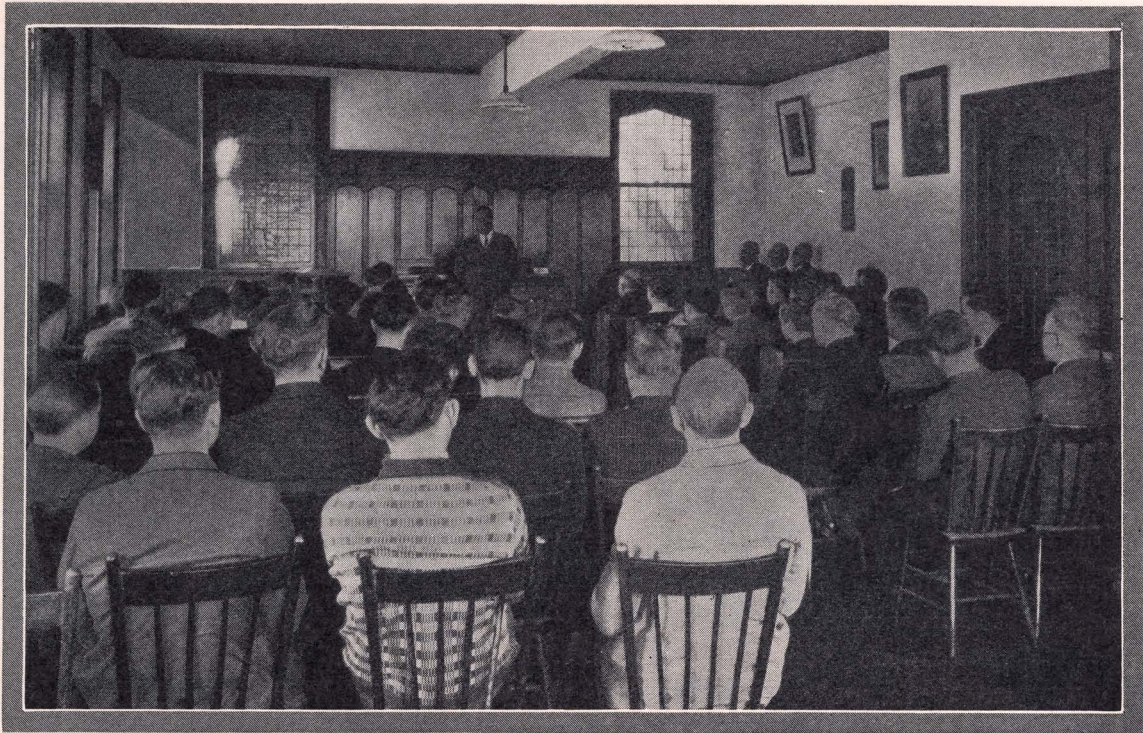
And so in helping to build up its college, a city has come to realize that it is not simply making it possible for John Smith to become a successful executive, for William Brown to be a doctor, or for Mary Jones to be a teacher. It is decidedly more than that. The city recognizes the fact that a college student whose sights are

raised will gain perspective and achieve a wider vision of community responsibility.

These are the men and women, who in the years to come will step forward for hard, intelligent, unselfish service on committees for city improvement and planning. They are the persons who will fill the gaps in the hours of need. Trained for responsibility, they will embrace and help to solve the most difficult of community problems.

That is what a city pays for when it helps to build up its college. It helps to pay for the college education of its youth that its manhood and womanhood may have the desire, the ability and the carry-through to help make the city an even better place in which to live, to work and to play.

And the cost is mighty small when measured in terms of values received.



∞ THE CHAPEL ∞

Value of College Influence Recognized By Other Cities



FOR years college towns and cities throughout the Dominion have recognized the fact that the college plays both a large and an important part in raising to a high degree the culture, character and standards of scholarship, life and service in the city. There is scarcely a home in a college town that is not influenced, directly or indirectly, by such an institution. The very presence of the college creates and stimulates a desire on the part of most boys and girls to complete their high school courses and for many to seek higher learning.

A college gets into the very life blood of a city. The urge of youth, the stimulation of ambition, the striving for high ideals, the exemplification of service and self-sacrifice, the stern endeavor, the zeal for recognition and the achievement of

scholastic records, get into the very soul of the commercial, industrial and professional life of a growing and prosperous community.

In after years, they are found to be the backbone of character, the framework of success, the inspiration of progress, a motivating force to a purposeful life, passing impression even to the children of the second and third generation.

College cities, realizing the value of the institution's influence in the community have taken a big part in generously helping to build up their colleges. Some of these cities and the amounts which they have subscribed are as follows:

Hamilton \$500,000; London \$200,000; Halifax \$250,000; Kingston \$200,000.

The community which invests in a college reaps quick and large rewards.



THE STUDENTS

We Have a College in Our Midst Which

RIGHT at our very door we have such an institution—Waterloo College, which for five years has been a growing asset to the Twin City. Hundreds of young men, most of whom have come from Waterloo and Kitchener homes, have entered these portals of opportunity, later to emerge to lives of increased usefulness in the Twin City. And now the College has opened her doors to our young women.

Waterloo College gives our boys and girls an opportunity to receive a sound, thorough preparatory and college education, standing unequivocally for the Christian element in education, for the production of character grounded in religion,

and for the training of leaders who will interpret civic duty in terms of Christian service. Waterloo College deepens religious zeal, strengthens moral fibre and seeks to bring out characters which we have for many generations associated with Christian manhood and womanhood. Above all, Waterloo College guards and strengthens faith in God.

Waterloo College is the opportunity college of our boys and girls, making it unnecessary for them to go to the expense of attending distant colleges. The rates are low; the standards of living are simple; and by living at home our young people



NT BODY ~



ich is a Scholastic and Cultural Asset

are able to keep the cost of their education at a minimum. Yet the equipment which has been planned for the coming years will be as good as can be found in almost any other college in the Province.

Many of the boys and girls of Waterloo and Kitchener could not go to College at all, if it were not for Waterloo College. It has been the gateway of opportunity for many of our boys in the past who have had their lives enriched by their training there. It is a matter of record that 60% of all the boys and girls who attend any college (not University) do not travel more than thirty miles from home.

We citizens of the Twin City can well be proud of this, our college, and of these, our boys, who have the ambition and grit and brains to forge ahead.

Waterloo College has lifted many boys out of the rut of mediocrity and set their feet in the path of achievement. They have gone out into the world with their creative impulses strengthened, their abilities increased, with more enthusiasm, better health and a sounder knowledge of life, than the boys who have not had this college opportunity.

Let us set the feet of more of them in the years to come on the high road to the larger life. ~ ~ ~ ~ ~

Waterloo College Has Been Built and Maintained By the Lutherans

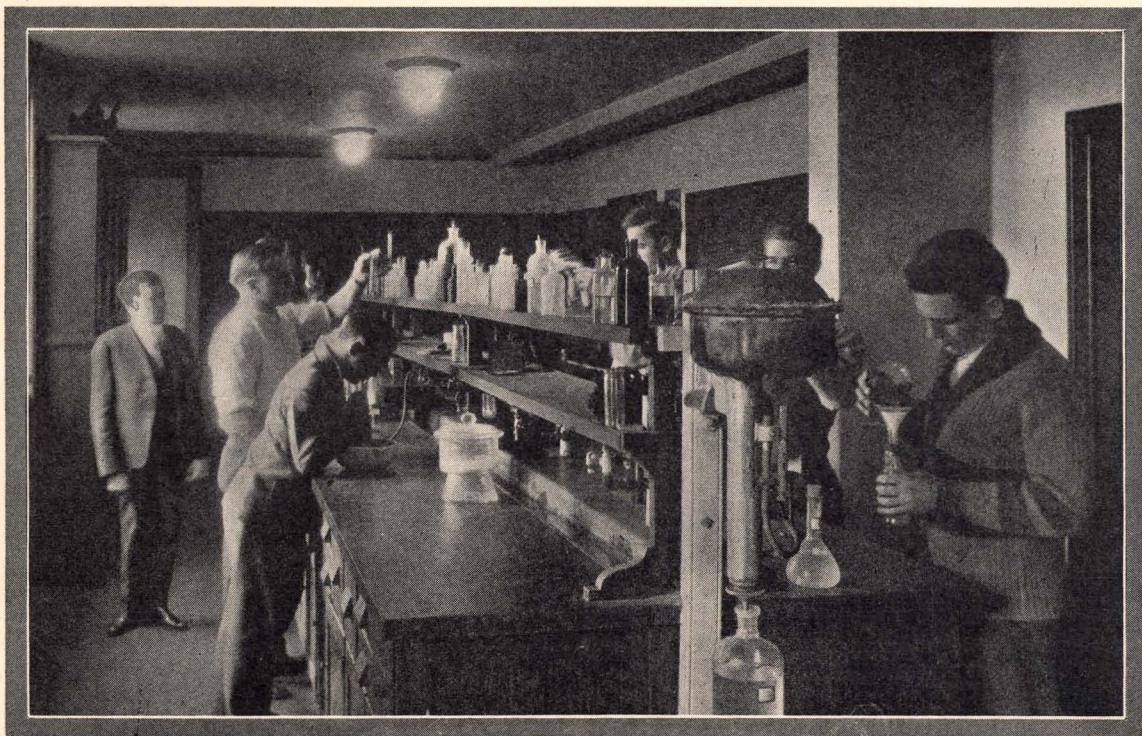


THE United Lutheran Synod of Canada has established within our city a College of sterling quality. The Lutherans have maintained it here for five years. During this time no general appeal has ever been made to the citizens of Kitchener and Waterloo. And yet since its establishment the College has meant more to the Twin City than it has to other towns and cities throughout the Synod.

It means a great deal to a community to be selected by a great religious denomination, as the site for its college, for such a city finds itself with an institution stimulating the highest ideals, at comparatively small cost to the city.

Waterloo College is a college which is in line with the best Canadian tradition for most of the Colleges of Canada, and indeed of all America, were founded by religious denominations. Waterloo College was founded by zealous men of the Lutheran Church, and has been nurtured and developed by the sacrifices, the prayers and the gifts of faithful men and women of that body.

Five years' test has proved that Waterloo College can render a necessary and noble service to the youth of the Twin City. *The output of this little College in the form of enlightenment, culture and character is so impressive that it seems wise and imperative to place the College now on a permanent basis.*



SCIENCE LABORATORY

If Twin City Shows Its Interest Now, the Lutherans of Canada Will Make It a Great College



THE University of Western Ontario, of which Waterloo College is a component part, has wisely decreed that present courses should be extended and new ones added. A fund of \$150,000 is required to bring Waterloo College's endowment up to the standard.

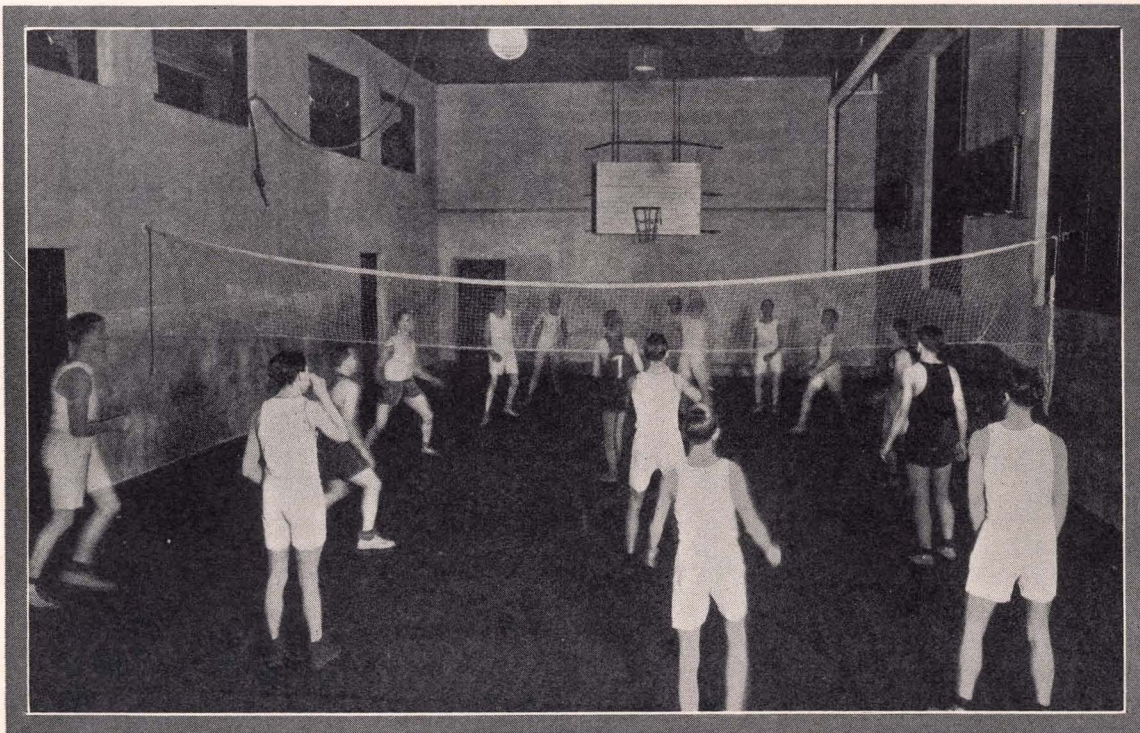
Quite properly the College asks the help of the citizens of Kitchener-Waterloo. It is our privilege and duty to give encouragement to the development of this, our College. Waterloo College has served our community; it has helped raise the level of culture, character and enlightenment. It has nurtured the ambitions of our worthy boys; it has led them on in the pathway of noble achievement. Waterloo College can do still more for the future

culture of our city than it has done in the past, if we help build it up. To neglect to help the College now would be to turn our backs upon a plain duty to the proper development of our city.

As new educational standards throughout the Dominion advance and additional equipment is required, the Lutheran Synod of Canada plans to continue to build up the financial resources of Waterloo College.

If we respond generously and enthusiastically now, it will assure the Lutherans of the Synod that they made no mistake in locating Waterloo College here, and that we are proud of the institution and desire to see it grow.

Then they in turn will do more to make it a great College.



∞ SOUND BODIES MAKE FOR SOUND MINDS ∞

Waterloo College Pronounced Worthy of Growth

ORIGINALLY Waterloo College was part of the Lutheran Seminary and was sponsored through its cradle stages by the Seminary. Now, the College has been separated entirely from the Seminary in the matter of finances and faculty and as the College grows in strength it should become more and more a distinct institution, strong in its own strength.

The fund of \$150,000 is the next essential step in this direction. This will be kept as a College endowment fund and the yearly income from it will add strength, stability and dignity to the administrations of the College.

Every college must be strongly endowed for the tuition which college students pay,—in all colleges,—meets only part of the cost of their education. The average percentage of tuition to cost is 40%. If students were required to pay the full cost, the result would be that only sons and

daughters of the wealthy could attend college. In order to keep education democratic, public spirited men and women give money to colleges for endowment. The largest college endowment is that of Harvard—\$85,000,000.

Waterloo College's endowment need is modest, but it is vital and urgent. The life and growth of the College is absolutely dependent upon it.

In order that the citizens of the Twin City may be closely affiliated with the future development of the College, the Board of Governors has appointed a permanent Advisory Council of seven outstanding business men whose counsel and aid will be sought in matters of policy of interest to the public. These men are: Honorable W. D. Euler, A. J. Cundick, Charles Greb, Oscar Rumpel, Norman Schneider, Edward F. Seagram, W. G. Weichel.

EXPRESSIONS OF CONFIDENCE

(Copy of Resolution passed by the Municipal Council of the Town of Waterloo)

Waterloo, Ont., March 4, 1929

“RESOLVED:— That the Waterloo Town Council express its appreciation of the valuable service to our Community rendered by Waterloo College, in giving our young men the opportunity of higher education, which is so necessary in every field of endeavor.

“And be it further resolved, that we recommend to our constituency the efforts of the Board of Governors of the College to raise the sum of \$150,000 for endowment and maintenance. This amount is necessary for the continuation and expansion of the College programme, which is in keeping with the standard set by the University of

Western Ontario, with which Waterloo College is affiliated.”

(Signed) L. F. Dietrich, Mayor; N. A. Zick, Clerk

(Excerpt from Resolution passed by Municipal Council of the City of Kitchener

Kitchener, Ont., February 5, 1929

“THAT this Council express its appreciation of valuable service to this Twin City rendered by Waterloo College, particularly in bringing university courses and degrees within reach of many local students who could not otherwise obtain such standing, and commend to the citizens of Kitchener the efforts of the Board of Governors of the college to raise the funds necessary to carry on their work.”

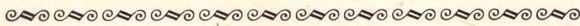
(Signed) W. CLEMENT, Mayor; C. G. LIPS, City Clerk

Twin-City Has an Unusual Opportunity To Become a Great Seat of Learning



BY helping Waterloo College to become a great educational institution, Twin City may become a notable seat of learning.

Practically every College has grown out of a small beginning and bitter struggles. They have not just happened; they have been built by the sacrifice and gifts of men and women who have paid the price in time, in effort, and in money.



THE DOOR TO OPPORTUNITY

And who knows but that some day Waterloo College will have grown to be one of the great colleges of Ontario.

Every normal citizen wishes to do his part in furthering the culture, character and refinement of Dominion life. The natural and effective way for a citizen of Waterloo or Kitchener to give expression to this deep-seated desire is to help build up Waterloo College. Let us do our full part in increasing the prestige and the influence of the College which is helping to build up the culture and character of our community life.

Community pride and generous action on the part of every individual citizen of the Twin City, *now*, can send Waterloo College forward with leaps and bounds. *Let us take the next step in building a Greater Waterloo College.*

This appeal is made to citizens of vision who appreciate the value of *College to Community*; to men and women of heart who recognize the ennobling influence of higher education; and to men and women of unselfishness who are willing to give out of surplus to the public good.

Let us of Kitchener and Waterloo join hands heartily with the Lutherans of the Synod of Canada in building a College for our sons and daughters.

*We have the means; God grant us the wisdom and
the unselfishness to accomplish this purpose*



KITCHENER
ONTARIO