



**For
Their
Sake**

**A NEW
LIBRARY**



WLU PARENTS LOYALTY FUND



Why a Parents Association?

By Reginald Lillyman, Executive Vice-President, Dolcis Shoes Ltd.

I am writing as a parent of a fourth-year student and also as president of the Parents Association of Waterloo Lutheran University. Let me first congratulate you on your wisdom or good fortune, which ever it may be, in having chosen and been accepted by, this seat of learning for the further education of your son or daughter.

He or she has come to a university where, by reason of its compactness, its regulated size, and, more particularly, the special dedication of a faculty and administration carrying out a dedicated policy, students have available to them all that is best in college life.

Why a Parents Association?

It is quite unusual in Canadian university life and I believe that it is a most wonderful organization. Through this association it is possible for parents to meet from time to time and to talk with each other, but more important, to confer with the teachers of our sons and daughters. Through the association you have the opportunity to get to know the campus, the faculty, the staff, and the students much better than you otherwise would.

I personally can now understand my son, Roger, much better and enjoy with him his years of study because I have been here with him and I know the people he talks about, deans, professors, and the lecturers. They are personalities with dimension: men and women whose minds and spirits are as stimulating to me now as they have been to my son.

Now a conversation with my son is more than a report: it becomes a dialogue between father and son about something we both understand and hold in deep affection.

But in addition to all that, you can become aware at first hand of the dramatic development of a university, — of the wonderful efforts, courage, enthusiasm, and, above all, determination of the president, staff, and faculty, backed by the Board of Governors.

The Parents Association gives you the opportunity to know about these things and to give your help in promoting the Parents Loyalty Fund — both of these a means to a great end: to develop and to improve what is here on campus now for the sake of these students — our sons and daughters, and others to come in the future.

Parents Designate \$50,000 To Sponsor Reference Room

The Reference Reading Room in the library — where scores of students and faculty members will carry on research and study — has been selected by the Parents Association as the first of its special gifts to Waterloo Lutheran University.

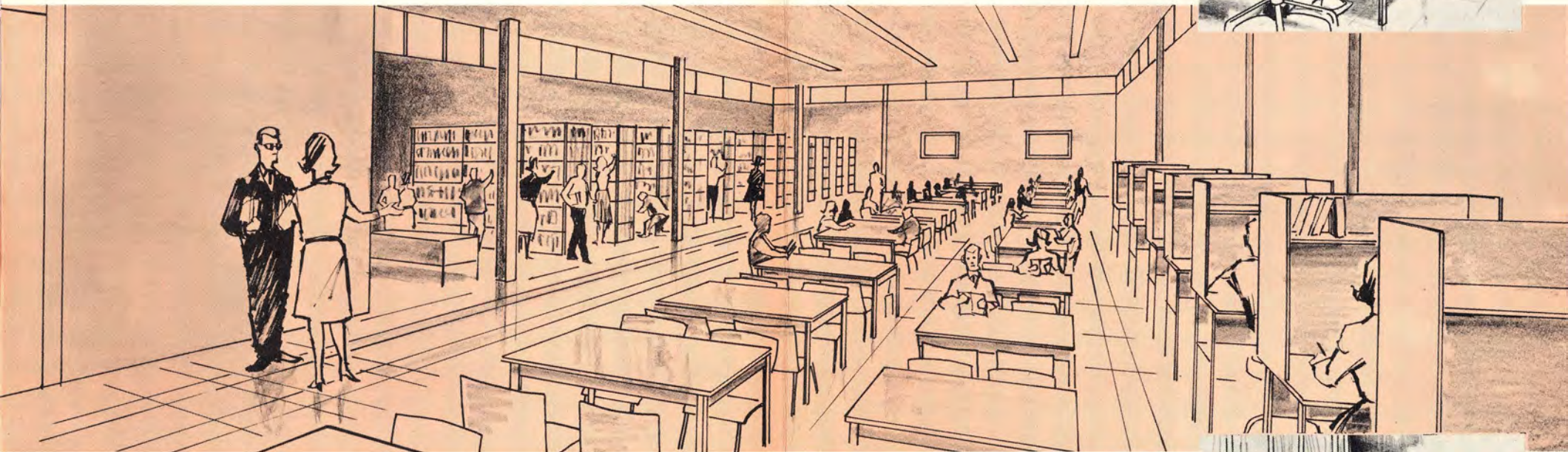
The cost involved is \$50,000, one-half of the Parents Loyalty Fund goal of \$99,500 adopted a year ago to help underwrite construction of the library and the science and business administration building.

Parents are well on their way toward achieving these objectives. When decision had been reached to sponsor the Reference Room, parents' contributions already totaled almost \$30,000.

The Reference Room is located on the main floor of the library. A special bronze plaque will be placed in the area reading "Reference Reading Room — A Gift of the Parents Association, 1963-65."

Fourteen carrels will be installed in the Reference Room. These are cubicles near the book stacks used by students and faculty for individual study.

The Reference Room will occupy 3,354 square feet on the main floor of the library. It will include almost two dozen study tables for four students each, the series of carrels, book stacks, and the reference librarian's office.



Library Construction Begins

More library space is a critical need.

The Board of Governors, therefore, voted to begin construction last November so that at least two floors of the library would be ready for use September 1965.

The full construction budget of \$1,100,000 was not in hand; yet the Board acted with confidence. Parents had already given more than \$27,000! The first annual Alumni

Loyalty Fund of \$11,500 was oversubscribed! Commerce and industry had already contributed more than \$625,000 of the \$2,100,000 for the library and the science and business administration building.

Parents were among the 41 persons who broke ground for the library. Foundations have been poured. Steel has been obtained. Construction proceeds. Now the funds are needed.

Reference books will cover the entire range of study, graduate and undergraduate, at Waterloo Lutheran University. Here goals can be fulfilled in preparing term papers, day-to-day assignments, and special research.



Parents Lead The Way

Backbone support for university development comes from parents, through their contributions and through work of fathers in soliciting corporations.

Parents set the pace in establishing the Parents Loyalty Fund with a goal of \$99,500 for construction of the new library and the science and business administration building.

Within a 15-month period parents gave almost \$30,000 toward their objective. Gifts range from \$1 to \$2,500. Some gave cash; others donated through pledge installments. One father said: "We can't contribute cash now but we have provided for a bequest for the university in our will."

Parents of alumni give along with parents of students. Grandparents, aunts, uncles, brothers, and friends have pitched in too. The parents of one graduate wrote: "Many times we thank God for the way your professors and staff members inspired our son with enthusiasm, zeal, and good Christian principles."

Numerous parents have contributed through family-owned companies, thereby joining corporations across Canada in meeting the \$2,100,000 goal of our National Development Fund.

When corporation executives ask: "What is your own constituency doing to help?" — We always tell them about the loyalty and generosity of parents!

PARENTS ASSOC. OFFICERS

President: Reginald Lillyman, Toronto, executive vice-president, Dolcis Shoes Canada Ltd.

Deputy President: William E. Algie, Toronto, president, Algie, Lawson Ltd., advertising.

Vice Presidents: Karl S. Moeser, Toronto, sales manager, IBM; Dr. Donald G. Johnstone, Niagara Fall, Ont., dentist; Mrs. Don R. Stewart, Rockwood, Ont., teacher, housewife.

Treasurer: Sid McLennan, Kitchener, city alderman and president of McLennan Insurance Ltd.

Executive Secretary: Dr. Henry Endress, vice-president; director of university resources, W.L.U.





PARENTS LOYALTY FUND

PARENTS ASSOCIATION

WATERLOO LUTHERAN UNIVERSITY

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**For
Their
Sake**

*Fathers view
library construction.*

HERE'S HOW TO GIVE . . .

1. Use the subscription card and business reply envelope enclosed, but a letter of intention will suffice.
2. Give as generously as you can. Installment giving through a pledge helps you become a bigger giver. Gifts range from \$1 to \$2,500 to date.
3. Make cheques and money orders payable to: Parents Loyalty Fund, WLU.
4. Mail subscriptions to: Parents Loyalty Fund, WLU, address above.
5. All gifts are acknowledged by personal letter and by official receipts.
6. All gifts are tax deductible.
7. The university will send you an alert when installment dates arrive.
8. This appeal is conducted by parents and staff. 100% of each gift, therefore, goes toward university purposes.