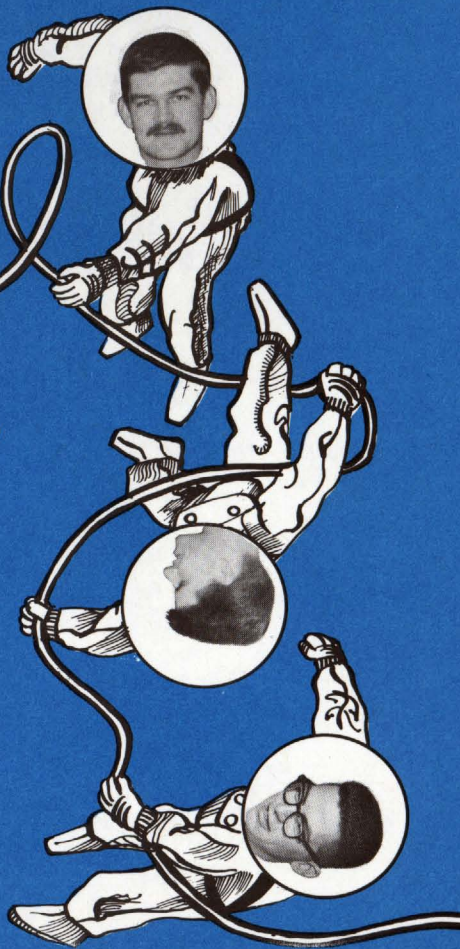


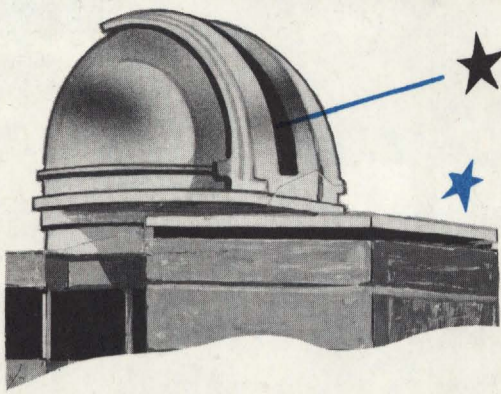
ASTRO ALUMNI TEAM PULLING FOR

PROJECT 66

COUNTDOWN HAS BEGUN . . .

BE A W.L.U. BOOSTER!





Alumni to sponsor observatory dome

Alumni target.

A telescopic dome atop the proposed Science Hall.
A gift valued at \$12,000.

This is the major objective voted by the alumni of Waterloo Lutheran University at Homecoming, to be its main project for alumni and former students in 1966.

Out of loyalty and gratitude to their alma mater, alums adopted an over-all goal of \$18,340, to be raised by Homecoming, November 4-5-6, 1966. Included too are the special projects of the Classes of 1964 and 1965. Budget details:

- Telescopic Dome in the proposed Science Hall and Business Administration Building..... \$12,000
- Second fifth of 5-Year Sponsorship of Library Seminar Room, Class of 1964 Project..... 2,000
- First fifth of 5-Year Sponsorship of Library Bibliography Room and Business Administration Alcove, Class of 1965 Projects..... 3,440
- Three Alumni Scholarships @ \$100..... 300
- Academic Awards Medals, Spring and Fall Convocations 300
- Special Alumni Project Fund (Homecoming, etc.) 300

Alumni Loyalty Fund Objective, 1966..... \$18,340

Alumni blast-off

The third annual objectives were adopted with enthusiasm and confidence in light of past Loyalty Fund achievements, according to Bev Hayes, E'50, chairman. Each pledge helps make it a reality.

The first Alumni Loyalty Fund (1964) was oversubscribed . . . receipts totalling \$11,599. Result: a Steinway Concert Grand Piano was presented to the university for the WLU Theatre-Auditorium. It is the only privately-owned Steinway Concert Grand Piano in Ontario's Golden Triangle. Among the artists already featured are Israel's concert pianist, Daniel Barenboim; Canada's jazz king, Oscar Peterson; and Kitchener-Waterloo's Ruth Henderson. Scholarships and academic award medals are provided as well.

The second Fund (1965) rocketed past the previous year's total with \$12,875 in receipts, to sponsor the Alumni Foyer at the library main entrance; three \$100 scholarships; and several academic medals. Received too was the first of five annual installments from the Class of 1964 for a Library Seminar Room.

Reaching out into space

In selecting the Telescopic Dome as the major, \$12,000 project, the Alumni take another pioneer step in providing university facilities. Additional financing needed: \$25,000 for a telescope and \$25,000 for a fully equipped observatory room!

The Science Building, to be located at Albert Street and University Avenue, will be fully equipped for chemistry, biology, physics, psychology, and astronomy. It will also be used temporarily by the School of Business and Economics which, it is hoped, will have its own building, back-to-back with the Science Building, within the next five years.

Alumni among WLU leaders

Alumni . . . grads and former students . . . play a major role in the university's impressive development.

Alumni representatives on the Board of Governors: Mrs. Ruth Zinck, '52, and Kenneth A. J. Kraft, '55, who serves as secretary of the Board.

Alumni representatives on the Senate: Dr. Walter F. Koerber, '30, and Reginald A. Haney, '51.

Alumni are active in the National Development Fund with Bev Hayes, E'50, chairman of the first three annual Alumni Loyalty Funds, serving on the NDF Executive.

Alumni make social and cultural contributions to campus and community life, too. The association launched the Alumni Presentation Concert series in conjunction with Homecoming festivities, and provided concerts for Parents Orientation Day and the Women's Auxiliary annual meeting. Other features: a reception for graduating classes, prizes for student float parades, gifts for campus queens, and speakers at community affairs.

Alumni leaders take part in university events and, best of all, many alumni serve as members of the university's faculty and administrative staff.

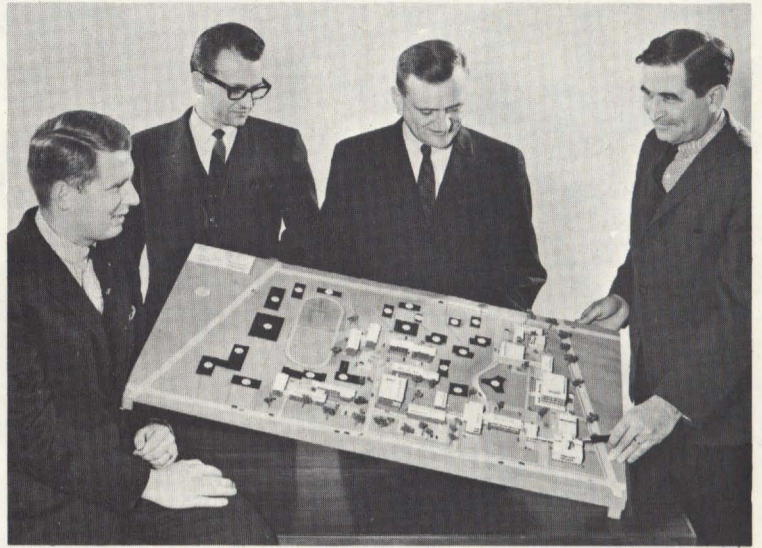
Alumni communication

Alumni keep in touch.

Two or more pages of the bi-monthly WATERLOO CAMPUS are devoted to alumni news. Periodic mailings report on university progress and gather news about the alums themselves for publication in the CAMPUS.

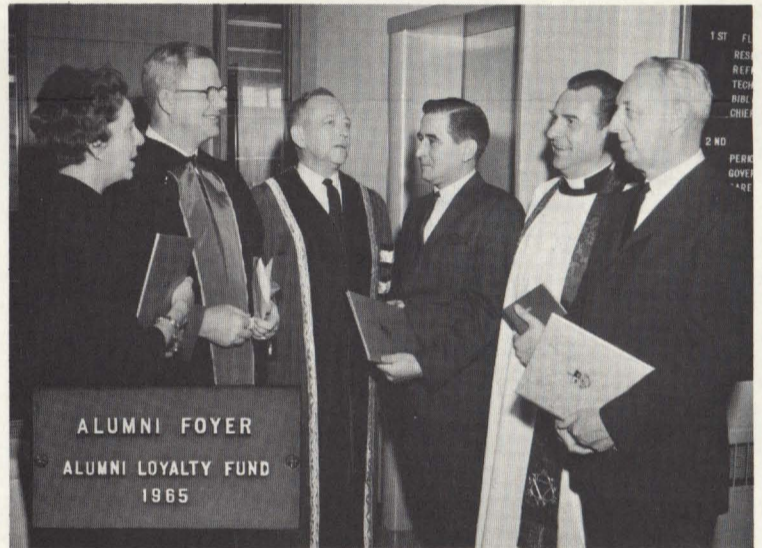
A new feature at Homecoming 1965 were class reunions, arranged by Brian E. Baker, '64, director of alumni affairs. Since 1964 each graduating class elects permanent officers to carry forward class affairs.

The Alumni Office, set up for quick mailings to alumni by years and areas, helps to stimulate chapter and class activities.



Here's Where it Will Go

Bev. L. Hayes E'50, chairman of the ALF, indicates the Alumni Observatory Dome atop the proposed science and business administration building. Co-workers in the project are, left to right, Brian E. Baker '64, director of alumni affairs; Thomas R. Freure '62, alumni past president; and F. John Gellner '50, alumni president.



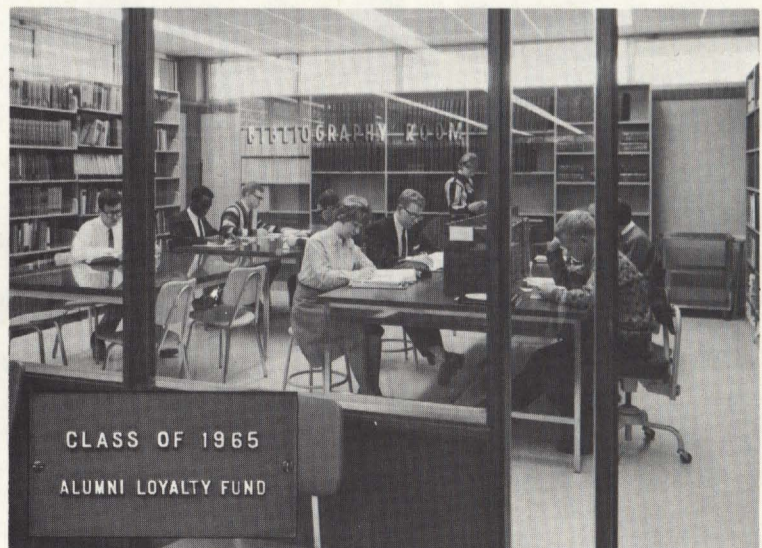
Second Annual Fund Dedication

Bev. L. Hayes, Alumni Loyalty Fund chairman, presents the document dedicating the Alumni Foyer in the new university library to Dr. William J. Villeneuve (third from left) and other university officials. From left, are Mrs. Harry D. Greb, Mr. Greb, Rev. Francis K. Wagschal and William H. Timmis.



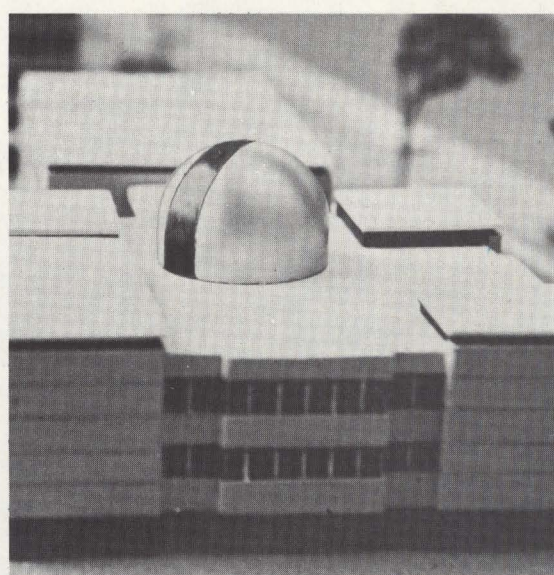
Seminar in Progress

The gift of the Class of 64, a library seminar room, gets plenty of use. Here, Erich Schultz '51, S'54, university librarian, leads a small, informal class in discussion. The plaque, shown inset, will indicate to generations of students, the generosity of the class.



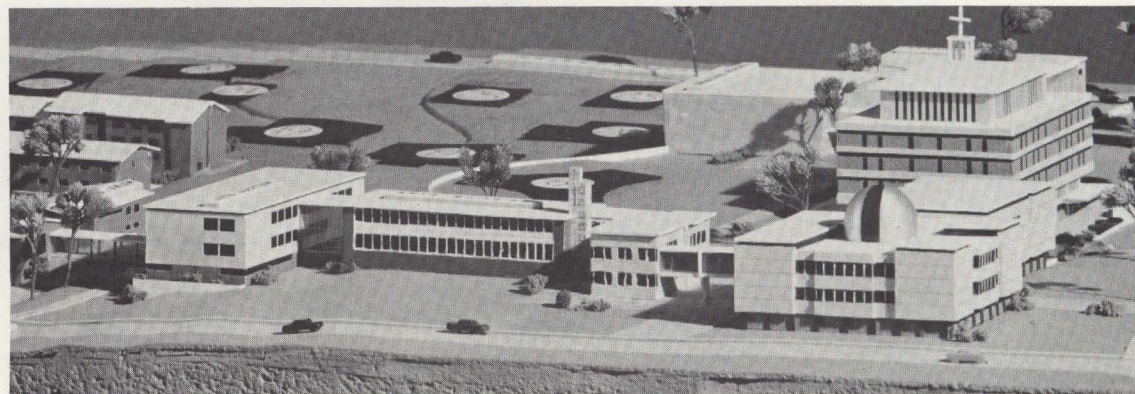
Bibliography Room Busy

Undergraduate and graduate students find the gift of the Class of 65 a great asset while they prepare essays and other notes. The bibliography room is enclosed by a glass wall giving plenty of light and yet keeping exterior sounds at a minimum. Inset indicates interest of class.



'Project 66' will provide new campus interest spot

The Alumni Observatory Dome, when equipped with a telescope as shown in photos on this page, will be a highlight of the WLU campus, providing a new teaching and learning tool for today's science-oriented young people. Various classes, groups and clubs are eagerly looking forward to the successful completion of 'Project 66'.



Alumni Giving

Two hundred twenty grads and former students contributed to the first Alumni Loyalty Fund, 1964. Then 408 contributed to the 1965 fund, an 85% increase. More alumni give each year.

Members of the classes of 1964 and 1965 pledged, before graduation, to contribute \$10 or more per year to the Alumni Loyalty Fund for a period of five years, for their special projects. The 17 business administration students in 1965 decided to contribute a minimum of \$25 a year for a special project.

Alumni gifts range from \$5 to \$2,000 per year. Annual giving is an alumni habit!

Others help, too. Ralph Kraft, president of Hi-Way Market, gives incentive gifts to the Alumni Fund, besides generous giving to the National Development Fund. He, like others, wants to encourage others to support HIS university.

We hope you will now do your part.

Matching Gifts

Alumni should check with the personnel and/or public relations offices of their firms for information about the "matching gift" program. Many corporations will match any gift given by an alumnus, parent, or friend to a university. This program will double your gift to the Alumni Loyalty Fund. Firms have matched gifts to WLU up to

\$1,000 each! See WLU's matching gift leaflet.

How Alumni Give

1. Act immediately.
2. Use the subscription card and business reply envelope enclosed.
3. Out of loyalty and appreciation, give as generously as you can. Installment plan giving makes it possible for you to contribute more.
4. Consider Century Club giving of \$100 or more. Half-Century Club giving is \$50 or more.
5. Make cheques and money orders payable to "Alumni Loyalty Fund, Waterloo Lutheran University."
6. Give early. Each gift encourages others.



Third Annual ALUMNI LOYALTY FUND — 1965-66
Alumni Association of Waterloo University College — WATERLOO LUTHERAN UNIVERSITY
 75 University Avenue West, Waterloo, Ontario, Canada, (519) 744-8141



ALUMNI LEADERS

Alumni Loyalty Fund

Beverly L. Hayes E'50, Waterloo, *Chairman*; Reginald A. Haney '51, Waterloo; Robert Tarbush '48, Listowel, Ontario; James Bromley '62, Kitchener; Thomas R. Freure '62, Waterloo; William E. McLeod '64, Kingsville, Ontario; Timothy D. Ray '65, Ottawa, Ontario.

Alumni Officers

President—F. John Gellner '50, Kitchener; *1st Vice-President*—Herbert A. Epp '61, Waterloo; *2nd Vice-President*—James Bromley '62, Kitchener; *Secretary*—Miss Pauline Wegenast '61, Kitchener; *Treasurer*—Kenneth Christopher '56, Waterloo; *Past Presidents*—Thomas R. Freure '62, Waterloo; Pablo M. Machetzki '61, Kitchener; Ayrton Kipp '55, Doon, Ontario.

Directors

Mrs. Joan Archer '61, Kitchener; The Rev. Alvin J. Baetz '39 S'42, Kitchener; Reginald A. Haney '51, Waterloo; The Rev. Robert B. Langen '48 S'51, Waterloo; Archie McLean '64, Peterborough, Ontario; William E. McLeod '64, Kingsville, Ontario; James W. Neeb '62, Kitchener; Timothy D. Ray '65, Ottawa, Ontario; George W. Schwindt '50, Kitchener; Miss Jane A. Snider '64, Waterloo; Robert Tarbush '48, Listowel, Ontario; C. Brent Thomas '63, Kitchener.

Representatives

Board of Governors—Kenneth A. J. Kraft '55, Secretary of the Board, Brantford, Ontario; Mrs. Ruth Zinck '52, Kitchener. *Senate*—Reginald A. Haney '51, Waterloo; Dr. Walter F. Koerber '30, Toronto, Ontario.

Staff

University Vice-President: Director of University Resources—Dr. Henry Endress; *Director of Alumni Affairs*—Brian E. Baker '64.

Chapter Leaders

Toronto—Tom Hazell '62, Willowdale, Ontario; *Hamilton*—Miss Patricia T. Nevidon '57, Hamilton, Ontario; *Montreal*—Larry Hansen '65, Montreal, Quebec; *Peterborough*—Archie McLean '64, Peterborough, Ontario; *Ottawa*—Timothy D. Ray '65, Ottawa, Ontario; *Kitchener-Waterloo*—James W. Neeb '62, Kitchener; *Edmonton*—Robert Tegler '39, Edmonton, Alberta; *Calgary*—Ken Berlet E'49, Calgary, Alberta; *Vancouver*—Robert S. Diggon E'50, Vancouver, B.C.; *Philadelphia*—Dr. Wilton Ernst '37, Philadelphia, Pa.