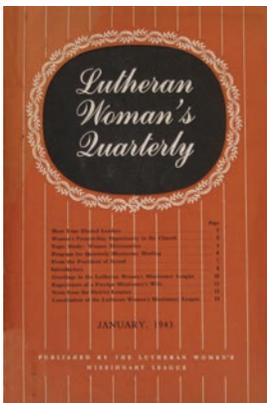


A TIMELINE CELEBRATING the *Lutheran Woman's Quarterly*!

The *Lutheran Woman's Quarterly* was born in January 1943. The "tomato-red" cover was chosen because the red ink was the least expensive of the two colors available.

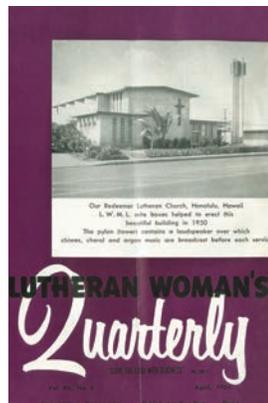
1940s



"The world is engulfed in total war!" began the lead article in this first issue. Noting that women were filling the ranks of Red Cross workers, air-raid wardens, nurses' aides, and blood donors, it also called upon them to establish day care for children of mothers obligated to work outside the home while their husbands were fighting in the war.

In 1951, the subscription rate for multiple copies was 25 cents a year. Individual subscriptions were 10 cents a copy, or 40 cents a year, payable strictly in advance.

1950s

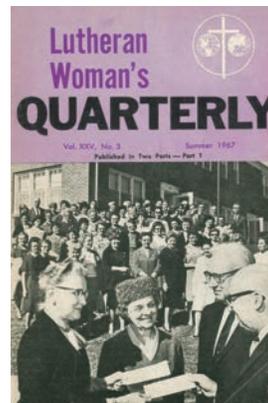


The standard red cover was changed each season of the year: red, violet, green, and gold. The doily effect was removed in 1954, by which time the covers also featured black-and-white photos of mission grant recipients.



Quarterly circulation reached 260,000 by its 20th Anniversary issue in 1963.

1960s



An impressive, fold-out spread in the Summer 1967 issue featured a detailed listing of the mission grant recipients from 1942 through 1967.



Though the Winter 1978 issue focused on service to, and by, "older adults," a news feature shared that an "under 30s" LWML group had recently formed in Texas.

1970s



Noteworthy

Since the inception of the *Quarterly* occurred during wartime, paper availability was limited. President Clara Schmitt was compelled to write twice to Washington to secure enough paper to print each issue.



CELEBRATING 75 years

“KNOWING CHRIST AND MAKING HIM KNOWN” SINCE 1943!

The Fall 1983 issue contained an insert, listing mission grants on one side and an LWML Identification Card on the other. It also included a postcard invitation that required a 13-cent stamp.

The LWQ mission statement, “Knowing Christ and Making Him Known,” was adopted in the 1990s.

The Spring 2006 issue debuted pages specifically for Teens and Young Women.

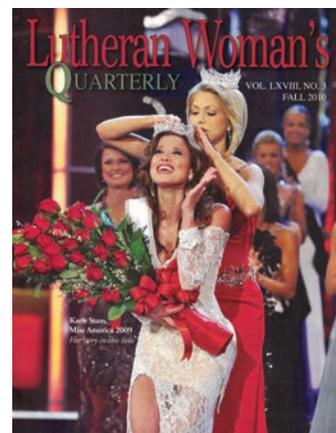
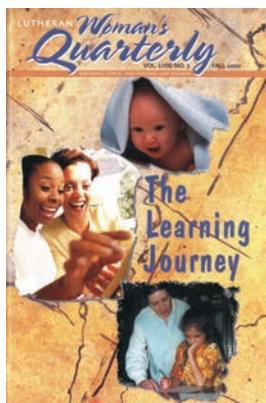
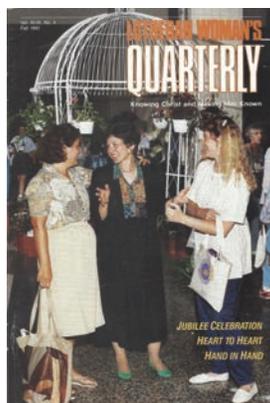
LWQ readers voted for their favorite photo of Miss America 2009, Katie Stam, an LCMS member from Indiana. The image of Katie receiving her crown was selected for the Fall 2010 cover.

1980s

1990s

2000s

2010s



The 1943 *Quarterly* was approximately six by nine inches, with 16 pages of black-and-white text. With more districts submitting news, it soon rose to 20 pages, eventually reaching 48 pages. In 2008, it became a 32-page, letter-sized publication. The magazine has been printed in full color throughout since 1998.



GO... touch the Gospel to every creature.

1942-1967 The Mighty Mite
 International — \$7,683,262
 Districts — \$4,699,262
 TOTAL — \$12,382,524

CHAPELS — \$487,290
 101 Grace Church for the Deaf, Cleveland, Ohio
 102 Santa Cruz, Montgomery, Mexico
 103 Our Redeemer, Honolulu, Hawaii
 104 La Santa Cruz, San Antonio, Texas
 105 True Light, Christians, N.Y.C.
 106 La Santa Cruz, San Antonio, Texas
 107 Chapel, school, and parsonage, Vila del Mar, Chile
 108 Redeemer, Havana, Cuba
 109 University Church, Toronto
 110 Hospital, Chapel, Clinic, Nigeria
 111 Chapel, Oyo, Nigeria
 112 Church, Ibadan, Nigeria
 113 Chapel in Ghana, West Africa

COLLEGES AND EDUCATIONAL FACILITIES — \$115,800
 114 Lutheran Center, Tokyo, Japan
 115 Lutheran Chapter House, Valparaiso, Chile
 116 Bible Institute, Nigeria
 117 Girls' Department, Lutheran Academy, Selma, Ala.
 118 Seminary, Manila, Philippines
 119 Educational Institute, Taiwan
 120 Bible Translation Center, Singapore
 121 Seminars of Christ—Linguistic Institute

HOSPITALS — \$275,000
 122 Bethesda, Andhra, India
 123 Medical, Washington, D.C.
 124 Hospital, Washington, D.C.
 125 Lutheran Treatment Program, Honolulu, Hawaii
 126 Hospital, Lagos, Nigeria
 127 Hospital, Lagos, Nigeria
 128 Hospital, Lagos, Nigeria

SCHOOLS — \$235,896
 129 Geneva, Chattanooga, Tenn.
 130 School for Missionaries' Children, New Orleans
 131 Holy Hope High School, Havana, Cuba
 132 Geneva, Chattanooga, Tenn.
 133 Lutheran Treatment Program, Honolulu, Hawaii
 134 Modern III Girls School, Hong Kong

MISCELLANEOUS AID — \$489,862
 135 Child Rehabilitation, Puerto Rico
 136 Seminary, Manila, Philippines
 137 Seminars for New Orleans
 138 Educational Institute, Taiwan
 139 Foreign Fields
 140 Employment Program, Brazil
 141 Ministry, Apartment Complex, St. Louis, Mo.
 142 Bible Translation Center, Singapore

More than...
SEMINARY, BAGUO, P.I. — "The church in the Philippines has profited greatly by having its own seminary and facilities. Christian Leadership are better trained because of the theological center."
CHURCH, SEEL, MONTREAL — "From Christ Memorial, dedicated to JESU, has come new effort in the French language."
BOYS' YOUTH DOMESTIC, SELMA, ALA. — "Having the LWML hands available helped bring the project to fruition. Had a huge financial problem settled, other hands would never have been remembered."
HOSPITAL, CHAPEL AT SEEL, NIGERIA — "It is a well-arranged opportunity to see the joy of our people and rejoice in the Word of our Lord. To realize the Holy Spirit has worked through our ministries to bring these people to Christ is really something and of our present-day miracle."

Historical information taken from *Women in God's Service (WINGS)* and *Women In League With the Lord* by Marlys Taegge. Copyright © 1991 and 2005, Lutheran Women's Missionary League. All rights reserved.

