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.

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.

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

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.

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.

“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.

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.

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

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.

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