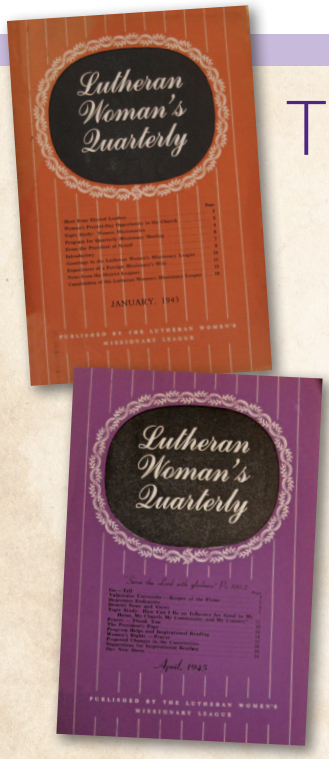
*LWML will celebrate our 75th Anniversary in 2017! To honor our past and imagine our future as Lutheran Women in Mission, watch for pages in upcoming issues to see various "then and now" aspects of LWML. You will note many changes since 1942, yet our underlying purpose … **missions** … remains the same!*

Then and Now

The *Lutheran Woman's Quarterly*



January 1943

One of the first priorities of our newly formed, official LCMS women's auxiliary in 1942 was to develop a way to keep women of the LCMS informed regarding the activities of the group. Thus, the *Lutheran Woman's Quarterly* was born in January 1943. The small, 20-page pamphlet was sent via U.S. Mail. The "tomato-red" cover was chosen because the ink color was the least expensive. The words of the new LWML song, "Lutheran Women One and All," was first printed in this issue.

April 1945

It did not take long before a purple-colored cover appeared on the *Quarterly* and a few small black-and-white photos could be found inside. Early issues featured articles on women missionaries, news from the districts, and encouragement for supporting missions.

Noteworthy!

Because of paper shortages during World War II (when the LWML was formed), then-President Clara Schmitt found it necessary to write several letters to the U.S. government in Washington, D.C., to secure enough paper to print the *Quarterly*!

From Nancy Graf Peters, *Quarterly* Editor-in-Chief

"Think back to the first *Quarterly* you held in your hand. Mine was a small, black-and-white magazine with a blue-tinted cover, not this big, full-color beauty you are reading. The *LWQ* may have changed in look and size, but it continues to highlight the story of LCMS women who, moved by the Holy Spirit, share this unchanging mission: knowing Christ and making Him known."

Today!

While the *Quarterly* today is larger in size, more colorful, and available electronically, it still connects the women of the LCMS. It promotes the basic LWML purpose: mission education, mission inspiration, and mission service. With a wide circulation of printed and online editions, it is the go-to place for LCMS women to find relevant Bible studies, encouragement to support missions, and inspiration to serve the Lord with gladness in their congregations and communities.

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