



1930

College of the Pacific: The Only Fully Accredited College in the Entire Sacramento-San Joaquin Valley c.1930

College of the Pacific
University of the Pacific

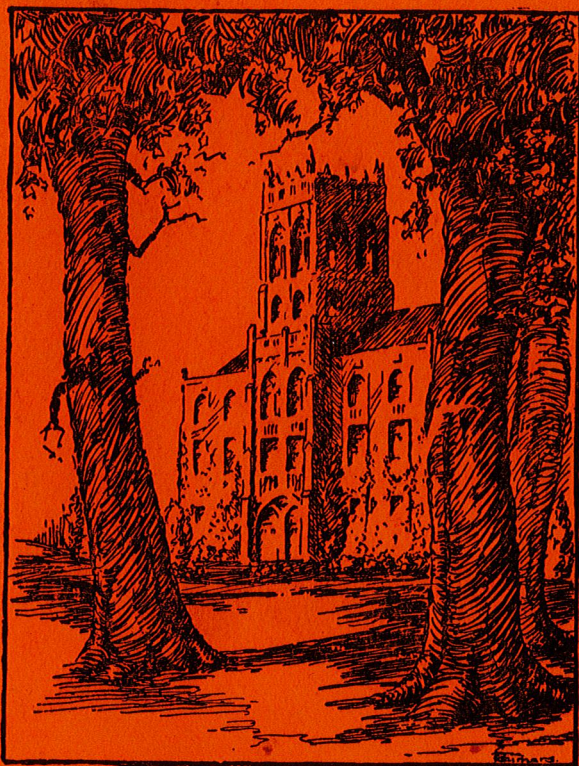
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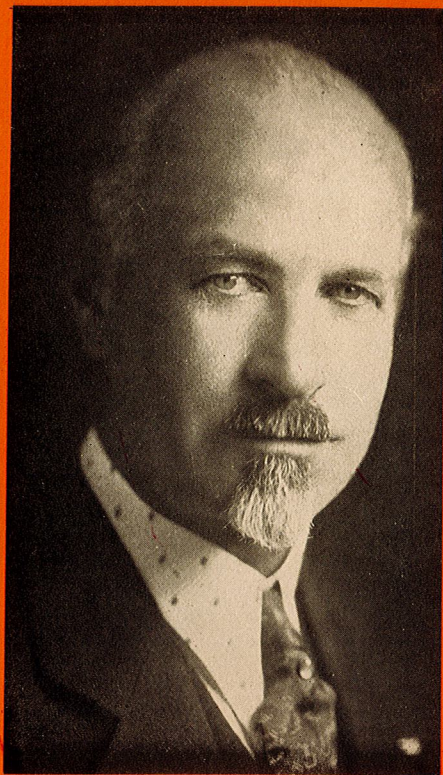
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College of the Pacific

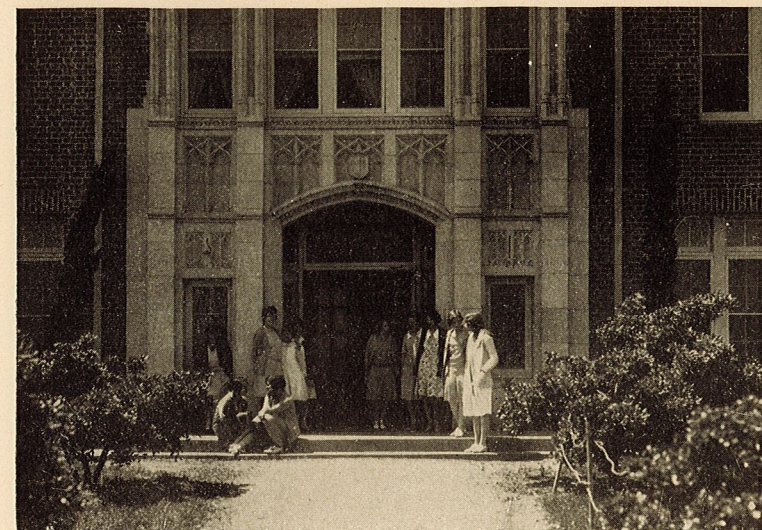
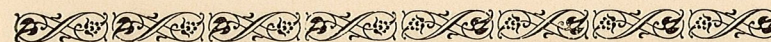


THE ONLY FULLY ACCREDITED COLLEGE
IN THE
ENTIRE SACRAMENTO-SAN JOAQUIN VALLEY



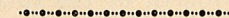
PRESIDENT TULLY C. KNOLES



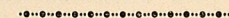


THE COLLEGE OF THE PACIFIC, located at Stockton, California, has a unique situation among the nearly 800 colleges and universities in the United States. The General Educational Board has made the following statement:

"The College of The Pacific serves exclusively a more heavily populated area, from the standpoint of high school graduates, than any other college in the United States."



The College of The Pacific is the only accredited co-educational denominational College of Liberal Arts between Los Angeles and Albany, Oregon, and between Salt Lake City and the Pacific Ocean, an area of approximately 1,000 miles long and 800 miles wide.



The College is located about 75 miles from each of the two Northern California Universities. This leaves the College of The Pacific without co-educational competition in an immense empire.



FIFTY PER CENT of the student population of our American colleges is drawn from within a radius of fifty miles of the college, regardless of the number of colleges situated in that area.

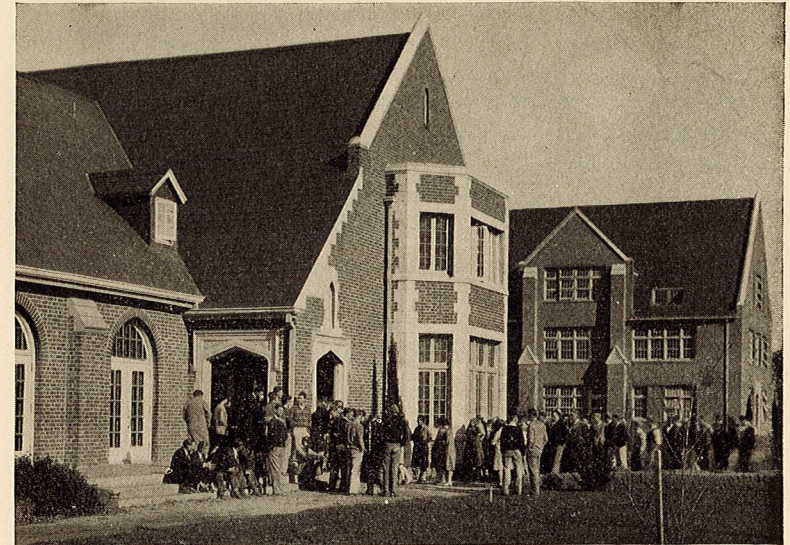
In Southern California there are thirteen four-year colleges within a radius of 40 miles. Each of these draws half of its students from within 50 miles. This creates terrific competition. Not only is the College of The Pacific alone in its field, but it ministers to an empire situated in the most rapidly growing state in the union.

Tens of millions of dollars are given annually to our American colleges and universities. Three-fourths of this money has thus far been given to less than 100 of the 700 colleges and universities. These 100 institutions serve only one-fourth of the total number of students. The time has come for a fairer distribution of future gifts and benefactions.

One hundred colleges with 250,000 students hold three-fourths of all endowments. Another 250,000 students are in the tax-supported institutions. These state institutions and these hundred highly endowed colleges have practically reached capacity enrollment.

There remain more than 600 colleges with 500,000 students operating on one-fourth of the total resources available for higher education. In general the 100 more highly endowed colleges include in their constituency the families of the greatest wealth and ability to provide the support for their children.

The academic standards of the College of The Pacific have been advanced year by year until the College now holds the highest accreditation obtainable. The College is approved by the California and New York State Departments of Education and the American Association of Universities, and its students and graduates are accepted without loss of standing in any college or university in the United States,



A LARGER percentage of the graduates of the College of The Pacific go on for graduate work at some college or university than those of any other college on the Pacific Coast. The graduate school of the College, founded in 1921, has grown from three students to over 100. The number of graduate students and master's degrees granted are greater than the combined total in all of the other Methodist colleges in the country.

The College of The Pacific was founded in 1851. It is both the oldest and newest college in California. In 1924 the College moved from San Jose to Stockton in order to occupy this greatest of all unoccupied fields. The new college has been built on a beautiful fifty-acre tract in the city of Stockton. This removal makes possible a new and modern plant in every detail.

There are fifteen beautiful buildings in the collegiate Gothic style.



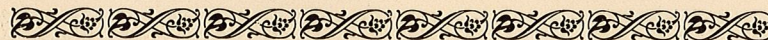
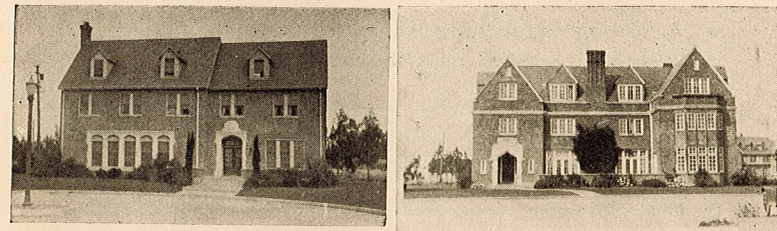
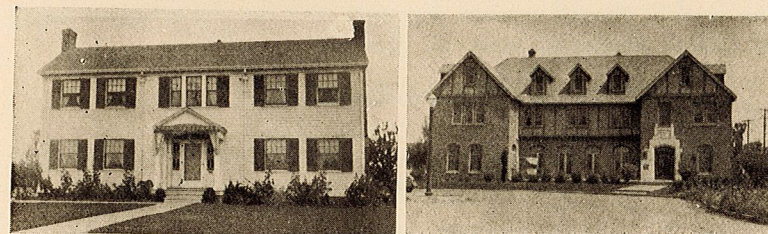
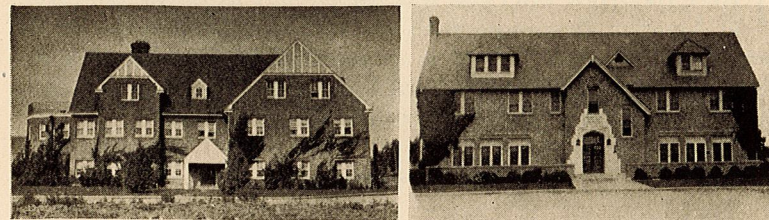
SINCE 1924 every energy and recourse of the College and its constituency has been required to meet the inrush of students. One and a half million dollars has been invested in the campus and equipment. Since 1924 the registration of the College has grown from 448 to 965.

As a result of the courage and vision of the trustees and administrators of the College, phenomenal progress has been made in occupying this great unoccupied field. As a result of its success in the educational field, the College finds that the collections from students for tuition and fees fail to meet the educational expenditures of the College by \$85,000 per year. This sum must be made up each year from interest on further endowment and current contributions.

The College of The Pacific has an endowment of only \$285,000. In contrast, four colleges in Southern California, among the thirteen which are located there, have a total endowment of \$8,084,537. These southern colleges have an average enrollment of 619. Pacific has 913. The southern colleges are practically the same type.

Only $4\frac{1}{2}$ per cent of the operating cost of the College of The Pacific is provided from endowment. The endowment of the College is little more than sufficient to cover the debt incurred by unpaid subscriptions to the expansion program. The minimum requirement is \$2,000 per student in endowment as estimated by the Association of American Colleges and Universities. This would be nearly \$2,000,000 for the College of The Pacific.

By common consent among educators, the Liberal Arts College is a fundamental requirement in our educational system. The state does not and should not provide a college for every territory within a fifty mile radius. But without the College of Liberal Arts it is safe to say that 50 per cent of our American youth would be deprived of higher education.





THE CHRISTIAN COLLEGE was the pioneer in higher education in America. Beginning with Harvard, the Church has led the way. The Christian college is an essential to the Christian Religion. It is the source of trained leadership. On this point again authorities agree without exception.

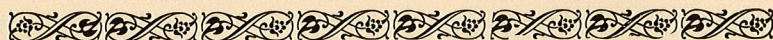


There are no restrictions as to religious belief or church membership at the College of The Pacific. All students, whatever their views, however, are expected to recognize the purpose and spirit of the College as indicated in its history and traditions. In 1930 seven different denominations were represented on the College faculty. Thirty-four different faiths are represented among the students. Practically all of these attend the weekly chapel services designed to meet the religious needs of college students.



The immediate and pressing requirements of the College in the order of their emergency nature are as follows:

1. To provide \$85,000 per year for current support until endowments will cover this deficit.
2. Approximately \$200,000 to pay the College debt.
3. An additional \$500,000 to meet the conditional offer of \$250,000 from the General Educational Board for endowment.
4. A library building and endowment for the same. This will require approximately \$350,000.
5. Endowment as rapidly as possible. During the next ten-year period the endowment should be increased by at least \$1,500,000.
6. Miscellaneous requirements of the ten-year program.



"There is nothing we need so much today as support of the smaller and more intimate colleges."

HERBERT HOOVER

