

INVESTMENT OPPORTUNITY

*in a 114 year old
organization that
produces dividends
EVERY YEAR...*

Fully Tax Deductible



Expansion for the '60s

Pacific University has contributed generously to the welfare of our country through the dynamic leadership and citizenship of its many outstanding alumni.

This presentation by the trustees and members of the University Development Council highlights Pacific's future purposes, the remarkable headway already made toward their realization, and the further action necessary for their fulfillment.

what makes a leader?

"... a complete and generous education . . . which fits a man to perform justly, skillfully, and magnanimously in all the offices, both private and public, of peace and war."

JOHN MILTON

A survey of 35,000 business executives has shown that 88% are college graduates. Of this number 71% came from generally small liberal arts colleges.

How does Pacific University rank in recognized leadership? Among the liberal arts colleges of Oregon, Pacific University is third in representation in the most recent analysis of "Who's Who In America." In the states of Oregon, Washington, Montana, Idaho and Nevada, Pacific University ranks 5th out of 27 private liberal arts colleges.

invest in bigger dividends

The future has never been brighter. Pacific University has the raw material, the professional skill and the technical knowledge for real growth potential. Yet, Pacific, like all liberal arts colleges, today faces two impending crises:

1. An explosion of population in the college age brackets, and
2. An increasingly critical shrinkage in the teacher population.

To continue her contribution to the intellectual richness of the nation, Pacific must expand her facilities, make teaching more attractive, increase her efficiency and gain your interest, enthusiasm, respect and support.



BONUS DIVIDEND, CLASS OF 1921

Arthur C. Jones, M.D.

Is nationally known for his work in physical rehabilitation. Holds membership in the Am. Med. Assoc., Ore. Med. Society, American Rheumatism Assoc., World Med. Assoc., Nat. Rehabilitation Assoc., Am. Congress of Physical Med. and Rehabilitation.

Pacific University . . .



YESTERDAY . . . TODAY . . . T

In the beginning—1841 — young Rev. Harvey Clarke and his friend, Alvin T. Smith, established the beginnings of a school and missionary work for the Indians. About this early settlement the University grew up, and with it, the city of Forest Grove. A woman

with a dream, a purpose and determination, Mrs. Tabitha Moffett Brown, joined Rev. Clarke in 1847, and in 1848 Rev. and Mrs. George H. Atkinson, commissioned by the Congregational Home Missionary Society to “found an academy that shall grow into a college,” helped strengthen the school that became Pacific University, the oldest chartered institution of learning west of the Rocky Mountains. Oregon was still a territory; it was not to become a state for another 11 years.

From its original enrollment of five students, meeting in one log cabin under a grove of oaks still standing, Pacific has grown into an institution enrolling more than 900 young men and women.

Today, Pacific University encompasses more than 60 acres of choice land in the heart of Forest Grove, on which stand 24 major buildings. Her alumni have grown in number to 5,500 spread through all the 50 states and 31 foreign countries.



PROPOSED NEW LIBRARY

Today Pacific is a dynamic, forward-looking, independently supported, co-educational university located in the Tualatin Valley 23 miles west of Portland, Oregon. It is dedicated to educational excellence and the development of the talents of youth — the greatest resources of our nation.

Distinctly Christian in character, Pacific is today the only Far West university directly and exclusively related to the Congregational Churches of the United Church of Christ. The University is non-sectarian in policy and welcomes students of all races and all creeds.

The success of Pacific graduates in many fields of endeavor confirms the quality of the educational programs of the University. Its graduates hold positions of leadership in many parts of the world.

Contributing impressively to this result is an able and dedicated faculty of more than 80 members and an intelligent, practical administrative staff.



BONUS DIVIDEND, CLASS OF 1951

Arnold Taylor

Outstanding news-photographer for the Washington (D.C.) Evening Star. Because of his achievements and contributions to photo-journalism he was named to “Who’s Who” only 10 years after graduating from Pacific.



BONUS DIVIDEND, CLASS OF 1912

Olaus J. Murie, D.Sc.

Widely recognized as a biologist and natural historian. He has been Director of the Wilderness Society since 1946. Has authored several books and numerous articles. Audubon Society “Gold Medal” recipient.

TOMORROW . . .



Pacific University has a plan for the future. It has been developed by the Board of Trustees, administration, faculty and student body working to define the University's future goals. Out of this extensive examination has grown a statement and a program of development.

FOR THE STUDENTS

1. To involve students in an intellectual, cultural and social experience which will prepare them for balanced leadership.
2. To encourage every student to search for ultimate truth:
 - a. By maintaining a core of liberal arts as the life blood of the academic program.
 - b. By maintaining a study program that relates the traditions of our heritage to the problems of contemporary life.
 - c. By offering required and elective courses that deal with fundamental human issues and require creative and independent thinking and research as a regular part of the classroom experience.

FOR THE FACULTY

1. To maintain a faculty of superior competence in professional function and of exemplary quality in personal life.
2. To foster conditions of personal growth among the faculty.
3. To provide working conditions that best promote creative teaching and relevant scholarly pursuits.

FOR THE CAMPUS

To maintain and develop the historic campus in Forest Grove so as to reflect its pioneer beginning and to provide optimum educational facilities and equipment. When fully developed, the campus will meet the needs of an expansion from the present 900 to at least 1,200 students—this without sacrificing quality and character.

FOR THE INVESTORS

Plans to be meaningful have to be supported by investments: Investments of time, Investments of interest and enthusiasm, and Investments of money. To achieve its purposes, Pacific University must have a minimum of \$10,000,000 in the next 10 years. The dividends that Pacific University will pay in the future depend upon your investment now.



BONUS DIVIDEND, CLASS OF 1930

Edward G. Olsen, Ed.D.

Noted author, educator and authority on intergroup relations. Has been visiting lecturer at 12 major colleges and universities. Among them Colgate University, University of Texas, William and Mary College.

PROJECT NO. 1

3 Year Campaign

Beginning This Year

\$900,000

New Library

\$600,000

The present library lacks adequate facilities for the number of students on campus. A new library will provide critically needed reading room space, seating capacity, conference and seminar rooms, exhibition walls, display cases, working space for the professional staff, and other essentials.

New Furnishings and Equipment

\$90,000

New dormitory facilities and a University Student Center planned for completion in 1964, and to be financed by the Federal Housing loan program, must be furnished by private gifts.

Conversion of Old Buildings

\$35,000

Upon completion of the new University Student Center and the new library, the existing buildings will be converted into critically needed classrooms and offices.

Operational Funds

\$100,000

During the 1962-63 and 1963-64 academic years, \$50,000 per year will be required to meet the annual educational costs of the University.

Capital Campaign Costs

\$75,000

An allowance of \$75,000 has been provided to cover the costs involved in completing this first stage of the Program for the '60s.



Your opportunity to invest in leadership . . .

Pacific University is in the midst of the greatest surge in its long history. Since it entered its second century of service 14 years ago, it has seen developments such as these:

Faculty salaries are up.

Faculty earned doctoral degrees are up.

Scholarships and student aid are up.

Loan funds for students are up.

New construction is up.

Investment in facilities is up.

Annual operating budget is up.

These developments, coupled with a dramatic increase in enrollment and the broadening of national representation in that enrollment, means, in brief, that Pacific University is not starting its second century from dead center. It is already dynamically on the move. This is the challenge . . . This is your investment opportunity. What you do today can greatly affect the kind of world you and your children live in tomorrow.



BONUS DIVIDEND, CLASS OF 1940

Roy E. Lieuallen, Ed.D.

Chancellor of the Oregon State System of Higher Education. Member: Nat. Ed. Assoc. Ore. Ed. Assoc., Northwest Assoc. of Secondary and Higher Schools, Nat. Society for the Study of Education.

[1962]

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Portfolio 1

To provide Pacific University with vitally needed academic buildings \$2,800,000

New Library

\$600,000

The present library lacks adequate facilities for the number of students on campus. A new library will provide critically needed reading room space, seating capacity, conference and seminar rooms, exhibition walls, display cases, working space for the professional staff, and other essentials.

New Gymnasium

\$1,000,000

Pacific University's gymnasium was built in 1902. It is still being used today. A new gymnasium is essential to provide students with an adequate physical education, including intercollegiate athletics, a strong program of intramural sports, and physical development of the students.

Science Building

\$1,000,000

Society today is placing greater emphasis on the several fields of science. Pacific needs a new science building to meet its obligations to its students and the world community. The new building will provide facilities for the departments of biology, chemistry, mathematics, physics and psychology.

College of Optometry Addition

\$200,000

The addition will provide more teaching facilities and increase essential research opportunities. It would complete the optometric program as was originally planned.

Portfolio 2

To Provide Pacific University with Essential Additions to Student Housing \$750,000

Women's Dormitory Addition *

\$350,000

Due to increased enrollment of women, an additional wing to Judith Scott Walter Hall soon will be necessary in order to accommodate new students.

Men's Dormitory *

\$400,000

Present accommodations in the men's dormitories do not meet the increasing housing needs of the University. A new men's dormitory is needed to provide room for an increase of 150 men.

*To be financed by Federal Loan Program except for furnishings and equipment.

Student Aid

The need for scholarship aid is a continuing and increasing one. Tuition advances strike a direct blow at scholarship holders and applicants unless the University can accompany them with increases in scholarship aid. Students who are well qualified and motivated for a higher education need this support and encouragement.

To Provide Pacific University with Funds for
Instructional Materials and Equipment
\$1,000,000

Classroom and Laboratory Needs

Providing necessary scientific equipment for use in classrooms and laboratories and providing the necessary books and reference materials in the library are fundamental to Pacific's program. The incredibly rapid increase of man's knowledge in every field of endeavor requires essential yearly outlays for these instructional materials and scientific equipment.

To Provide Pacific University with Increased
Annual Operational Support \$1,000,000

Unrestricted Funds

The needs of a liberal arts college are many, varied and changing. Pacific's \$10,000,000, 10-year plan is minimum to meet the requirements of the immediate future. Times change, and in some respects the emphasis in education also changes. The future may well hold a need for new areas of education not yet in the present curriculum. Pacific must be geared to meet the needs of the future as they arise. And, to meet this need there must be adequate operational money.

Student Cost

No student pays the full cost of his education. Each year the University provides at least one-third of the total yearly educational expense. As the academic needs of the University expand, and as the number of students rises, this "hidden subsidy" will likewise increase. Substantially increased unrestricted operational funds are a determining factor in the overall excellence of the University's academic program.

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