

January 30, 1935.

Dr. William S. Porter,
Oakland, California.

My dear Dr. Porter:

I herewith submit a carefully prepared statement concerning the California School of Arts and Crafts, its past history, its plan of work, its present needs, the future outlook:

1. History. - The California School of Arts and Crafts was founded in June, 1907, by Mr. and Mrs. Frederick H. Meyer.
2/ During the nearly eighteen years of the School's growth, the faculty has increased from three to twenty-four; the subjects, taught from six to forty-five and the class rooms and shops used from three to eighteen.

Three things have always been kept in mind by the founders of the School: First, the training of practical designers, illustrators, poster and commercial artists, interior decorators and craftsmen in textiles, pottery, wood and the metals; Second, the training of teachers of drawing and craft work and of the household arts; Third, training for culture and the fine arts.

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1 3. Incorporation. - For sixteen years the School was under private ownership. Both Mr. and Mrs. Meyer felt that the School could not build toward permanency, while privately owned, as have such institutions as Stanford and Mills. After the School was an assured success both in enrollment and in income, Mr. and Mrs. Meyer voluntarily gave up ownership, that it might be incorporated and placed on a permanent basis, dedicated to the public as a semi-public institution.

On November 2nd, 1923, the School was incorporated as a college of the Arts and Crafts under the laws of the State of California. The following from the Articles of Incorporation will show something of the reasons for incorporation with something of the powers and duties of the Board of Trustees:

"That the purposes for which the corporation is formed are as follows, to-wit: To own, control and operate an educational institution of collegiate grade within the state of California not conducted for profit as the same is defined in Section 1-a of Article XIII of the Constitution of the State of California. To establish a college or seminary of learning for the teaching and training of all manner of persons without limitation as to sex, creed or race along lines of industrial, normal and fine arts and of such other educational lines as the future needs of the State of California and of the United

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States of America may, in the opinion of the Board of Trustees of the corporation, demand. To charge such tuition fees to pupils or to waive said tuition fees as the Board of Trustees may determine. To take, hold and receive and be vested with gifts, legacies, bequests, grants, endowments, donations and scholarships and to be beneficiary under trusts made for the benefit of the corporation or for educational purposes connected with the corporation and to invest and manage the same. To grant such academic and other degrees to pupils as the Board of Trustees may determine."

The school is incorporated practically the same as Stanford University and Mills College. Under the Articles of Incorporation the School can never be conducted for personal profit. No stock may ever be sold. Any surplus in funds remaining at the end of each year will be expended for betterments. Under the Articles of Incorporation gifts, legacies and scholarships may be received in perpetuity exactly the same as for the University of California, Stanford University, Mills College or other similar educational institutions.

Under the Articles of Incorporation, the School has been in charge of a Board of Trustees since January 1, 1933. This Board now consists of following Trustees: Volkert O. Lawrence and Klaus Kroeger of Oakland, Frederick H. Meyer of Berkeley; Harold von Schmidt of Alameda and James A. Barr of Stockton. Under the law the Board may be increased to a maximum of thirty trustees.

National standing of incorporated school. - It should be noted that the school has been incorporated as a College of the Arts and Crafts. Degrees are conferred, with entrance requirements of the same standard as those required by the University of California, Stanford University, Mills College, Columbia University, and the Carnegie Institute of Technology. However, courses leading to certificates or diplomas are open to students who are not candidates for degrees. While the standard courses leading to a degree or a diploma are for four years, students are permitted to advance as rapidly as their talents and application will allow. Three-year courses are given leading to certificates. Special courses are open to students in the day school, evening school, Saturday classes, and Summer Session.

In other words the work of the School has been outlined in the broadest possible way, permitting qualified students to enter for degrees and at the same time allowing any student to enter for special work in the day school, evening school, Saturday classes or Summer session. This flexibility in fitting the work given by the School to the needs of the individual student is of peculiar importance with such an institution in an industrial city.

There are many excellent art schools throughout the nation. Approximately sixty colleges and universities have art departments, in which the various phases of art may be taken as a major subject. However, after a careful national survey of the entire field of art education, I can find but three distinctive degree-granting Colleges of the Arts and Crafts as follows: (1) Massachusetts Normal Art School in Boston; (2) Carnegie Institute of Technology in Pittsburgh; California School of Arts and Crafts to be located in Oakland. This last statement shows the standing of the California School of Arts and Crafts as nothing else could.

Schools and Degrees. - The work of the incorporated institution has been arranged in three professional schools:

- (1) The School of Applied Arts: A professional school preparing students for life work in design, advertising and poster art, illustration, costume design, interior decoration, and allied professions. Courses are given in craft work in the metals, wood, textiles, and pottery. The work leads to the degree of Bachelor of Design or Bachelor of Applied Arts.
- (2) The School of Fine Arts: A professional school preparing students for life work in portraiture, figure work, and landscape and mural painting. The work in this school leads to the Degree of Bachelor of Fine Arts. This degree is now granted in the United States only by Yale University, the University of Pennsylvania, the University of Nebraska, and the California School of Arts and Crafts.
- (3) The School of Education in Arts and Crafts: A professional school preparing students for positions as supervisors and teachers of the arts, crafts, and household arts in the elementary, high, and normal schools and teachers' Colleges. The work in this school leads to the Degree of Bachelor of Art Education.

Again, however, permit me to point out that, while the School gives college courses leading to degrees, the same courses are open to earnest students desiring special art training. Any worker in any art industry in the Bay Cities or elsewhere may secure special training that will the better fit him in a limited time for his life work.

State - Accredited. - Because of the high standards for entrance and graduation, the School was placed on the accredited list by the California State Board of Education in 1915. Graduates of the School from the School of Education in Arts and Crafts receive state credentials from the California State Board of Education, entitling them to teach the arts and crafts in the elementary, intermediate and high schools of California. In 1919 the school was also accredited in the household arts. On account of the high standards required by the California State Board of Education before any school is accredited, the school

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has received the same recognition in many other states. Graduates of the school are now teaching in high, normal and technical schools and universities all the way from Honolulu to New York City.

Value of school to An Industrial City. - In its lumber, minerals, clays, cotton and other raw products, California ranks high among the states. Skill in design will take such raw material and create a manufactured product that will add, according to government figures, from 100 to 10,000 per cent to the value. More and more is California becoming a manufacturing state. And more and more are the industries calling for designers and other trained art craftsmen. The California city having the only distinctive College of the Arts and Crafts west of Pittsburgh will be in a peculiarly strong position to secure the many industries needing designers and other trained art workers. The school can also give added training to craftsmen now in such industries.

The following are some of the professions and occupations now being followed by graduates of the school: Interior Decorator, Commercial Illustrator, Professional Letterer, Designer and Decorator of Furniture, Sculptor, Designer and Maker of Toys, Designer of Art Metal Work, Supervisors and Teachers, Poster Artist, Designer of Gowns and Millinery, Portrait and Landscape Painter, Printer, Scenic Designer, Advertising Manager, Art Photographer, Designer of Fabrics, Landscape Artist, Fashion Illustrator, Home Designer and Builder, Illustrator for Publishing House, Draughtsman, Designer in Pottery, Jewelry Designer, etc., etc. This shows the practical character of the training given by the school and its value to industry.

Why Oakland Was Selected. - The school has always given special emphasis to all phases of art as applied to industry. Berkeley, the present home of the School, is not an industrial city, nor is it large enough to justify a College of this type. The Trustees of the school felt there were but three cities in California, where, considering the future, the demand for industrial art training would be such as to warrant the permanent location of the school. These cities were Oakland, Los Angeles and San Francisco.

The Trustees felt that Oakland, as the fastest growing industrial city on the Pacific Coast, was the most logical place for the school to locate. For this reason, the Treadwell property at College Ave and Broadway has been purchased. This 4-acre site is an ideal location for an Art College.

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Present needs

President Needs of school. - The site was purchased for \$60,000. Of that amount \$30,000 has been paid. The grounds have been laid out on a permanent basis. As funds have been available, building and improvement have gone steadily forward for the past two years.

Now a crisis has come in the affairs of the school. The Berkeley Board of Education is considering the sale of the building now occupied by the school in Berkeley. Without question, the School must leave its present quarters and probably by July or August.

Plans and specifications are ready for sufficient building so the entire school may be moved to the Oakland site. This should be done before the Summer School opens on June 23rd next. It is estimated that the sum of \$15,000 will complete buildings so the school may be moved. Unless the sum can be raised through loans or by gift within the next two months, the future of the school and its location in Oakland will be imperiled.

Value of school to Oakland. - The location of the school in Oakland will help to bring industries to that city. It is estimated that the outside students now enrolled would spend in Oakland at least \$150,000 per year with that sum increased, of course, as the enrollment grows. The School, because of the breadth of its work, has received recognition both through the press and in other ways that would give valuable advertising to the city in which it is permanently located. According to a recent tabulation from the files, there was correspondence from 490 prospective students, residing in 54 states and nations. All this will help not only to bring many families to Oakland so their children may secure the four years of college training but will be a strong factor in leading industries to locate in Oakland.

Of many instances that might be given showing the standing of the school, I will mention but two. The Director of the Academie Julian of Paris, France, recently notified us that the school had been placed on the list of sixteen art schools of the United States to receive free scholarships in Painting, Drawing and Sculpture to be given in the future. The California School of Arts and Crafts was the only school west of Minneapolis included in this notable list. This recognition came to the California institution as a result of the fine work done by some of its graduates while attending the French academy. A recent issue of the School Arts Magazine, published in Boston, Massachusetts, was a special Art School number. The entire issue was devoted to a review of seven art schools and colleges in America. The California School of Arts and Crafts was one of the seven, and in this case, the only one west of Chicago mentioned.

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Enrollment. - The following is a summary of the enrollment for the year ending December 31, 1924:

Number of students enrolled in Day School.

Spring Term, 1924.....	199	
Fall Term 1924.....	<u>234</u>	433

Number of students enrolled in Evening School.

Spring Term, 1924.....	80	
Fall Term 1924.....	<u>65</u>	145

Number of students enrolled in Saturday Classes.

Spring Term, 1924.....	103	
Fall Term 1924.....	<u>111</u>	213

Number of students enrolled in Summer Session	<u>247</u>	
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Total enrollment for 1924.....1038.

Enrollment to date

With proper facilities in such a growing industrial city as Oakland, there is no doubt but that the enrollment will rapidly increase. When the school was founded in 1907, it was small and, in the main served the needs of the Bay Cities. However, it has steadily gained in enrollment and in influence. While its peculiar field has been among the states and nations bordering on the Pacific, the attendance has been both national and international. During the past year students have been enrolled from twenty-five states and from Canada, China, Columbia, Denmark and Hawaii. These facts again show the value to any city securing such an institution.

Future Endowments. - As the school grows, its work is of such a practical nature that, without question gifts, endowments and scholarships will come to it as they have come to Stanford, Mills, Pacific and other higher institutions of learning. As one instance of this, let me say that last year, the city of Stockton raised \$600,000 for buildings for the College of the Pacific in order to secure that institution. And besides that a 40-acre site, valued at \$60,000, was given to the college. Just now, however, the immediate problem is to secure \$15,000 that buildings may be completed to enable the California School of Arts and Crafts to move to the splendid site already selected in Oakland.

I am Trusting that the facts submitted may be of service,

Very sincerely yours,