

# SELLING SALEM DISTRICT

## Devoted to Showing Salem District People the Advantages and Opportunities of Their Own Country and Its Cities and Towns.

### The Way to Build Up Your Home Town Is to Patronize Your Home People

### The Surest Way to Get More and Larger Industries Is to Support Those You Have

### Selling Salem District is a continuation of the Salem Slogan and Pep and Progress Campaign

This campaign of publicity for community upbuilding has been made possible by the advertisements placed on these pages by our public-spirited business men—men whose untiring efforts have builded our present recognized prosperity and who are ever striving for greater and yet greater progress as the years go by.

**Buy the Oregon Made Furnaces**

**W. W. ROSEBRAUGH CO.**  
Foundry and Machine Shop  
17th & Oak Sts., Salem, Or.  
Phone 886

We Are Out After Two Millions  
We are now paying over three quarters of a million dollars a year to the dairymen of this section for milk.

"Marion Butter" Is the Best Butter  
More Cows and Better Cows is the crying need

**MARION CREAMERY & PRODUCE CO.**  
Salem, Ore. Phone 2488

**DEHYDRATED and CANNED FRUITS AND VEGETABLES**  
Oregon Products

**King's Food Products Company**  
Salem—Portland—The Dalles Oregon

**Gideon Stolz Co.**  
Manufacturers of Dependable Brand Lime-Sulphur Solution  
The brand you can depend on for purity and test. Prices upon application.  
Factory near corner of Summer and Mill St. Salem, Oregon

**Willamette Valley Prune Association**  
The oldest Association in the Northwest.  
**W. T. JENKS**  
Secretary and Manager  
Trade & High Sts. Salem, Oregon

**NELSON BROS.**  
Warm Air Furnaces, plumbing heating and sheet metal work, tin and gravel roofing, general jobbing in tin and galvanized iron work.  
355 Commercial St. Phone 1908

**DIXIE BREAD**  
Dixie Health Bread  
Ask Your Grocer

**Ride the Trolley**  
For SAFETY COMFORT CONVENIENCE AND ECONOMY  
Five Tickets for 30 Cents  
SOUTHERN PACIFIC LINES

**FOR YEARS AND YEARS**  
The statesman has been supplying the wants of the critical job printing trade.  
Proof positive we are printers of work and merit.  
Masters, customers and ideas are the things that get by.

**STATESMAN PUBLISHING COMPANY**  
Phone 70 & 522 5th & 7th Sts.

## WILLAMETTE UNIVERSITY IS A GREAT INSTITUTION, AND AMBITIOUS STILL FOR MUCH GREATER THINGS IN FUTURE

An Article That Might Be Called an Appreciation, Which Gives a Fleeting Glimpse of the Past That Is History and a Prophecy of the Accomplishments that Loom in the Years to Come—The New Gymnasium

By CHAS. J. LISLE

Willamette university, the oldest institution of collegiate grade west of the Missouri river, is today one of the most highly honored schools of the entire west. Its thousands of graduates and part-time students, dotted all the way around the 25,000 miles of the earth's circumference, are standing examples of what a college can do to build character and ideals.



OUR diplomatic, polite services meet with public approval. The beautiful dignity that characterizes the accomplishment of this organization is a symbol of respectful regard.

**Webb & Clough Co.**  
FUNERAL DIRECTORS  
499 Court St., Salem. Phone 1250

**SCREEN DOORS**  
Wire Screen, Screen Hardware, Screen Enamel and paints will brighten up and preserve your old screens.

**Falls City-Salem Lumber Co.**  
349 So. 12th St. Phone 813  
A. B. Kelsay, Mgr.

**SALEM IRON WORKS**  
Established 1860  
Founders, Machinists and Blacksmiths  
Corner Front and State Sts.  
Manufacturers of the Shand pump for irrigation and other purposes. Correspondence solicited. Irrigation information supplied.  
Makers of Salem Iron Works Drag Saws.

**HOTEL BLIGH**  
100 rooms of Solid Comfort  
A Home Away From Home

on the ragged edge of failure; and was only about two short, lame jumps ahead of the sheriff and the junk man. They'd have caught it if it had then seemed worth while to close in on the panting, struggling little frontier school.

They used to pay "salaries" that would today look like the year's bill for water, or cigars—and Willamette doesn't smoke. Some of the early profits received no more than \$250 a year; in days when ginsham was worth 50 cents a yard, and a rifle to hunt game for food cost from \$25 upwards. The Hawken rifles, the then standard muzzle-loading hunters' arms, cost a standard price of \$25 apiece, besides the year it took to go back to St. Louis and get one. There are men and women still living, who have seen and possibly some have hunted deer on the old Salem townsite, where the University now stands. A \$250 professor, if he had a good rifle and had good enough eyes, and steady enough nerves to shoot, might go to the back end of the campus and pick up a good fat deer that would help a lot in feeding the family.

Willamette has parted company with some of its early pretentious annexes, like the college of medicine. A really excellent medical school, considering the country, was maintained for many years, here in Salem. But the lack of adequate hospital and population service for clinical purposes led to the consolidation of the Willamette medical department with that of the University of Oregon and its removal to Portland. There are many of the older physicians of the state and of the whole northwest who have their certificates from Willamette—and among them are some of the most successful physicians of the country.

**The Law School**

In law, Willamette has stood especially high, for many years; the legal department still ranks with the very best. Because of the unusual facilities of the state law library and the state supreme court, and the capital with its thousands of intimate legal problems in every department of state and civil life, the Willamette law department has held its own with the most pretentious rivals. The extraordinary success of so many of the Willamette legal graduates, in judicial, civil and political life was no mere chance; it was builded into the very fibre of the law school's traditions, and success is the rule and not the exception. For many years, Willamette has been the most prolific source for governors, legislators, judges, and for counsellors in almost every line of legal eminence.

**Salem Carpet Cleaning and Fluff Rug Works**  
Rag and fluff rugs woven any sizes without seams. New-mattresses made to order. Old mattresses remade. Feathers renovated. I buy all kinds of old carpets for fluff rugs.  
**Otto F. Zwicker, Prop.**  
Phone 1154  
13 1/2 and Wilbur Streets



An idea of how the new Willamette University Gymnasium will look; from the architect's drawing.

**Growing Needs Met**

A decade ago, a big campaign was put on for a permanent endowment fund for Willamette, that should put the institution beyond the need of humiliation or financial danger. More than half a million dollars was raised, and wisely invested. But while the dollars themselves remain, their comparative power has shrunk disastrously; and the university needed a lot of money. A campaign was launched a year ago, for an added \$1,000,000 in endowment, and \$250,000 for equipment and a working fund. This was raised, in cash and notes, and is now to the credit of the school. It would have looked like incredible opulence, only a few years ago; today it is not nearly enough for the plans that the university would like to carry out.

**Growing Attendance**

The attendance has trebled in a little more than a decade. The course of study, the strength of the departments, all show today the influence of this growing demand for a bigger program. There is today no preparatory course, as there used to be only a few years ago; yet the attendance has reached above 600 for 1922-23. The college of liberal arts has maintained its integrity as a classical school in the face of the general demand for more and more industrialism and specialization—and still its ranks are full all the way to suffocation. The world apparently isn't all turning to practicality, to the short-cuts to commerce and manufacturing and industry, when a college of arts continues to grow even faster than the best of the practical schools!

**The New Gymnasium**

Beginning with 1923, the University is going into a broader field of physical education. When the old gymnasium burned, there was a two-year slump that left many a young man and young woman without adequate physical supervision. Some of them can't ever make back the two precious years that they had no stern insistence on the foundation of health and better physical living. But starting in with the fall of 1923, the University promises to devote itself whole-heartedly to the task of building up the strong bodies that capable minds should have as their homes. The new gymnasium, now building, will be one of the most complete physical education plants in the northwest. It will have directors, for both the men and the women, and physical education of correctional and developmental nature is to be rigidly insisted on for everybody. Overstudy, under-nourishment, careless, inefficient physical attention, are to be held as moral faults that must be corrected. Many a student comes to Willamette burdened with high moral resolves, that make the body seem like a vulgar excrescence or extravagance that should be humiliated or at least neglected. Ergo, it is neglected, and the student's stoop and eyeglass and anemic look is made to do duty for

abounding health and yells and vitality.

The new gymnasium system is likely to open a new vista for Willamette. With everybody trained to do something athletic, or at least departmental, the delighted athletic managers count on finding some splendid new material that didn't know itself, and that once recognized will fill the team ranks with eager, anxious athletes who want to prove their prowess in contest. A physical renaissance is almost certain; and a spiritual renaissance based on better health and a more vivid vitality is almost inevitable.

**Willamette Students Excel**

Willamette students have made good in many walks of life; but especially in teaching have they been successful. There are many school boards in the northwest that will consider applicants from no other institution, until the Willamette list is exhausted; there are a number such up in Washington, as well as in Oregon. The teaching instinct seems to be inbred, in Willamette; it extends to the foreign mission fields as well as to the ragged rural schools and almost everywhere a Willamette diploma is a certificate of good teaching training. There is a fine element of unselfish spirituality in the Willamette traditions, that runs to service and not to acquisition.

**Looking for Bigger Things**

It has been covertly and discreetly whispered that, once the big endowment drive was put over, there would be other friends who would be ready to provide other university necessities. One

or two more new departmental buildings; more particular departmental endowments; to provide for deeper research; more elaborate equipment for special work that may require apparatus not now procurable—all these are real needs that grow with every semester's increased enrollment. Only a microscopic proportion of money is spent for all education, compared with what goes for amusement and luxuries. Maybe some of the Willamette needs will sink into the consciousness of more of the university's friends and well wishers, and they'll change the proportion. There are enough of these friends, who, for one year, would make the university independent for all the ages. With the whole state of Oregon owing practically its life to the influences that were building Willamette University back in the '30's and '40's, such a reversal wouldn't be other than paying a long neglected debt.

Meanwhile, Willamette is growing every day; sometimes out of elbows and with patched trousers and ragged shoes—or barefoot with stone-bruises on its heels through exposure and adolescent growth; but it is growing, and it is getting past its "ugly duckling" stage into the beauty of a mature, helpful life. It has always been helpful, for that matter; but sometimes help is the more gracious because of coming from well clothed, sweet scented beauty, rather than from the ragged urchin type such as Willamette used to be.

Willamette, Willamette, 'Rah! other university necessities. One 'Rah! 'Rah!

## SALEM HAS A MOST SPLENDID PUBLIC SCHOOL SYSTEM, GROWING WITH CITY

### The Voters Have Shown Their Belief in Maintaining the Best System By Giving Their Sanction to a \$50,000 Bond Issue to Provide New Buildings and Equipment to Keep Up With the Growth of Population

The school census of 1922-23 showed 4257 children of school age residing within the limits of the Salem school district. The census for this year is expected to show fully 5000 more; perhaps even more than that, as the school authorities anticipate a gain of 225 in the school attendance alone, not counting those that are too young to actually attend school, though of legal school census age, and those that are up nearly to 20 years of age and are definitely out of all school influence.

**Nearly \$300,000 From Outside**

The attendance in the schools was 4265, for the public schools alone, not counting the parochial pupils or those in the state institutions for the deaf, blind, and the delinquent. Of those who attended the Salem schools, 350 live outside the district, in districts where there is no high school,

and they come to Salem under the provisions of the high school act that requires the county to pay their tuition at some high school since their own districts do not provide high school courses. Almost \$30,000 was paid in to the Salem city schools, for these outside pupils, last year.

**Cheaper for Outside**

The average cost of tuition per pupil is assessed against this fund, and it is paid by a special high school tax in the districts that do not have high schools. These outside districts are great winners in a financial sense, however, for the buildings and their depreciation and many of the other fixed or overhead items, such as interest on school investments, are not made a part of this charge.

The cost of this instruction is being steadily lowered in the Salem schools. In 1920-21, the cost

Why suffer with Stomach Trouble when Chiropractic will Remove the Cause

**Your Health Begins When You Phone 87**  
for an appointment

**Drs. SCOTT & SCOFIELD**  
F. S. C. Chiropractors  
Ray Laboratory 414 to 419 U. S. Nat'l Bldg.  
Hours 10 to 12 a.m. and 2 to 6 p.m.

per pupil was \$96.08; in 1921-22 it was \$93.13; and last year it was reduced to \$90.18. Some of this reduction comes through overcrowding, and the teaching of larger classes without a corresponding increase in the number of teachers. This is not regarded as a gain in efficiency; though it is probable that the same reduction will have to continue at least this year, because of even greater crowding than ever before.

**Ten School Buildings**

There are 10 school buildings in the city system. Most of these are old; the McKinley school, less than 10 years old, and the high school, are fairly new, while the Richmond, Highland and Englewood buildings are also in excellent condition. The others are wooden structures; the Washington is almost 40 years old, though still capacious and usable. No building has been done since the start of the war, except the high school addition now being constructed.

**\$500,000 for New Facilities**

The city authorized a bond issue of \$500,000, last spring, this to take care of the estimated needs of the district for a number of years to come. Plans were submitted for a new junior high school building, to take the place of the older plant at the Grant location. The bids seemed so excessive for the accommodations provided, that the board rejected all proposals, and will not build there this year. The necessity for the new building still exists, and grows daily; some plan will need to be adopted by another season, whatever the cost.

**High School Annex**

The bright spot in the present situation, however, is the progress of the new high school annex. It will provide 14 new rooms, some executive office facilities, and a splendid new gymnasium, 99x73 feet, all at a cost that is still a wonder to the board. The old gymnasium, in the west annex to the old main building, is being cut up into six recitation rooms. Three rooms in the old building have been sacrificed, in part, by shutting out their light for the addition of the new annex, and for necessary communication halls, but the net gain is to be 17 rooms, the executive facilities, the twice-as-large gymnasium, all for less than \$75,000. The gymnasium hall is to be ready for use by the opening of school, October 1; the class rooms may be a few days later, but the district will have the whole building for practically the entire school year.

**Practical Courses Popular**

Close to 200 students registered in the commercial department last year. This follows closely the industrial habits developed in the junior high school course, where the boys are taught practical mechanics and the girls are given domestic economy in its various branches. The call for commercial courses has grown steadily with the junior high school industrial development. For the coming year, a considerably larger number of commercialists is expected. The school has now 40 typewriters, that are worked in relays from daylight till dark; several more are now being purchased, to meet the demands for this practical course.

**140 Teachers**

There are about 140 teachers in the whole Salem public school system. It may not be especially

**BUILD YOUR HOMES**  
For Permanence, Comfort and Fire-Safety

"Just because Elijah went to heaven in a chariot of fire is no reason why you should build your house of match-wood for your wife and children to sleep in—not to mention yourself." Use tested fire-safe materials.

We have an excellent line of samples of mantle brick and mantle tile which we would be pleased to show you.

**SALEM BRICK & TILE COMPANY**  
Manufacturers of Brick and Burned Clay Hollow Building Tile, Salem, Oregon. (Near Fair Grounds.) Phone 917.

## We Will Give Our Best Efforts

At all times to assist in any possible way the development of the fruit and berry industries in this valley.

## Oregon Packing Co.

but teachers generally, and the very best of them, at that, prefer to come to Salem at lower pay than is given by many other schools, both large and small. The living conditions in Salem are so much more attractive than in many other places, that this is an attractive goal for almost any educator. The pay is really noticeably less than in a number of other good high school towns, and the general cost of education, per pupil, is much lower than in the average high school of the state. The high grade of professional ability, however, gives Salem a top-rank standing in the schools of the state; and in general, the school equipment is superior to almost anything else in Oregon, outside of Portland that is a law unto itself.

**Living Helpful Life**

Many visitors to Salem wonder why the schools open so late in the fall, October 1, when most schools, east and west, open early in September. The fall fruit season, that is pretty well over by the first of October, is the explanation. There are few children past the ages of 10 or 11 years that do not have some definite part in the fruit harvest. It gives them money for their school needs, it provides the homes with fruit and with other necessities, and it starts the habits of industry without which the most flowery education is only a worthless gew-gaw. Coupled up with the increasingly valuable industrial program of the junior high schools, this urge to the children to help live the helpful life is a wonderfully helpful start for any child. When it is made unrespectable to not work, the net gain to society is beyond computation.

**They Deserve Thanks**

The Salem school directors are volunteers; they draw no pay for all their efforts. To carry on a year's program of almost microscopic school detail, to handle funds aggregating a third of a million dollars every year, to meet every two weeks in regular session and almost every day in some form of committee work, is "some job." The board has given a vast amount of attention to this public service, and the flattering financial and educational results are an eloquent testimonial to their fidelity to the public.

## SALEM TEACHER ENJOYS SUCCESS

Lena Belle Tarter Long Associated With Musical Events of Capital City

Wherever educational institutes are found, wherever culture is thought is centered, always will one find there music, musical circles and music teachers, for all of the finer human emotions express themselves in music.

Salem has many followers of music, many lovers of music, and many are engaged in the art of teaching, and among those who are engaged perhaps none are better known than Lena Belle Tarter.

(Continued on page 3)