

# Willamette University Keeps Pace with Salem in Growth, Influence

Denominational School Around Which City Was Built, Increases Enrollment Despite Raising of Standards—Endowment, Annual Budget, Buildings, Faculty Payroll All More Than Doubled in Last Decade, Debts All Wiped Out—Exceptionally Able Faculty Gives Local Institution Enviably Standing Among Colleges—Athletic Prestige Revived Through Coming of New Director and Formation of Conference of Smaller Schools—Religious Atmosphere Prevails on Campus in Harmony With Scholastic Attitude and Normal Interests of Youth

## Campus Again Beautiful As New Lawn Takes Root

Attractiveness of Well Arranged Buildings Enhanced—University Adds To Salem's Reputation As City of Culture—Summer School Patronage Increasing

Progress—improvement or enlargement—is the criterion by which industrial and civic success is judged. What, then, can be said of an educational institution which has stood in Salem's midst for 83 years? Must it show improvement or enlargement each year, or can its contribution be appreciated even though no imposing statistics of progress can be produced?

In the case of Willamette university, this question might at some time arise, but not at present. For the Methodist institution around which Salem was really founded, has progressed during the past year and in the past ten years, commensurately with Salem even on the basis by which industrial progress is judged.

The ten year period shows progress particularly in enrollment, productive endowment, annual budget, building values, faculty payroll and decrease of debt—factors in which a university is comparable to a business or industry. The figures are:

	1916	1926
Enrollment	294	609
Productive Endowment	\$258,500	\$902,000
Annual Budget	39,000	109,000
Building Values	184,000	385,000
Faculty Payroll	28,400	52,815
Debt	25,000	None

These figures tell the story, but perhaps not quite so graphically as a survey of the campus; the commodious and well equipped gymnasium which has replaced the ramshackle wooden building of a decade ago; the impressive and artistic women's dormitory, Lausanne Hall, which rose on the site of another dingy firetrap. And the most ancient structure of all, Waller Hall, reconstructed from practical uselessness into a modern and serviceable chapel, library and organization quarters.

The past year's progress has been along two lines especially which tend to increase Salem's respect for the university as a civic asset. The first of these is the campus. For several years the lawn about the otherwise attractive and artistically grouped buildings, had retrograded until it contrasted to its own disadvantage with the well kept grounds of the state house across the street. Over a year ago, Willamette's progressive policy made it possible for this condition to be remedied. But that took time. The campus was plowed up, and left thus while cultivation and time killed the weeds which had encroached on the once well kept lawn.

**Grounds Improved**  
This fall, the period of cultivation ended, the grounds were smoothed and rolled after water pipes for irrigation had been laid, and new grass was sown. Today, the campus of Willamette university is again assuming that greenness which once made it an aesthetic attraction which ranked well among Salem's other beauty spots.

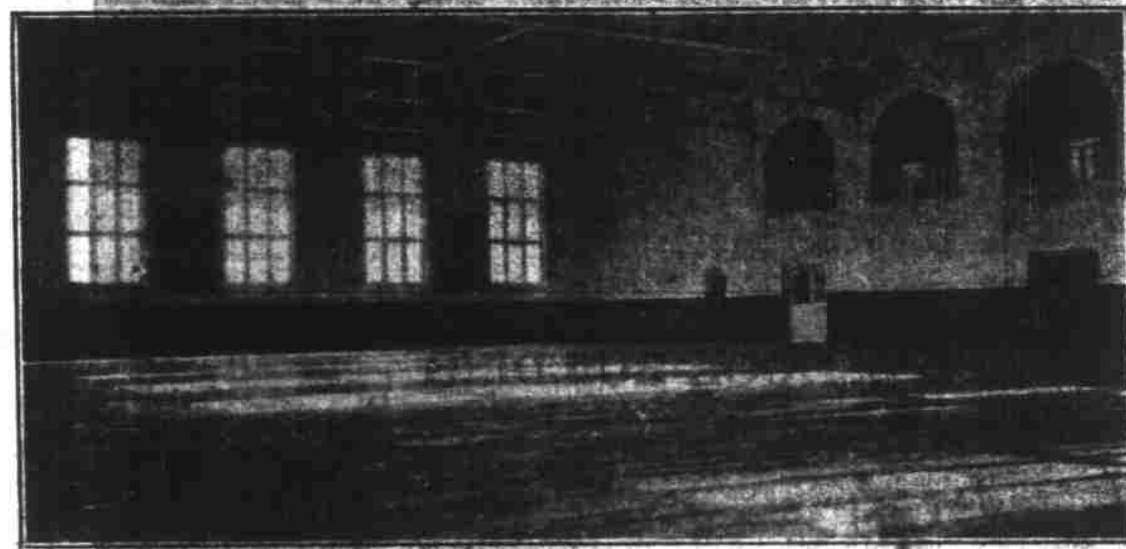
The other principal achievement which Salem's university has attained in 1926, is a revival of the athletic prominence which it once held in the northwest. Primarily, this came about through the formation of the new Northwest intercollegiate conference, an organization of the smaller colleges, which tended to dignify their participation into a real competition, as opposed to their former status as perennial tail enders in an association of larger schools with athletic potentialities which they could not hope to equal.

Oddly enough, the isolation of the smaller colleges into a conference of their own, has tended to raise the athletic standards of each member until the teams sponsored by these schools, even in this first year, approached in the football season just ended, the strength of the larger schools. This was quickly recognized by the public all over the northwest, with the result that unprecedented attention has been given to these teams and thus indirectly to the schools themselves.

The second, although perhaps not secondary, cause of the athletic revival at Willamette university has been the advent of Roy Keene as athletic director. A Salem product with an impressive record as a high school mentor and college assistant coach behind him, Keene at once revolutionized the athletic program of the institution, with tangible results which were reflected not only in the performance of his teams, but in the attitude of both students and citizens of Salem.

**Enrollment Increases**  
Enrollment at Willamette university has increased not only in the past decade, but appreciably in the present year. Students registered for the present semester number about 640, which means that if the summer school, which is just beginning to achieve recognition among educators, who are its principal patrons, grows

## GYMNASIUM AT WILLAMETTE UNIVERSITY



The gymnasium, erected in 1922, is the latest and most modern structure on the Willamette university campus. It provides adequate quarters for both men's and women's athletics, and since its completion has been the scene each year of the state high school basketball tournament, fostered by this institution. Both exterior and interior views of the gymnasium are shown here.

correspondingly, the total for the scholastic year will be over 700. The achievements just outlined have in their turn tended to widen the appreciation of Willamette university which has always been accorded by Salem's thoughtful people but which has been less ready on the part of others because of certain peculiarities of the school which will never find universal approval. These are the religious standards and rules of behavior which prevail upon the campus. The latter, incidentally, are not so radically strict as the popular impression would have them. Willamette university students are forbidden to dance at college functions, and they are forbidden to smoke cigarettes. With these two exceptions the rules are not greatly different from those in force even at the state schools and others which are not primarily religious in character.

**Atmosphere Religious**  
A distinctly religious atmosphere does, however, pervade the campus; but it is an intelligent and constructive spirituality, not the fanatical type. The aim of trustees and faculty is to maintain a sentiment which will inspire students to high purposes and their best efforts, but at the same time will not discourage the normal interests of young people. The result is that the religious atmosphere develops, rather than inhibits, the college spirit which is the distinctive possession of American institutions of higher learning. In maintaining such a spirit, Willamette university excels.

It might be added that theology does not intrude in the slightest degree, upon the teaching of the sciences in Willamette university. Here there is no conflict upon the questions of fundamentalism and modernism which have engaged some of the religious denominations in recent years; spiritual factors and not dogmas are emphasized in the university's religious life, and the sciences are taught neither in opposition to religion nor with any deviation because of it.

The advance in enrollment in the last two years has come in spite of a raising of standards and an increase in the tuition charge which went into effect two years ago. The enrollment dropped slightly, when these things were done, but it has started building up steadily again since that time.

**Faculty Strong**  
Any institution is, of course, but a reflection of the men who direct it—in the case of a university, of the trustees and faculty. The board of trustees of Willamette university is headed by Dr. B. L. Steeves of Salem, with C. B. Moores of Portland as vice president, A. A. Lee of Salem as secretary and A. N. Bush as treasurer. The members include:

Elected by the board:  
E. T. Barnes, Salem; J. H. Booth, Roseburg; P. J. Brix, Portland; W. W. Brown, Fife; W. C. Culbertson, Portland; J. K. Gill, Portland; M. C. Findley, Salem; A. A. Schramm, Corvallis;

A. L. Haworth, Portland; R. J. Day, Portland; C. P. Bishop, S. Hendricks, Salem; Miss Bertha Moores, Portland; Bishop W. O. Shepard, Portland; Thomas B. Kay, Salem; Paul B. Wallace, Salem; J. R. Ellison, Portland; G. F. Johnson, Portland; J. O. Goltra, Portland; M. L. Jones, Brooks; A. A. Lee, Salem; B. Earle Parker, Portland; L. L. Mann, Pendleton; Phil Metschan, Portland; Lloyd T. Reynolds, Salem; E. L. Wells, Portland; J. W.

lem; E. S. Collins, Portland; B. L. Steeves, Salem; A. M. Smith, Portland; C. B. Moores, Portland; Carl G. Doney, Salem.

Elected by the alumni: Burgess F. Ford, Amity; I. H. Van Winkle, Salem; A. N. Moores, Salem.

Elected by the Oregon conference of the Methodist church: R. A. Booth, Eugene; W. S. Gordon, Dallas; E. C. Hickman, Salem;

W. W. Youngson, Portland; J. T. Abbott, Portland; D. H. Leech, Salem; A. S. Hisey, Salem; Fred C. Taylor, Salem.

Elected by Columbia River conference: Robert Brumley, Walla Walla, Wash.; W. H. H. Forsyth, Moscow, Ida.; A. C. Kershaw, Walla Walla; G. E. Hunt, Spokane, Wash.; T. W. Jeffry, Spokane.

Elected by the Idaho conference: F. D. McCully, Joseph; C. H. Packenham, Boise, Ida.

Elected by the Pacific-German conference: A. F. Hilmer, Salem.

Elected by the Danish-Norwegian conference: Frederick Engstrom, Portland.

The university draws its inspiration and spirit directly from those qualities as exemplified in the person of Dr. Carl Gregg Doney, president since 1915. Other leading figures on the faculty are Dean Frank Morton Erickson, head of the department of education; George Henry Alden, professor of history; William E. Kirk, professor of English and ancient languages; Dr. S. B. Laughlin, professor of economics and sociology; James T. Matthews, professor of mathematics since 1892; Morton E. Peck, professor of biology; Ernest C. Richards, professor of rhetoric; Frances M. Richards, dean of women; Florian Von Eschen, professor of chemistry; Dr. John O. Hall, professor of public speaking; and George O. Oliver, vice president.

Closely associated with the school of liberal arts are the College of Law, of which I. H. Van Winkle, attorney general of Oregon, is dean; and the school of music, headed by professor Emory W. Holman. Members of the law faculty include Ray L. Smith, Walter E. Keyes, Ronald C. Glover, C. M. Inman, E. M. Page, Willis S. Moore, Roy C. Harding and Percy A. Cupper. The music faculty includes Frances Virginia Melton, William Wallace Graham, T. S. Roberts and Lucile Ross.

A Beethoven celebration is being planned for Vienna next March, the hundredth anniversary of the great musician's death. It will be under the patronage of the president of the republic.

## WILLYS AGENCY TAKEN

Mac Donald Auto Co. Is Incorporated in Past Year

The Willys-Overland agency in Salem has been taken over within the last year by the MacDonald Auto company, which thus for the first time handles a line which includes a low priced car, the Overland, although in the Willys-Knight and the Marmon it still has two of the more elaborate lines of models such as R. N. MacDonald president and manager, has handled throughout a career in the automotive trade which dates from the very beginning of the commercial history of the automobile.

Three years ago MacDonald, who formerly conducted his business in Buffalo, N. Y., chose Salem as a promising field for his activities, and after a short period of connection with a firm already established here, went into business for himself. He has always been connected with the better makes of cars, and here he handled at first the Packard, later the Marmon, Huppmobile, Cleveland and

Locomobile. Last March he took over the Willys-Overland, retaining the Marmon agency.

In July the MacDonald Auto company was incorporated, with MacDonald as president, Mrs. Estelle Winans as secretary-treasurer and Miles H. McKee as director. The building which this company occupies was erected at the time MacDonald first went into business here, and was new when he moved into it.

## COUGARS KILL DEER

Approximately 600 cougars in California kill 30,000 deer yearly, or twice the number killed by hunters. Extermination of the animal is difficult because it can not be trapped or poisoned.

## JAZZ BAND TOYS POPULAR

A junior jazz band set is the favorite novelty in the Christmas toy displays at the Paris stores, raising an appalling prospect for fond parents.

Archery, a comparatively new sport in Kansas, has made a big hit at both the University of Wichita and Friends university.

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There are now 32 members of the Union. Growers of all nationalities are solicited and welcomed as members. Membership shares are divided in proportion to acreage cultivated.

CHOICE LETTUCE AND ONIONS IN SEASON

## A Happy New Year

To Our Friends and Patrons

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Quality Meats  
and Prompt Service  
The Year 'Round