

Willamette University Now Leader Among Universities

YEAR FINISHES BIG GIFT DRIVE

\$1,750,000 now on Hand
To Perpetuate Education
In M. E. School

Completion of the million dollar endowment fund campaign in which Willamette university and the general education board of the Rockefeller Foundation in New York City have been cooperating for eight years marked the close of another period of extraordinary exertion for the board of trustees of the university. Incidentally, it brought the endowment of the institution up to something more than one and three-quarters of a million dollars and places it among denominational universities with the three most highly endowed per student universities in the United States.

Two generations ago men who were giving their services as trustees of the little Methodist university which had little on which to subsist other than the small gifts of its friends and a rich history of pioneer service, met a great financial crisis and solved it, leaving to the university the beginnings of a permanent endowment fund.

The fund which this generation of trustees has helped to build up assures Willamette of a permanent place among the colleges and universities of the nation, taking it out of the class of small struggling church schools which must perforce spend so much of their energies in gaining a livelihood that they have little time for the development of students.

Trustees Have Great Task
To the board of trustees fall many duties in the maintenance of a university. There is at once the position of educator, financier, and legislator and because they are seldom a visible part of the scheme of university life, they seldom receive recognition for the work done.

From the founding of "Willamette University" in 1863 up to the present date the institution has been under the general management of a board of trustees consisting of leading business and professional men of the Oregon Country, or what is now Oregon, Washington, and part of Idaho.

This most recent drive for \$550,000 which was supplemented by \$200,000 from the Rockefeller Foundation board was not only under the supervision of the board of trustees, but much of the money was actually raised by members of the board. Many of them, while not wealthy men, actually gave large donations toward the fund as well as consistent service to the university.

President Carl Gregg Doney, executive in charge of the campaign, has credited much of its success to the aid rendered by various members of the board. Dr. B. L. Steeves of Salem is president of the board. The late Senator Lloyd T. Reynolds was vice president, while A. A. Lee and A. N. Bush, both of this city, serve as secretary and treasurer of the body.

Other members who served during the year just closed are:

Elected by the Board
For the one-year term expiring in 1930—R. J. Hendricks, 157 S. Winter, Salem, Ore.; Mrs. Mae Lauterman, 475 N. Summer, Salem, Ore.; Phil Metschan, Imperial hotel, Portland; Lloyd T. Reynolds, route 3, Salem, Ore.; H. R. Risley, Pacific Telephone and Telegraph Co., 352 Oak, Portland; B. L. Steeves, Bank of Commerce Bldg., Salem; Paul Wallace, Wallace Orchards, Salem; E. L. Wells, Custom House, Portland; I. H. Van Winkle, 145 N. 17th, Salem.

For the two-year term expiring in 1931—E. T. Barnes, 325 N. Capitol, Salem, Ore.; J. H. Booth, Roseburg, Ore.; E. S. Collins, 907 Terminal Bldg., Portland; Rev. Wilbert Dowson, 12th and Taylor, Portland; C. J. Edwards, Tillamook; T. B. Kay, 825 Court, Salem; Miss Bertha Moore, 235 Twelfth St., Portland; Amedee M. Smith, 612 Pacific Bldg., Portland; C. H. White, 1104 E. Davis St., Portland; Neil Zimmerman, 464 East 32nd St., N., Portland.

For the three-year term expiring in 1932—C. P. Bishop, 765 Court, Salem; Roy Booth, Eugene, Ore.; Truman Collins, 907 Terminal Bldg., Portland; M. C. Findley, 225 N. 20th St., Salem; A. L. Howarth, 604 Oak, Portland; A. A. Lee, 1515 State, Salem; Bishop Titus Lowe, Odd Fellows Bldg., Portland; J. P. Rasmussen, 330 East 11th St., N., Portland; A. A. Schram, Ladd and Bush Bank Bldg., Salem; Mrs. Frank Snedecor, 695 Court, Salem.

Elected by the Alumni
For the term expiring in 1930—Joseph O. Stearns, Jr., 12, 1307 Yeon Bldg., Portland; Arlie Walker, 18, McMinnville, Ore.

For the term expiring in 1931—Merton DeLong, 12, Chamber of Com. Bldg., Portland; C. B. Harrison, 12, 534 Tacoma Ave., Portland.

For the term expiring in 1932—Harold Bakin, 18, First National Bank Bldg., Salem; Earl A. Nott, 12, 638 Galloway St., McMinnville, Ore.

Elected by Oregon Conference
For the term expiring in 1930—J. T. Abbott, 1406 Wilona Ave., Portland; M. A. Marcy, 522 11th Ave., West, Eugene; W. W. Youngson, 691 E. 62nd St., N., Portland.

For the term expiring in 1931—A. S. Hisey, Gresham, Ore.; D. H. Leech, Albany; Fred C. Taylor, 636 State, Salem.

For the term expiring in 1932—R. A. Booth, Eugene; T. H. Temple, 1455 Saginaw, Salem; W. S. Gordon, 1607 E. Stark St., Portland.

Elected by Columbia River Conference
For the term expiring in 1930—T. W. Jeffery, Central Church.

Phone Company Spending \$60,000 to Put Dial System into Use Here

New Service Marks Completion of Two-Year Program Which Included Beautiful New Building

Approximately \$60,000 will be spent in Salem during 1931 by the Pacific Telephone and Telegraph company in completing the conversion of the exchange from the manual to the dial system, according to H. V. Collins, manager of the Salem district.

This will be the chief item in the expenditures to be made by the company in this city during the coming year. Although the total figure is not yet available, it is expected that several additional thousands of dollars will be spent for miscellaneous improvements, minor construction work and additions to central office and outside plant.

Of the \$60,000, approximately half will be invested in completing the dial apparatus now being installed in the new building and in placing new toll switchboards. The other half will be spent on outside construction, rebuilding aerial cable lines, removing old lines and completing underground cable connections preparatory to the cutover of service on April 4, 1931. It is expected that a crew of men will be kept busy long after the new service

is in operation in removing the equipment and lines made obsolete by the growth of the exchange.

Capital Outlays Total \$800,000
The opening of dial service in Salem will mark the completion of one of the major telephone projects of the past two years in Oregon. The new building, said to be one of the most beautiful telephone structures on the coast, was completed early in 1929 at a cost of \$184,000. Added to this was \$400,000 for mechanical equipment and other telephone apparatus, bringing the cost of the completed building to a total of approximately \$600,000. More than \$120,000 has been spent for improvements to and reconstruction of telephone lines; \$80,000 for outside plant improvements and \$60,000 for other routine work—making the total expenditures for improvements in Salem over the two-year period nearly \$800,000, including the \$60,000 to be spent in 1931.

The past year saw the completion of the Portland-Salem underground cable, which was placed in service in July, 1930. This

cable, which is a unit of a subterranean telephone route which eventually will reach from Canada to Mexico, was built at a cost of more than \$1,000,000, and has greatly increased the inter-city telephone facilities to and from the Salem exchange.

With the advantage of these facilities and with the completion of the new dial office building, Salem will have one of the most modern and complete telephone exchanges in the United States, according to Mr. Collins. The new building has received national recognition in architectural circles for its beauty and structural aspects, and the exchange as a whole is widely recognized by persons familiar with telephone work as being unusually up-to-date and progressive.

SALEM SEEKING WATER RIGHTS

Santiam Development in Offing if Plans of City Are Matured

While the Northwest Power company, a subsidiary of the Portland General Electric company, seeks permits for power development in the Marion Lake region and the North Santiam, the city of Salem has countered with applications of its own for the water and power rights. While city officials have no immediate plans for power development, through City Attorney Trindle effort has been made to prevent the granting of power rights to the private utility so as to preserve them for the future use of the city when it does desire to engage in the power business, if ever.

In 1929 the Northwest Power company applied for permit to make investigations preliminary to taking out a license. The plans included a dam at the outlet of Marion lake, raising the level of the lake 60 feet, carrying the water down Puzzle creek with a power plant at its mouth. Another power plant was planned lower down on the North Santiam below Whitewater creek just above Detroit. The total plant capacity was rated at around 50,000 horsepower.

Power In Future Foreseen
It was the expectation of the company, if the investigations proved the plant feasible, to tie in the power generated to the Salem end of its system, increasing its power from hydro-electric plants to take care of the growing business in this part of its system.

The hearings before the reclamation commission resulted in holding up the application of the power company probably until after the legislature formulates a power policy as is in prospect in view of political developments in the state.

VARSITY WINNER OF PRIZED TITLE

Among important accomplishments of the past year, Willamette university students and sports followers count Willamette's first undisputed basketball championship. Bearcat hoopers have previously carried off the Northwest conference title, or have tied for it, but never before in the history of the conference have they reached the close of the season undefeated by any other Northwest conference college.

During the 1930 season two games were dropped to Oregon State college, thus slightly blemishing the record but in compensation for this Willamette twice defeated the University of Oregon quintet.

Looking forward, many Salem sports fans have predicted a like success for the coming season. With the majority of last year's players returning and out for

regular practices and a reserve force of championship calibre garnered from last year's freshman team, hopes are running high.

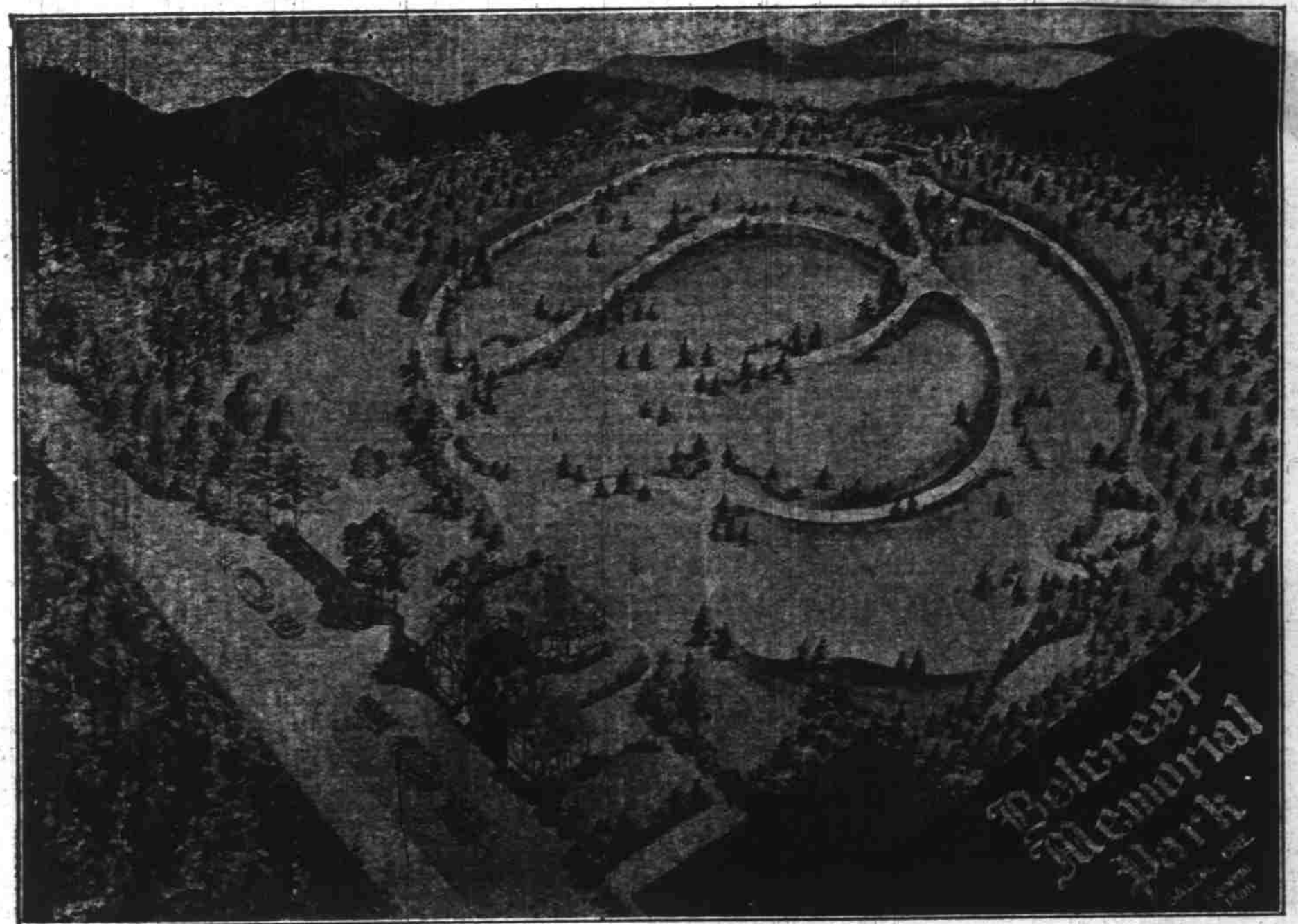
NEER BRICK USED FOR CHEMAWA GYM

Salem made brick are sold locally and shipped to other markets. Their quality both in the burn and in the color win them much favor. Frank Neer, manager of the Salem Brick and Tile works, has been developing his business turning out bricks with different surface textures and effects to meet different tastes.

One of the largest orders received at the local yard this past year was to supply brick for the new gymnasium at Chemawa. Other orders for local construction were received, mention of which would include the brick for the Dan Fry, Jr., house on Lafelle street.

One Hundred Years From Now

January, 1931 - January, 2031



We Must Take Thought of Time

Time is forever fleeting. Taking down the old calendar from the wall and putting up the one for 1931, one realizes how fast the years speed by. Birth, youth, maturity, old age, death; swiftly each stage of life succeeds the other.

Today an old year is dead; a new year is born. In a twelve-month this 1931 will be done, its record written, its story told.

This swift flight of time, impressed so forcefully at the New Year period, drives upon us the changes which time brings. Death drives hard upon birth. Oblivion quickly swallows up memories that are unpreserved.

But PERPETUAL ENDOWMENT in a worthy cause is TIME-DEFYING. BELCREST Memorial Park is built on the foundation of PERPETUAL ENDOWMENT. No matter what changes may come, what adversities may befall, what shifts in fortune may occur, Perpetual Care is provided for all lots in Belcrest Memorial Park.

Time Flies. Your good intention to purchase a plot in Belcrest may be deferred too long. The unsold portion is steadily growing smaller. Why not at this beginning of a New Year, as you are looking ahead for one year, look ahead for a longer period? BELCREST looks forward to "One Hundred Years from Now—and longer. A conference with the BELCREST managers may enable you to make that provision for Perpetual Care which will relieve you of any further thought on a matter which sooner or later you must face.

Belcrest Memorial Park

3 1/2 Miles South of Salem on Browning Avenue

ALL-STAR BERTHS WON BY BEARCATS

Rating two All-American honors, four positions on the All-Northwest conference eleven, and two honorable mentions for berths on the Pacific All-Star team, individual players on the Willamette university football squad shone during the season just closed as they have never shone before.

Although placing second in the race for the Northwest conference championship, Willamette achieved even greater recognition along football lines than that accorded her last year when she, undefeated and almost unscathed upon, walked away with her first conference football title.

Only four men are to be lost this year and three entire teams were coached so the future looks rosy, and there are those who predict that a conference title and national recognition will be

Skyline Walnut Orchard Biggest Planting, World

The most famous English walnut orchard in the west and really the largest in the world is the Skyline orchard a few miles south of Salem. It is owned by Clarence Noble and is in charge of M. P. Adams.

To reach this famous orchard, go south on Commercial street and continue to the Liberty store. Then turn to the right on paved road. Keep going after you leave paved roads, bearing always to the left. After a few miles you will be there and when you are, you will be more than 900 feet above sea level. You will also find a wonderful view of the Cascade mountains with half a dozen snow capped peaks in view. Worth a trip any time if you en-

New Year's Greetings

Geo. E.
Waters