

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 11, 1924

PRICE FIVE CENTS



Better Homes Week

AMERICA NEEDS BETTER HOMES

Leading Americans Will Tell Benefits Better Homes and Home Owning

One of the most important issues before the United States today is the betterment of the nation's homes.

On the eve of Better Homes Week, which will be observed throughout the country from May 11 to 18, under the auspices of Better Homes in America, this is the verdict of an imposing array of leading Americans, headed by President Coolidge. Business men and women, people of the city and people of the rural sections, government officials, heads of women's clubs, doctors, educational authorities, and religious

leaders are all agreed upon this fact — America needs better homes! The term 'Better Homes' means more than better houses — it means better business, better health, better children, better men and women, better cities and a better nation. Here are some of the reasons why America needs better homes, as given by leading Americans:

"A Test of Our Civilization"

"The American home is the foundation of our national and individual well being," says President Coolidge, chairman of the advisory council of Better Homes in America. "Its steady improvement is at the same time, a test of our civilization and of our ideals. The Better Homes in America movement provided a channel through which men and women in each community can encourage the building, ornamenting and owning of private homes, by the people at large. We need attractive, worthy, permanent homes, that lighten the burden of housekeeping. We need homes in which home life can reach its finest levels, and in which can be

reared happy children and upright citizens."

Homes Mould Character

"The character of a people is largely affected by the homes in which they dwell," declares Herbert Hoover, Secretary of Commerce, and president of Better Homes in America. "The profoundest influences of early childhood are those of the family circle. The warmest memories of later years center in the home. It is the environment of most of the deepest experiences of human life. The highest civilizations have been built, not by nomadic peoples, but by nations in which the mass of the population are home-owners and home-lovers."

"From Better Homes Comes Better Men"

"Civilization is known by the homes its people live in," states Secretary James John Davis, of the United States Department of Labor. "Past achievements in arts and sciences are reflected in the permanence of architecture and convenience of the habitations they left behind, and are told in stories of home and fireside." For

civilization is built by man as a means for more happily spending the short years of his life. Mere houses are not homes, nor architecture elegance the object of man's creative genius. The structures men erect are raised for a purpose. Better men build better homes; from better homes comes better men."

"Better Homes Mean Better People"

"Better homes mean better people," says Dr. Hubert Works, Secretary U. S. Department of the Interior. "Man's progress is measured by his home environment, which in turn reflects his social advancement. We look at the world through the windows of our home. Comfort from modern working appliances, health from sunshine and fresh air, inspiration from harmonious surroundings, and contentment from simple living should be the aspiration of all home-builders, for these things affect the character of our children. They help make the home a refuge where we may pause after the day's work to gather strength for further achievement."

"A Lure Back to Normalcy and Contentment"

"The drive for Better Homes in America, conceived as it is as an educational program without commercial considerations, should command the cooperation of the schools and all who are interested in educational progress by education," asserts Dr. John James Tigert, U. S. Commissioner of Education. "It is frequently observed that we are in a period of unrest and upheaval. Nothing can contribute so effectively to a hasty return to stability and domestic tranquility as more and better homes. To live comfortably in an attractive environment without concern or apprehension about the future is the surest lure back to normalcy and contentment."

"They Mean Better Children and Better Families"

"Better Homes mean more than finer physical surroundings," according to Mrs. T. G. Winter, president of the General Federation of Women's Clubs. "They mean better children and better families. They mean better marriages, where the duties and ad-

justments are more normally based and the ugly menace of divorce grows less. They mean better bodies to hold better souls. They mean better citizenship, where the family feels itself a component and important part of the community. They mean a better America. We club women, who are largely mothers, believe in the children, the families, the citizenship, the ideals of America; so we believe in and will work for Better Homes."

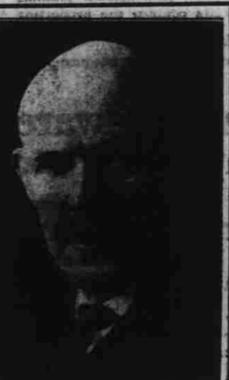
"Better Homes Make for Better Health"

"Unhealthy people are apt to make unhealthy homes, and unhealthy homes make unhealthy people. This constitutes a vicious circle the tendency of which is to make health conditions progressively worse," according to Dr. Hugh S. Cumming, Surgeon-General United States Public Health. "The Better Homes movement interrupts this vicious circle, so that health conditions tend to improve progressively. Cheerful, attractive, well lighted, well ventilated,

P. L. FRAZIER
For City Recorder



owing to technicality in filing declaration of candidacy, my name will not be printed on the ballot, but it may be written in on the blank line provided for that purpose. Mark X in front of name when written. (Paid Adv.)



THOMAS B. KAY
Republican Candidate for State Treasurer
Primaries May 16, 1924
(Paid Adv.)

Better Homes Week

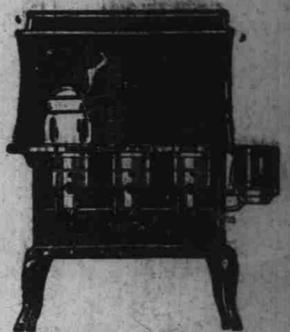
EUREKA

MOST ESSENTIAL NOW.

—are vacuum cleaners to give the house its thorough spring cleaning. Eliminating most of the back-ache that usually accompanies it. Your heavy portieres, coats, rugs and upholstered furniture will respond to its ministrations. And all through the summer, it will perform many of your cleaning tasks with but a few minutes' operation. We offer you only the best makes, at moderate prices. They will pay for themselves many times over.

Heat-Providing Yet Heat-less

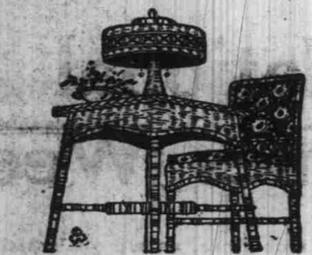
These gas and oil stoves will prove a boon to the woman who does her own cooking, or does any work in the kitchen. They concentrate all their heat on the food, with none for the kitchen. Stay cool this summer by using one of these. Small, yet efficient—and most attractively priced.



The Porch Extends Its Welcome



We are now ready to show you our complete collection of porch furniture, the vogue for spring and summer furnishing. Suites and occasional pieces of cheerful hue and perfect taste are here awaiting your inspection. We know you will find just the porch furniture you have in mind, in the colors that please you, and in ingenious patterns that enhance their beauty. You will find economy present also. Bring spring to your home with these.

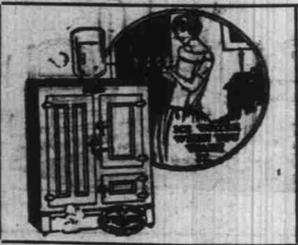


Beauty and Utility

FURNITURE is far more than a mere utility. It is an expression of good taste of the modern American home, and of a sincere pride in the appearance of your own individual home.

Refrigerators, Important!

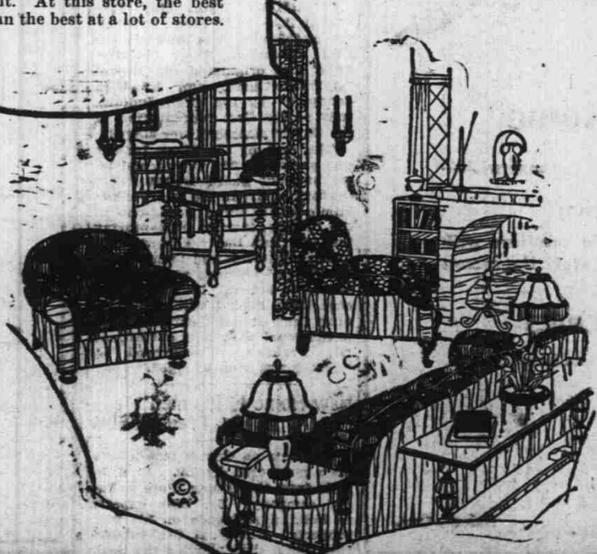
The refrigerator which you buy here will save you its first cost many times over. You will be reminded monthly of its economy when the ice bill comes in. Constructed



scientifically to conserve ice and keep your foods fresh and sweet. White inside and out, and easy to keep it so. With generous compartments for food-stuffs, ice and milk. It will pay you to buy a good one.

Better Furniture Makes Better Homes

Our minds this is the best thought of Better Homes Week—May 11 to 18. What is a house without the things inside to match the promise of the outside? The safe, the sane, the sure way to transform your house—any house—into a better home, is to put better furniture into it. At this store, the best costs less than the best at a lot of stores.



N. L. Stiff Furniture Co
COMPLETE HOUSE FURNISHERS