

going into the enterprise in earnest. A number of former Washington citizens are finding homes in Oregon, among them being Matt Pasich of Enumclaw, Washington, who has purchased 35 acres near Tuualatin; Bert Walton, Spokane, who has located on a 21 acre farm, and A. P. Anderson, purchased 6 acres, the last two being located near Damascus.

The honeymoon is over when she no longer tries to look her best at home.

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TOTAL BUILDING FOR YEAR SO FAR EXCEED ALL THOSE FOR 1923

First Three-quarters of 1924 Show Gain of \$184,448 Over Entire Preceding Twelve Months With \$1,471,730 Against \$1,287,282; Many Fine Structures Are Erected and More Promised for Future

With building permits for the first nine months of 1924 exceeding those of the entire year of 1923 it is expected that December 31 will see Salem with a new building record.

Figures compiled by Marten Poulsen, city recorder, for the first nine months of this year aggregate \$1,471,730 while the twelve month total for 1923 was but \$1,287,282, making a gain at present of \$184,448 and three months yet to go. The total for 1922 was \$1,082,270.

Permits for September were \$107,230 against \$64,200 for the corresponding month last year. August this year had a total of \$124,300.

CHIMNEY BUILDING INSTRUCTION GIVEN

Defective Flues are Held to Be Cause of Heavy Annual Fire Loss

A good practical way to observe Fire Prevention week, October 5-11, if one is building a home, is to give immediate attention to the construction of chimneys; or, if one is not building at present, to register a determination to see that when he does build his chimneys shall be entirely free from defects and fully protected against every risk of communicating fires to surrounding construction.

Defective chimneys, flues and fireplace rank next to carelessness in the use of matches and in smoking in point of fire losses. Such losses in the United States amount to from \$15,000,000 to \$20,000,000 a year.

Very few dwelling house chimneys are so erected and insulated or fire-stopped as to be without fire hazard; yet an additional cost of about \$15 a chimney should effectually abolish all risk of chimney originating fires.

The architects and engineers of the National Lumber Manufacturers' association, after a careful study extending over a number of years, have formulated definite specifications in regard to the construction and insulation of chimneys. These specifications appear in the association's "Recommended Requirements for Building Codes" and in a bulletin recently issued entitled "Chimneys, Flues and Fireplaces."

LAND SETTLEMENT WORK

Over 7500 inquiries from eastern people seeking information in regard to Oregon have been handled by the Land Settlement Department of the Oregon State Wide Development Fund, Portland Chamber of Commerce, as a result of the various advertising and publicity campaigns under way at the present time. These inquiries have come through the Oregon Development Fund publicity campaign and the Portland municipal auto camp. In addition to this, so far this year approximately 500 families have come to the state, and it is felt that with complete information on all new settlers this figure would be considerably increased.

Three Small Dwellings To Be Built By Morley

Three small and modern residences costing \$1,000 each are to be erected in the Englewood district by Lane Morley. Permits for the construction of these were issued from the city recorder's office Saturday. The dwellings, all one-story each, will be built at 915, 925 and 937 North Seventeenth.

During the month just passed there were 38 permits issued, of which 28 were for new dwellings with an aggregate value of \$75,080. Other permits issued were for a brick and concrete building, \$15,000; 2 church and building halls, \$12,000; 1 garage and warehouse, \$1200; 1 filling station and garage, \$1000; and 4 permits for alterations and repairs totaling \$2450. In September 1923 there were 27 permits issued, of which 24 were for new dwellings aggregating \$63,100. The remaining three permits for a total of \$1100 were for alterations and repairs.

Some of the most important buildings for which permits were obtained during the first nine months of this year and which are included in the total of following: Apartment, \$12,000; warehouse \$6000; concrete store building, \$22,000; warehouse, \$5000; apartment, \$12,000; concrete store, \$10,000; concrete garage, \$3,000; concrete mortuary, \$20,000; new residence, \$65,000; Unitarian church, \$25,000; J. L. Parrish junior high school, \$156,000; brick store and hotel, \$40,000; concrete store building, \$15,000; two store frame dwelling, \$15,000; filling station, \$4000; apartment, \$75,000; warehouse and cold storage plant, \$15,000 and a concrete block and stucco dwelling, \$24,000.

Aside from the natural run of building permits there is one for \$175,000 which was taken out the first of this month that for the new Elks temple. Excavation for the basement has been completed and work delayed for a little while until contracts for the construction could be let. As these are out of the way it is expected that actual work on the building will get under way in the immediate future.

Two large developments are assured for early next year, one the new YMCA building which with the maintenance until 1926 will cost \$200,000 and the other a new and up-to-date modern laundry, the property having already been acquired.

Tax Expenditure Plan Will Receive Publicity

Judge William A. Hough, of the Indiana tax commission, which under the Indiana law has the power of review over all state and local bond issues and tax levies, is preparing an account of the Indiana plan of control of tax expenditure, and of the results in savings of millions of dollars, of public monies which has resulted in that state from the adoption of the plan. The account will be issued as a special pamphlet by the National Association in its campaign to call public attention to the rapidly increasing tax burden entailed by state and local expenditure.

Forty-four states have already made inquiries of the Indiana tax commission as to the working of the Indiana plan of safeguarding the state against possible extravagance or corruption in tax levies and bond issues.

It is held that under such a plan of check on tax expenditure millions of dollars can be saved in the state's tax outlay. A state taxpayers' league is being organized under the auspices of the Minnesota Realty association to bring to general public attention the actualities of the present tax situation.

The Seattle-Washington Real Estate board is leading a campaign for an amendment to fix forty mills as the limit of taxation on real and personal property in the state of Washington.

Hayesville School Is Rushed to Completion

Work on the new Hayesville school is being rushed and it is expected to be completed in 36 working days. The building will cost approximately \$8750. The old frame building was destroyed by fire several weeks ago. Hayesville is a community located on

NEWSPAPER SPACE USED BY REALTORS

Public Confidence Is Being Strengthened By Advertising Campaigns

Strengthening of public confidence in the real estate values of their communities is the purpose of extensive newspaper advertising campaigns now being carried on or being planned in a number of real estate boards affiliated with the National Association of Real Estate Boards. Together with this purpose the campaigns are directed to impress upon the public mind the distinction between a real estate agent who isn't vouched for by the local real estate board and one who as a member of the board is bound by the code of ethics of the National Association and is entitled to the designation Realtor.

A large emphasis will be placed not only on home ownership and on the advantages of real estate as an investment, but also on the special qualifications which a Realtor must have and the advantage to the public in dealing with a person or firm entitled to the designation Realtor.

"The effect of this advertising was far more extensive than the obtaining of new members," the board reports. "It was advertising of the word Realtor, and of the additional security that the property owner and dealer has in doing business with a Realtor. It has added wonderfully to the prestige of the board."

The first campaign was centered on real estate investment, with attention to the local advantages for such investment. The second was divided. Half was given over to advertising the city itself, and half to explaining the advantage of dealing with a Realtor. Funds for the campaign, \$7,000 for each, were raised by the local newspapers, financed by private real estate advertising contracts, copy for which was under control of the board's publicity committee.

Advertising campaigns reported as being planned by real estate boards of Atlanta, Georgia; Buffalo and Utica, New York; Fort Wayne, Indiana; Manchester, New Hampshire; Pawtucket, R. I.; Alliance, Ohio; Pittsfield, Arizona; Pasadena, Redlands, Venice and Pomona, California; Portland, Oregon, and Johnston City, Tennessee.

New Pamphlets are Aid To Real Estate Dealers

The exact processes through which it has become possible for scientific appraisers working independently to appraise the value of the land under a modern skyscraper with such a degree of accuracy that their estimates will correspond with a dispersion of only 5 per cent or less are the subject of a complete study on "The Appraisal of Real Estate," by Frederick H. Babcock, which has just been published by the Macmillan company. The book is the third volume in the standard course in real estate outlined by the National Association of Real Estate Boards in joint conference with the United YMCA schools in



BETTER

TRACT OF 1,146 ACRES TO BE USED

All Kinds of Roads Ready to Test General Motors Products

Paul Revere's famous ride was a veritable canter of joy compared to the ride given the 23 zone sales promotion representatives of the Chevrolet Motor company of the General Motor testing grounds near Milford, Michigan, last week. The ride was the final feature of their meeting at the headquarters of the company in Detroit.

Bad as the roads seemed to be in the various sections of the country represented by these men, they all admitted that human ingenuity even went nature one better in devising the hills with grades from 12 to 24 per cent, tortuous gravel roads, rock-ribbed meadow driveways and sharp turns on concrete roads, with all the obstacles of bridges and culverts that might be encountered on the most dangerous of roadbeds—all of which are included in these great testing grounds.

These General Motors proving grounds, where all the cars of the various General Motors units will be tested include an immense tract of 1,146 acres. On these grounds, Chevrolet cars are often driven continuously for days and nights at a time and are subjected in two or three weeks to the actual usage a car might encounter in two or three

years under normal driving conditions.

Eight miles of concrete and gravel roads constitute part of the proving grounds. There are approximately two miles of concrete roadway, 20 feet wide; one mile a perfectly level straight-away course, with 20 foot travel turns; and the other mile built with varying grades up to 12 per cent. All of the concrete construction has been installed in accordance with the specifications of the Michigan State Highway department. Six mile of 20-foot gravel road has also been built, with culverts and hills. There is a wide variety of grade in this road, reaching a maximum of 24 per cent.

The zone sales promotion representatives not only rode in Chevrolet cars over these testing grounds but also in other makes of cars in the Chevrolet price class.

They stated after the tests that the next time they are asked to ride in cars over this testing ground, they want Chevrolets.

City and Farm Property Changes Hands in Week

Two cash sales involving a double transaction are reported by D. D. Socolofsky, local realtor.

Oscar W. Hogan has sold his North Church residence to Mr. Notdurft, recently of Oregon City. Mr. Hogan, upon the completion of this deal, purchased the R. H. F. Struckmeyer acreage east of the city.

Both parties will take immediate possession. Mr. Hogan will build on the house already on the property and make other modern and substantial improvements.

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