

THIS BRICK HOME IS A WISE INVESTMENT

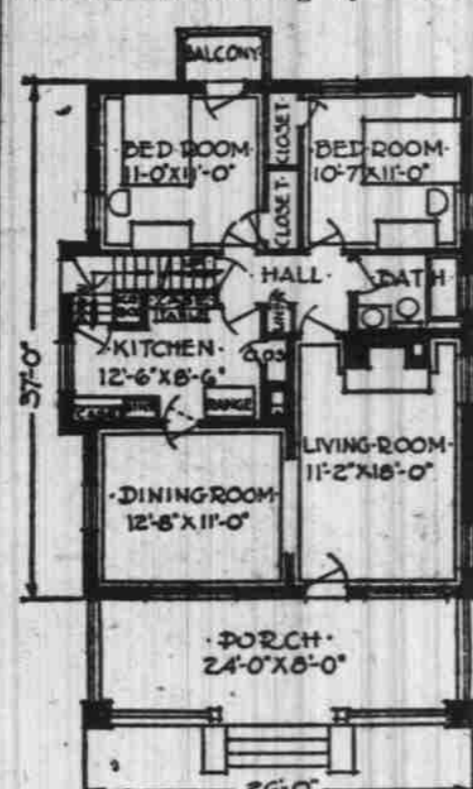


THE CHICKASAW—DESIGN A 525

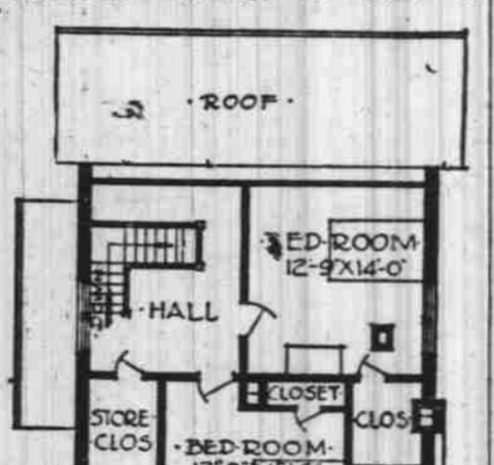
No more beautiful or permanent attractive home can be built than one that is faced with brick...

cost of the building. It is true that the first cost is materially greater than the first cost of a frame building...

The third method is frame construction with brick veneer. By this method the builder has surrounded his building by a solid



brick wall, and to a certain extent has reduced the fire hazard particularly from communicated fires.



strength, and the hollow dead air spaces act as heat insulation, and gives a drier, warmer wall.

send copies of their booklets. Some make nominal charges for plan books. But it would pay the persons who are contemplating building a new home to make use of these sources of ideas for home construction.

Of popular magazines dealing with home building in particular, The American Builder should be mentioned. While this magazine does not advertise exclusively the use of permanent materials, it always contains the pictures and plans for beautiful brick and stucco homes.

The Salem Brick and Tile company, which has its plant and office on the Tile Road, near the Fair Grounds, is particularly interested in developing the idea of permanent construction...

New England Hen Makes Record in Old England

LONDON, Sept. 23 (AP)—England has a world-record layer in a Rhode Island Red hen from Wiltshire county, which produced 312 eggs in 308 days.

REGIONAL PLANNING GAINING IN EAST

Zoning and City Planning Given Attention Throughout Country

The extent to which far-sighted communities are undertaking not only city planning but regional planning, the planning of suburban and country areas to conserve their natural resources and develop them along the lines of high community interest, is indicated in the returns of a survey covering city and suburban planning in the state of New York...

The New York report covers twenty six cities, exclusive of New York City, whose growth relationship to its surrounding territory is being studied by the special committee on the plan of New York and its environs.

Control of subdivisions developed outside the city limits is reported by four of the cities. Definite control over development of subdivisions within the city limits is now in the hands of the authorities in twelve cities, through restrictions of zoning ordinances as to height, use, and the like.

zoning provisions extend to new subdivisions within three miles of the city limits. Necessity for such zoning outside the city lines is suggested in the replies.

County park commissions are already providing for parks in territory surrounding three cities. The city plan commission in one city is at work on a project for extra-mural park provision looking to the community's future.

Co-ordination of main thoroughfares outside the city with those within its limits is a problem that is beginning to demand solution. Separate traffic highways for automobile freight outside the city is one suggestion.

Trolley problems and bill-board control are other matters which are coming under scrutiny of New York suburban planning.

Childs & Bechtel Report On Several Good Deals

Two land sales, and exchange of residence property and an apartment deal are reported for the last few days by Childs & Bechtel, local realtors.

E. H. Bliven has purchased a 6-acre tract in the Auburn district two miles east of Salem from A. E. Chenoweth, consideration \$1500; H. C. Carpenter has sold a 10-acre fruit tract three miles west of Salem in Polk county to J. A. Gibson for \$2600.

Misuse of Realtor Is Basis of Campaign

The campaign of the national association of real estate boards to notify persons, firms and corporations improperly calling themselves Realtors that the term can be properly used only to mean a member of a real estate board affiliated with the national association is meeting with results.

ing themselves as Realtors. In addressing notices to infringers calling their attention to the association's exclusively right to the designation Realtor for its own membership, the Detroit board's plan is to use registered letters and to demand a receipt for them.

The Buffalo, N. Y., real estate board announces that it will publish each week in its official organ "The Realtor," the names of any person, firm or corporation in Buffalo unlawfully using the designation Realtor.

SMOKERS IGNORANT

GRAZ, Austria, Oct. 9.—(AP)—The fourth international congress of opponents of the tobacco smoking was held here recently. According to the speeches delivered, the harm done by liquor is little indeed compared to the ravages inflicted upon mankind by the smoking habit.

Advertisement for Salem Brick & Tile Co. featuring a globe and the text 'The World's BEST Building Material! Use Burned Clay Hollow Building Tile for Beauty, Safety and Comfort. MANUFACTURED BY THE SALEM BRICK & TILE CO. SALEM, ORE.'

Advertisement for Copeland Material with the slogan 'BUILD YOUR HOME from start to finish' and contact information for J. W. COPELAND YARDS.

By October 20th Salem Highway Tracts

THE TRACTS Between the Two Highways Just North of the Oregon State Fair Grounds Will Be Ready to Put on the Market to Sell in ONE-HALF ACRE TRACTS

An Ideal Location for Suburban Home

You May Select Your Tract Now. All Will Be Plainly marked With Price — Don't Delay As First Choice Will Be Best. Three Roads Across Tract Connecting Portland and Silverton Highways Making All Tracts Easily Accessible.

PRICE RANGING FROM \$400 UP ACCORDING TO LOCATION

RICH L. REIMANN 307-308 OREGON BUILDING : TELEPHONE 1013