

BETTER HOMES



The Business Map of the United States Shows Very Generally Fair

Review of the 1924 Business Shows It Might Have Been Better, and as to 1925, "Three to Six Months Is Apparently Secure," and as to the Time After That, "Enough Has Developed to Show That the Outlook Is Favorable; Prospect Has Seldom Been Better"

(The following is a part of the press service of the Chamber of Commerce of the United States.)
 WASHINGTON, Jan. 24.—While the unprecedented feeling of optimism which was so noticeable in business circles toward the close of 1924 has been somewhat shaken in the last few weeks, there still seems to be plenty to spare at the present time, writes Frank Greene in his monthly review of business conditions in the current number of The Nation's Business.
 "So marked was the optimistic feeling at the close of 1924," Mr. Greene says, "that some observers were inclined to express fears that some disappointments may possibly occur from anticipations being keyed too high. It is pointed out that there has been little evidence as yet to indicate that the buying community, now accustomed to immediate need of

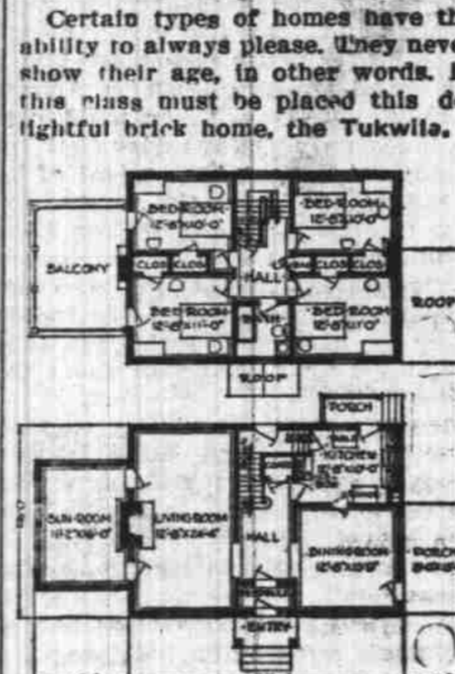
active tendencies is in one sense a guarantee against overdoing a prospect, which has seldom been better."
 In looking back over trade conditions in 1924, Mr. Greene cites, as outstanding unfavorable influences upon business, western bank failures, piecemeal buying and a presidential election. Despite these unfavorable factors, he says, there seemed to be a feeling of underlying confidence that things were coming out all right.
 "If the average man were asked to what were the three most important happenings of a favorable character to balance these three supposedly most unfavorable influences," Mr. Greene says, "the work of the Dawes reparation commission, the big rise in grain prices, and the triumph of conservative ideas in politics at home and abroad would probably receive most mention.

things together apparently proved irresistible."
 "In noting a few of the results of the year, it might be observed that with all the good effects visible, the year, as a whole, was not a satisfactory one in trade or industrial climes. It was, in fact, a rather unsatisfactory period, when the statistics are weighed up, and really seems to have found fair reflection in the rather drab-colored map of the nation's business that showed throughout most of the year.
 "The grain farmer seems to have reaped most of the profits, seven crops accounting for more than the total gain of \$750,000,000 shown in all crops. The small grain farmer did best, the corn grower found a partial balance for a short crop of poor quality in a higher price, but the hog and the cotton and potato grower took less for vastly larger crops.

A HOME ALWAYS CHARMING

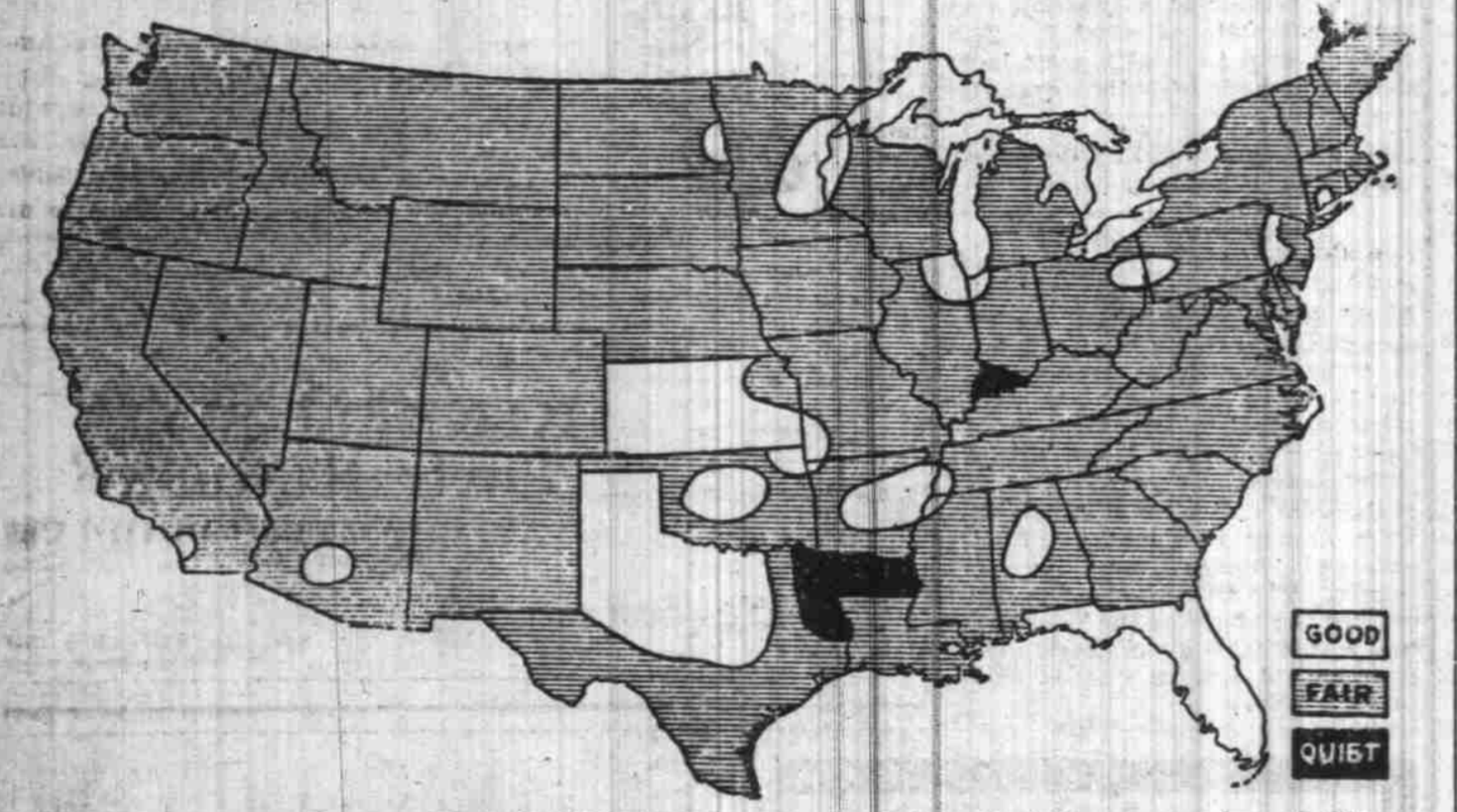


THE TUKWILA—DESIGN A723



Certain types of homes have the ability to always please. They never show their age, in other words. In this class must be placed this delightful brick home, the Tukwila.
 Times seem to think. Too often, in the past, people have been unduly influenced by the mere appearance of their home-to-be, and have not sufficiently inquired as to its real character in comfort giving, safe and lasting qualities. It is not necessary to sacrifice attractive appearance to obtain these qualities. In fact the most pleasing and attractive types of homes are permanent homes without heavy maintenance and repair expense. The exterior of the house, which is called upon to resist the action of all the elements and rain, frost, snow, and wind, without being affected by them, must continue to be attractive looking. Past experience has proved that the home built of brick is not only well able to resist age or weather deterioration for all time, but grows in beauty as the years go by.
 The Tukwila is one of the many "different" brick houses found here and there around the country, displaying many excellent and desirable features. It is designed so that practically no upkeep is necessary. Its inside arrangements will delight any prospective home owner.
 The first floor contains an unusually spacious living room which will be a boon for entertaining. The solarium and dining room are also well-sized and arranged, while the kitchen is designed most carefully with consideration for every convenience possible. On the second floor the four bedrooms are well balanced with plenty of closet room and space for linen.

The entire design has been very carefully worked out and will meet the most exacting family requirements. Additionally pleasant is the fact that this particular home can be built economically.
 Most people now realize that the only common sense way of building is to build not only for today but for the years to come. The buying public is demanding that their homes and buildings be not only pleasing in appearance, but really permanent and sound structurally. Nor is the average man so ignorant about details of correct building as those in the building industry sometimes seem to think. Too often, in the past, people have been unduly influenced by the mere appearance of their home-to-be, and have not sufficiently inquired as to its real character in comfort giving, safe and lasting qualities. It is not necessary to sacrifice attractive appearance to obtain these qualities. In fact the most pleasing and attractive types of homes are permanent homes without heavy maintenance and repair expense. The exterior of the house, which is called upon to resist the action of all the elements and rain, frost, snow, and wind, without being affected by them, must continue to be attractive looking. Past experience has proved that the home built of brick is not only well able to resist age or weather deterioration for all time, but grows in beauty as the years go by.
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 The Common Brick Manufacturers' Association, Cleveland, Ohio, can furnish complete drawings for this design. Leaflet on brick construction sent upon request.



Conditions throughout the United States as reported in the February number of The Business, official publication of the Chamber of Commerce of the United States.

piecemeal buying, as it was stigmatized in 1924, is likely to abandon its stratagetic position.
 "Then, too, the rise in the prices from the low of July 1, to a point well up to the high point touched in March, 1923, when warnings against overdoing the prosperity of that year were issued, is noted as a possible disturbing element. The possibility of the farmer, especially the wheat grower, overdoing a good thing and planting too much is also mentioned. In the steel trade, which has a full first quarter of 1925 production sold ahead but which knows what is possible in the way of increasing production, there is a slight trend toward conservatism in order that a good market may be preserved.
 "Three to six months trade in 1925 is apparently secure, and beyond that careful prophets may not care to predict. Enough has developed, however, to show that the outlook is favorable, and the very presence of existing conserv-

"Of these three, the writer would give chief place to the advance in grain and at least to the election because the country has been known to have survived a good many radical campaigns whereas the wonderful combination of short wheat crops among our rivals and customers with liberal yields here seemed to touch the average man's imagination, made the favorable result of the election safe beyond dispute and gave the Dawes plan opportunity for commencing work in a thoroughly satisfactory way.
 "If it had not been for nature's aid in bringing about the rise in grain, we might have seen the flood of western bank failures checked so speedily nor so many supposedly radical states swing into line for conservatism, nor perhaps would we have been able to test so speedily the beneficial effects of the regeneration of the exchange markets which made big exports, first of grain and next of cotton possible. The three

"The manufacturers did only fairly, a mid-year of acute industrial depression cutting production and profits and reducing employment. Trade as a whole at wholesale and retail was below 1923. It was a good year in financial lines, even if money was cheap, because a creeping bull stock market blossomed later into a record-breaking boom, new and old bonds sold readily because of the big quantity of idle cash, and Europe borrowed freely and we seemed glad to lend. Speculation was active in grain from June 1 onward and export trade expanded while imports contracted.
 "That the banks as a whole were actively employed is proven by a record-breaking total of clearings which exceeded those of 1923 by 10 per cent and even slightly surpassing those of 1920, a period of much higher commodity prices. Building expenditures set up new high levels, but activities were irregularly distributed. The lumber output fell off slightly and its prices were cut. One of the few industries to report record output and shipments, cement production, reaped benefits from an active road building campaign as much as from active construction of houses or shops.
 "Most industries reported lessened outputs as compared to 1923, decreases in the first half of the year not being made up for by later activity. Mineral outputs were irregular. Copper production (refinery) gained. Iron ore fell off in conjunction with the reduced production of pig iron and ingot steel, bituminous and anthracite coal production decreased and so did petroleum. Automobile output and cotton consumption fell off.
 "There are enough examples of reduced output to show that 1924 was not a year of first importance in production but in practically every case the annual returns showed far better than they did at midyear when the industrial

The Historic Jason Lee Home, First House in Salem, Stands

It Is at 960 Broadway Street and Is Part of an Apartment House—Was Once the Postoffice and the Territorial Treasury—Slowly but Surely This Historic Monument Is Being Torn Down and Altered—It Should be Preserved

Eighty-five years ago, a little band of missionaries, under the leadership of Rev. Jason Lee, chose a spot on the mill stream which runs through North Salem, for the erection of a grist mill and saw mill. In order that the men engaged in the work of constructing the mill might have a place to stay, a dwelling house was erected at what is now 960 Broadway. This was the first house erected in Chemeketa, as the city of Salem was then called, and still stands at the above address.
 Center of Early Activities
 Around this house in the early days revolved the life of the first settlers of the Willamette valley. It was the home of Rev. Jason Lee and his wife until 1844 when the affairs of the Oregon Methodist mission were wound up and its property sold. A man by the name of John Force purchased the house as well as the saw and grist mill which stood just across the street. Dr. Wilson and L. H. Judson soon purchased the house from Mr. Force, and in turn sold it to J. B. McClane. Mr. McClane had the land surrounding the dwelling platted under the name of North Salem. A number of lots were sold in this district, one of them including the mill, before Mr. McClane removed to Maryland.

What Might Have Been
 It is rumored that had not this trouble over the ownership of this property arisen, the present site of the business district of Salem might now be in North Salem. Settlers were afraid of the unsettled conditions in this district, and so purchased land farther south, on which the city has since built up its commercial center.
 Was Once Postoffice
 At one time the old Jason Lee home housed the city postoffice, a general merchandise store, and the territorial treasury department. This store was the second to be established in Salem. Mr. McClane, according to an article written by Mr. R. P. Boise, and from which the material for most of this article has been taken, brought the merchandise with which he stocked this store from California, where he had been prospecting in the gold fields.
 In 1880 Judge R. P. Boise purchased the house from Mr. McClane, and the house remained in the possession of his heirs until the last year or so, when it was sold. The present owner, Elsie V. Fletcher, has remodeled the house considerably, and is renting it in apartments.
 Many Changes Made
 It is doubtful whether Rev. Lee would recognize his former dwelling place were he to return to this world and be set down at 960 Broadway. The porch, which surrounded the house on three sides, has been removed. An ad-

dition has been made on the front of the house in the shape of an L. The long hallway which extended through the center of the house is still as it was 80-odd years ago, but the rooms on either side have been altered considerably. The room which at one time sheltered the postoffice is now the habitat of a tenant. The present occupants seem to know very little concerning the history of the house, and are not much interested in it, either. Slowly but surely this historic monument is being torn down and altered beyond recognition, but probably some time in the future, when it has lost most of its nature, it will be purchased and set aside as a monument to those early pioneers who saved this country to the American nation.

GIVE YOUR HOME THE PROPER CARE—KEEP YOUR PLUMBING IN REPAIR!

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Builder of Homes
 for sale on easy terms. If you are looking for a home call on us.

SALEM BUSINESS MEN SHOW FAITH

State Savings and Loan Association Is Doing Well; Making Loans

The faith of the business men of Salem in the future of the State Savings and Loan Association, of this city, has been heartily expressed by their quick response to the call for membership made by the company. During the course of the last few months, nearly 100 new members have been taken into the association, and of these the largest per cent are business men of Salem and the vicinity. The subscribed stock of these new members totals approximately \$125,000.
 Loans Being Made
 The association has, during the last week, completed the first of its loans, and is now, according to advice given by Mr. Charles Wipser, the general manager, ready to consider all good loans on improved residential property. Loans are made only to members of the association, but as soon as an application for stock in the company has been accepted and the certificate of stock delivered, a person is considered as a member of the association.
 Nine Agents Working
 At the present time the association has nine agents working in Linn, Marion and Polk counties. E. V. McMeche, who was formerly with the Mutual association, of this city, is now employed as general agent in Marion and Polk

counties by the State Savings and Loan association.

Rapid Expansion Sure
 The officer's of the association are very well pleased with the progress that has been made thus far, and predict a continued and rapid expansion during the year just commenced.

Krueger Reports Good Business for The Week

The W. H. Krueger Real Estate company closed, deals during the past week which transferred the ownership of several pieces of property at a consideration of \$2700. W. H. Krueger became the owner of the L. A. Braden house of 1465 North Cottage for the consideration of a lot on Twenty-first and one on Wilson. Four lots on North Cottage went to Roy Wilbanks, who plans on building, while a lot on Maple avenue was sold to Joseph Tomlin, who is to build.

Ten Building Permits Issued During The Week

Ten building permits were issued this week by Marten Poulson, city recorder, representing a total valuation of \$13,800. Of the permits, four were for alterations and repairs, amounting to an even \$2000.
 With the weekly list, the total valuation of permits issued so far this month now reaches \$67,250.

STATE FAIR BOARD PLANS \$10,000 BUILDING

The State Fair board of Washington is making plans for a \$10,000 building to be used by club members. It will be used to house those exhibiting at the Fair, and will also have space for the home economics, poultry and crops work. These projects were not represented before on the premium list for club members.

SALEM STANDS UP WELL FOR DECEMBER

Astoria, \$29,115.
 Eugene, \$76,925.
 Klamath Falls, \$19,315.
 La Grande, \$18,750.
 Portland, \$1,890,190.
 Salem, \$83,925.
 The above are the building permit records for Oregon cities for December, from official figures, according to the National Monthly Building Survey of S. W. Straus & Co., New York. They make a very good comparative showing for Salem.

As to Other States
 The same can be said in comparison with other states. In Nevada there is only Reno, with \$5,200. In Idaho, Boise, with \$10,591. In Utah, only Ogden and Salt Lake City are ahead of Salem. In Washington, only Seattle, Tacoma, Spokane, Everett and Bellingham. In California, however, a large number of cities.

Five-Acre Tract Located On McCleary Road Is Sold

A five acre tract of land on the McCleary road has been sold to Mr. and Mrs. August Schermacher by D. D. Sociofsky, local real estate dealer. The former owner of the tract was Sarah Dinnagan.

Just A Minute, Father

You have been spending a lot for fuel lately, and not getting much warmth either, haven't you?

Let us show you how a concrete tile home will keep your family warmer in winter and cooler in summer. Incidentally you pay for this kind of a home only once, much easier on the pocketbook.

ASK THE FOLKS WHO LIVE IN ONE

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Now That Thrift Week Has Come and Gone

Why Not Make This a Thrift Year?

Build Your Own Home and Be Happy

You will always find the largest and best assorted stock of lumber, sashes, doors, shingles, builders' hardware, Sherwin-Williams' paint and varnish, lime, cement, plaster, fence posts, Upson wall board and tile, plaster board—in fact everything in building materials at the lowest prices! Prompt service. Best of materials, in all grades, of any retail yard in the northwest.

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