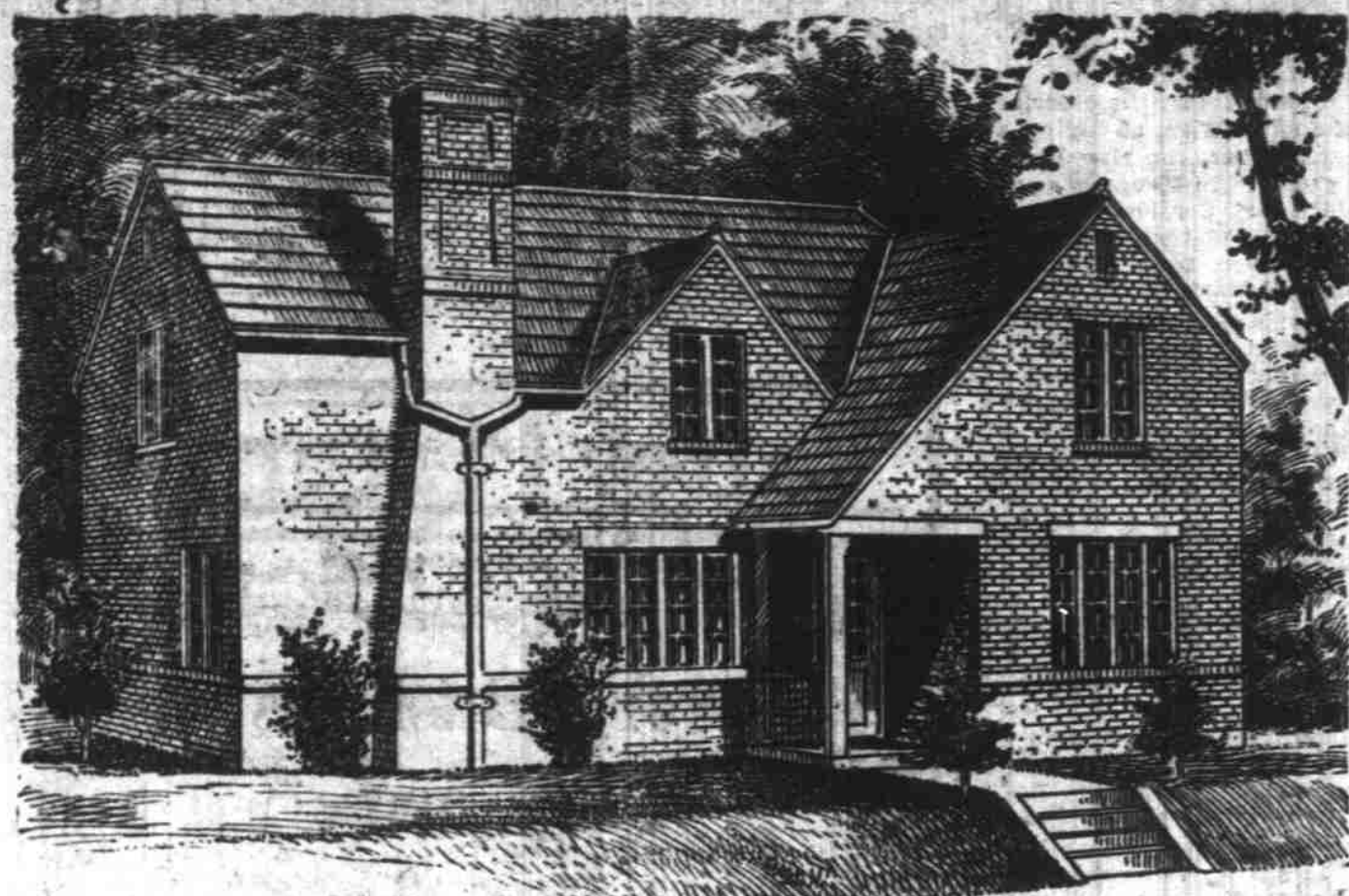
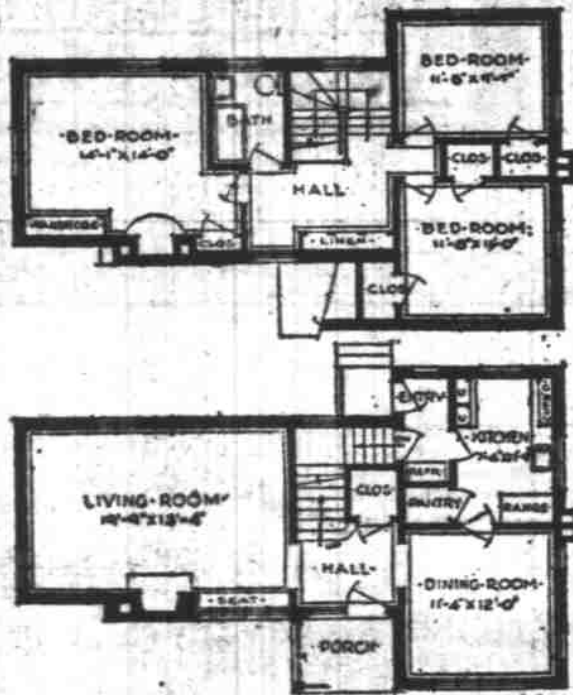


Cheerfulness is Assured in This Brick Home



THE TUNICA, DESIGN 6B22

CHEERFULNESS is not always given sufficient consideration by the designers of modern priced homes...



This English type house of common brick is designed for cheerfulness, although it carries, incidentally, about every other essential requirement.

Built in the form of a T it is yet of the center hall type, the entrance from the covered porch being directly into the hall...

a built-in seat at the battery of windows beside the big open fireplace and two other windows in end and farther side.

Opposite it is the dining room, large and well lighted and well adapted to the most satisfactory placing of the usual furniture.

Immediately back of it is the kitchen, with an enclosed pantry to the left as you enter. The arrangement and equipment of the kitchen are both ideal with both rear and basement entries so placed as to be entirely out of the field of culinary activities.

On the second floor are three bedrooms, all amply large and one especially roomy. The bath is at the left of the stairway and is of good size. In the hallway is an exceptional linen closet, and in the larger bedroom is built a special wardrobe, a very desirable innovation.

brick walls and clay tile roof this home gives a dependable assurance of fire-safety and minimum expense of upkeep. It is in every sense a most desirable house, one that can be built fire safe and durable at an outlay but a little greater than would be necessary for the average type of home.

The Common Brick Manufacturers' Association, Cleveland, Ohio, can furnish complete drawings for his design. Leaflet on brick construction sent upon request.

HOUSES BUILT OF PERMANENT MATERIALS COST BUT LITTLE MORE THAN THOSE CONSTRUCTED OF MORE TEMPORARY MATERIALS

But the Upkeep Expense of Such Houses Is Small

See us for—common brick, face brick, building tile, partition tile, silo tile, sewer pipe, drain tile, vitrified sewer pipe.

SALEM BRICK & TILE CO.

TELEPHONE 917 SALEM, OREGON

PROPER WINDOWS HELD IMPORTANT

Florida Hurricane Cited as Example of Need for Good Construction

CORAL GABLES, Fla.—(Special)—Proper window construction is one of the most important elements in the design of buildings to withstand the force of the hurricane, according to John F. Graydon, associated with the Coral Gables corporation, who was in Coral Gables, Florida, during the September hurricane, and who has recently completed a survey of the conditions in the Miami district.

"Structures in which the windows remained unbroken," said Mr. Graydon, "suffered little damage as compared with those whose

slate surface roofing applied over your old shingles. We have over 200 jobs in Salem. Nelson Bros., plumbers, sheet metal work, 355 Chemeketa. (*)

windows yielded to the onslaught of the gale, permitting the wind to blow the structure inside out with the force of an explosion. Windows equipped with steel sash and plate glass survived the most severe test on record in better shape than windows of other construction."

F. J. O'Leary, president of the Miami chamber of commerce, and Leonard H. Davis, chief building inspector, have been quoted as calling attention to the remarkable performance of well constructed windows in withstanding the full fury of the blow.

F. L. Wood and Geo. F. Peed, real estate, 344 State, Farms and city property. They bring buyer and seller together, for the benefit and profit of both. (*)

Building Permits Mount Fast in Canadian Cities

VANCOUVER, B. C.—(Special)—Greater Vancouver and New Westminster building totals for ten months of 1926 are \$6,000,000 ahead of the building figures for the entire year 1925, according to a survey compiled from official sources.

It was known that the building totals for the ten months were in

advance of those for the corresponding period of last year, but that they should so greatly exceed the total for the whole of 1925 has come as a surprise to city officials and building experts. The ten months' total this year are about \$7,000,000 ahead of those for the ten month period of 1925.

The Midget Meat Market never fails to give you the finest meats and fish. There is but one place in Salem to get the finest fish. The Midget Market has it for you. (*)

Henry O. Miller, 184 S. Com'l St., where most people prefer to get their auto parts for all makes of cars. Trade here and make savings on all auto parts. (*)

Advertisement for insurance featuring a camel illustration and text: 'A CAMEL MAY GO A LONG TIME WITHOUT WATER—BUT EVENTUALLY A DRINK IS NECESSARY—YOU LIKEWISE MAY GO A LONG TIME WITHOUT AN ACCIDENT—BUT SOME DAY LOOK OUT—TO BE PROTECTED—ARE YOU FEELING INSURED?' Includes 'BECKE & HENDRICKS, Insurance of All Kinds, Telephone 161, Hellig Theater Lobby, 189 North High'.

Advertisement for Spaulding kitchen cabinets featuring an illustration of a cabinet and text: 'Preparing meals is so much easier when you have a Spaulding kitchen cabinet to help you. Utensils and materials are always in place—easy to find and reach. Notice the roomy counter surface for working. Doors and drawers work easily and fit tight. The flour bin is removable for cleaning. See this and other kitchen conveniences at our retail store'.

MILLIONS COMING FOR BETTER HOMES

Huge Advertising Campaign in 1927 Will Eliminate "Jerry-Builder"

CLEVELAND, Ohio, Nov. 20.—Better building of small homes and the elimination of the "Jerry-builder" will be supported nationally during 1927 by the expenditure of approximately five million dollars in educational newspaper and magazine advertising.

"This will be an increase of about one million dollars for advertising over the expenditures for the current year in this field," Mr. Moore declared, "and the increased expenditures will be made largely in newspaper advertising."

Figures already compiled indicate that 1926 will be the biggest year in the history of the construction industry. While it is anticipated that there will be a decline in large building projects during the coming year, the demands for medium and moderate cost small homes and their consequent construction at peak will continue," he predicted.

The associations in the building materials field include the Copper and Brass Research association, Common Brick Manufacturers' association and Wallpaper Manufacturers association supporting the campaign.

In 1927 this cooperating group is planning to spend \$225,000 for better homes advertising. Mr. Moore stated, \$150,000 in newspaper advertising and \$75,000 in magazine advertising, largely in trade papers. "The trend is decidedly toward newspaper advertising," he said.

A report of the Better Building Committee of the American Construction Council, through its chairman, Rudolph P. Miller, and president of the National Fire Protection association, of New York City, pointed out that "many houses recently built are so carelessly constructed that within ten years' time, sometimes less, they will be practically valueless."

Cobbs & Mitchell Co., lumber and building materials for every purpose. Get estimates, look at quality of material, then you will order. 349 S. 12th St. (*)

PENNEY TO BUILD UP-TO-DATE STORE

Extensions and Additions Totalling \$20,000 Planned by Company

A modern, up-to-the-minute J. C. Penney store is the way manager R. H. Smith describes what the Penney store on North Liberty street will be like when its projected \$20,000 extension and remodeling is complete.

Besides the extension, the J. C. Penney company is planning to remodel the whole exterior and equip the store with new and modern fixtures. An oil burning heating system will be installed in place of the present wood burning outfit.

In the extension will be a balcony which will accommodate the ladies ready-to-wear and millinery department. The interior, said Mr. Smith, when complete will be a typical J. C. Penney store, modeled after the type used throughout the J. C. Penney chain, which comprises 745 stores located in practically every state of the union.

J. M. Dolan of the New York office is here to supervise the work, and all the construction will be done by the construction and real estate department of the company.

In regard to the inconvenience to be caused the stage company, which parks its busses in the rear of the Penney store, by the extension Mr. Smith stated that the stage people had been allowed to turn their busses and park them in the store's backyard without rental. He stated as his opinion that the alley behind the store, now used by the coming and going of the stages, is too congested and should be made a one-way alley by an order of the city council.

Gabriel Powder & Supply Co., lumber, building materials, paints, and varnishes, roofing paper. Get prices here and make a big saving. Office, 175 S. Com'l. (*)

BUILDING COSTS LOW IN OCTOBER

Average Wage in Construction Trades Also Less, Statistics Show

WASHINGTON — (Special) — Construction costs decreased slightly during October, giving emphasis to a gradual downward tendency they have been observing during the past three years. The decrease last month was due to a slight lowering of the average of wages in the building trades and to a decline in the average prices paid by contractors for building materials, according to statistics compiled by the Associated General Contractors of America.

Since May, 1923, construction costs have been moving slowly but consistently toward lower levels. Mainly this has been the result of a very apparent drop in the prices of the principal building materials. The effect of these reduced prices upon the ultimate costs of construction has been somewhat offset by the tendency of wages to hold to levels high above those occupied at the beginning of 1923.

A study of the changes in the average of wages since May, 1923, shows 10 increases and 4 decreases with a net increase of 12 points from 213 to the present figure of 225 on a scale which has the 1913 average as its basis for 100. A study of the monthly changes in the average of prices paid for building materials covering the

same period shows 8 increases and 18 decreases, with a net drop of 28 points from 203 to the present mark of 175.

The average of construction costs in the principal building cen-

ters of the United States now rests at index number 195, 10 decreases since May, 1923, having offset 8 increases during that period to bring the figures down 7 points within three and one-half years.

W. G. Krueger, realtor, progressive, fair, equitable. Growing city and country make possible buys that will make you good money. Complete listings, 147 N. Com'l. (*)

Large advertisement for LANG 'BUFF' RANGE. Includes illustration of a man and woman looking at a range, and text: 'a range You need NOW', 'LANG BUFF RANGE \$ at 72.00', 'H.F. WOODRY & SON Auctioneers and Furniture Dealers', '271 North Commercial Phone 75 or 1031-M', 'We Buy, Sell or Exchange Furniture—Sole Agents for the Lang Range'.

6.67% IN OREGON'S GREATEST PUBLIC UTILITY

Advertisement for Portland Electric Power Co. featuring an illustration of a woman with a basket and text: 'Thanksgiving - 305 years ago and now', 'GRATEFUL that their lives had been spared and an ample harvest reaped, the Pilgrims set aside the first "Day of Thanksgiving" in 1621... Today, surely, we have much to be thankful for.', 'You may have still more to be thankful for each year if you will lay aside a few dollars each month and invest them in our First Preferred Stock, which yields you 6.67% on every dollar you invest, and the dividend checks are sent you regularly every three months.', 'Let us tell you more about it. INVESTMENT DEPARTMENT 237 N. Liberty, Salem, Oregon', 'Portland Electric Power Co. Division Offices at—Salem, Oregon City, Hillsboro and St. Helens, Ore., and Vancouver, Wash.', 'THERE IS NO SUBSTITUTE FOR ELECTRICITY'.



Preparing meals is so much easier

when you have a Spaulding kitchen cabinet to help you. Utensils and materials are always in place—easy to find and reach. Notice the roomy counter surface for working. Doors and drawers work easily and fit tight. The flour bin is removable for cleaning.

See this and other kitchen conveniences at our retail store

Advertisement for CHAS. K. SPAULDING LOGGING CO. with text: 'CHAS. K. SPAULDING LOGGING CO.', 'Douglas Fir Lumber Salem', 'Telephone 1830'.