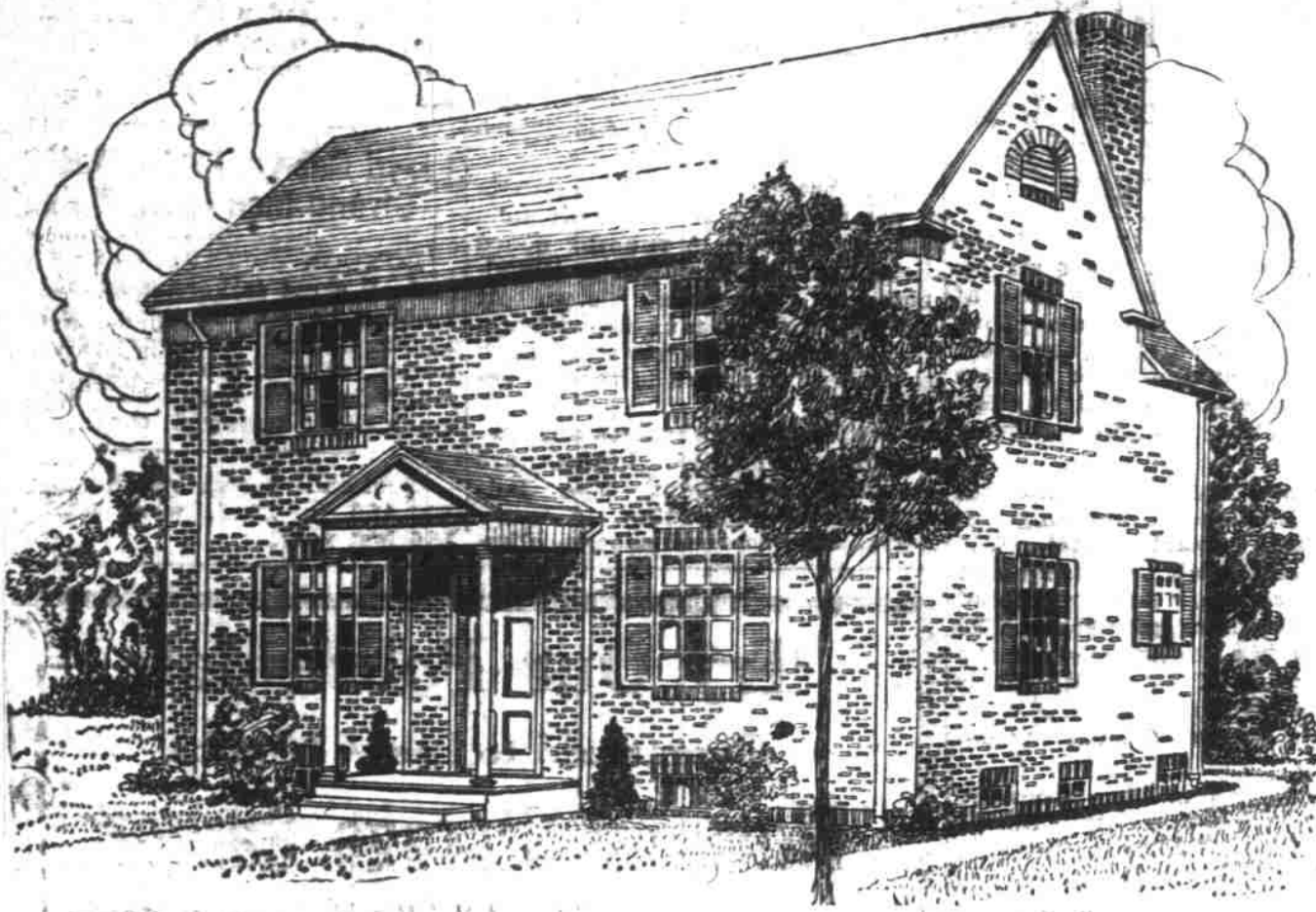


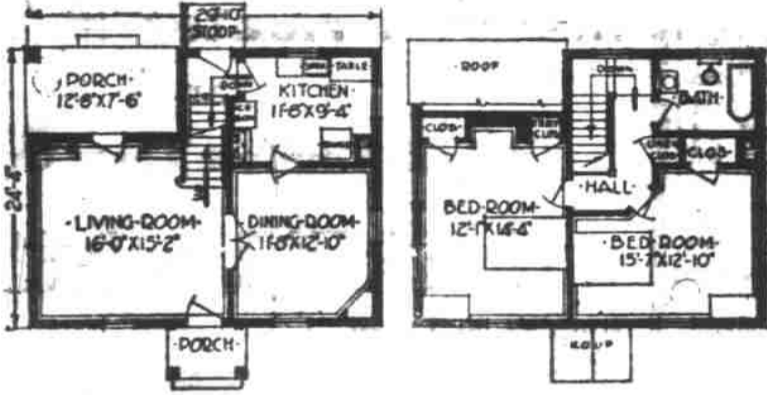
Small but Cozy, Compact and Full of Life



THE POCAHONTAS—DESIGN A507

Plans furnished by Salem Brick & Tile Co.

SMALL HOMES are coming more and more into popular favor, not only because they are cheaper to build but for the reason chiefly that modern housewives have lost the oldtime ideas that the large home is necessary either to their prestige or comfort. A home that is planned with a view to convenience and the saving of steps is far more desirable than one which necessitates a solving of the servant problem.



Almost any man of average income could build this home without seriously inconveniencing himself. And for a small family it is ideally arranged. The living room is of good size, well lighted, with plenty of wall space for pictures and two built-in book cases. At the rear is a large open porch. The stairway leads up from

the rear. Dining room and kitchen are likewise large and cheerful.

On the second floor are two exceptionally large bedrooms and bath. One of these has an open fireplace, an unusual feature in a home of this size. Both have ample closets and are lighted by windows on two sides. The bathroom is large enough to permit one to do a daily dose of a hair without hindrance before taking his morning plunge, and in every respect it is a very desirable small home.

Built of common brick, this home insures, at a cost very little in excess of that of frame construction, long life and a minimum of upkeep expense, warmth in winter and coolness in summer and the highest eventual resale value. These are predominant features for one's consideration.

START NEW VOGUES IN AUTO DESIGNS

Chryslers Impress Upon Observer Exactness of Art and Efficiency

With their appearance, new smartness, new comfort, new richness of upholstery and fittings, the Chrysler "70" cars now on display at the annual automobile show, apparently will inaugurate distinctly few vogues in automobile body designing, judging from the comment of show visitors.

Innovations are evident in all the various body types shown in this model. Even the Chrysler "70" roadster, which was the leader of the revived popularity for the open car when it created a sensation on its original presentation, has its novelties this year in the form of long grained leather upholstery in striking color combinations to harmonize with body colors, the latter also setting a new style in that body color is used on the running board splash guard. Leather binged seats, backs, which move with the occupants' bodies and add much to riding ease, offer still another novelty in the roadster.

The smart brougham, with its trunk and two door roominess; the fleet new coupe and the two sedans—the graceful Royal and the Crown, "the Finest of the Line"—all the closed cars of the new, finer Chrysler "70" model this year present that swagger air of snappy alertness conferred by the new Military Front and Cadet V-door which has attracted general admiration.

Yet with the striking individuality of the cars, the Chrysler "70" models of this year unite in impressing upon the observer the realization that Chrysler engineers in the body lines of 1927 have achieved the exact mean in size and balance, line and color distribution, comfort and compactness, that are and efficiency could demand.

R. M. Anderson, of Umpqua, sold 151 turkeys for \$976.28, or \$5.71 each. Feed cost was \$1.26 per bird.

COLOR AND GRACE IN MANY BUILDINGS

"Packing Box" Type of Construction Being Abandoned in America

Abandonment of the barren, "packing box" type of architecture in business buildings will do much to correct the European idea that America is a land without art, it was predicted by Robert Beck, president of the Longacre Engineering & Construction Co.

"Disfavor for building of unpleasant appearance, has grown considerably in the past few months," said Mr. Beck. "For some time past, a comparatively small 'intellectual group' has lamented the square, undecorated 'packing-box' structures, and this protest movement has now spread to the actual owners and financiers of office and loft buildings."

It has gained impetus, Mr. Beck pointed out, through the realization that by the use of well chosen colors and graceful forms in such materials as terra cotta, beauty can be gained, in complete harmony with the principles of good construction and sound business. In the past there have naturally been weighty reasons for the old square types, he conceded, high costs of space, labor and materials being factors, but the newer trend in general building methods makes better decoration practical.

Mr. Beck's conclusion as to the effect of this change upon the foreign idea of America, is based upon observations made during and since a trip to Europe, earlier in the year.

"The false theory that the U. S. cares nothing for art or beauty," he says, "has been encouraged by some unfortunate features of our building."

"Consider the impression received by the European traveler, first landing in New York. The skyline itself may awe him at first; none can deny that on the whole it has magnificence. Soon however, the visitor begins to notice certain details. He finds many square, stark structures, utterly without decoration.

"To be sure, it is unfair to make direct comparisons in this regard, between America and Europe. The builder in the United States faces higher ground values, higher labor costs, and higher material prices. His total outlay is so great that he cannot afford to spend as much again on decorative effects as is sometimes done in Europe. But with present day facilities for employing color and graceful ornamentation, no exorbitant outlay is necessary.

"The effect of the old type of building upon the European visitor here can be readily understood. He has come from a continent where beauty in architecture is centuries old. Suppose he has seen the world famous palaces or cathedrals of Europe, and the wonderful Della Robbia terra cotta groups in Italy. He contrasts them with the huge bald structures here.

"When the zoning laws took effect, the square, packing-box type unfortunately was often replaced by other inartistic structures, looking like toy blocks, pyramided on top of one another.

"I do not mean to condemn simplicity. That is, and will continue to be the keynote of American architecture. But simplicity does not mean barrenness.

"The skillful use of ornamentation and color adds distinction and charm to simplicity.

"In the construction and planning of new buildings, this fact is receiving more and more attention. Owners and promoters and financing organizations are awake to the knowledge that attractive-

MORE MODEL CAR OPERATORS URGED

American Automobile Body Issues Statement From Headquarters

WASHINGTON, D. C.—Paralleling the introduction of new car models for 1927, the American Automobile association, in a statement issued here today, urged the importance of a larger proportion of model motorists for 1927.

A uniformly progressive motor-dom demands that the motorist's qualifications keep pace with the cars he drives, it is pointed out by Thos. P. Henry, president of the national motoring body, or he will be at the wheel of a car which has been improved far beyond his own capabilities to meet the new situations of motoring.

Mr. Henry sounded the warning that advanced ideas of traffic regulation and uniformity in driving customs are not more important than the development of responsibility on the part of the individual user on the highway.

"We know by this time," he said, "that the human equation is present in the majority of accidents and in these cases it is the presence of the 'Minau' that counts. We need a 1927 model motorist more than we need model cars, as the manufacturer has already done more to make his car perfect than the driver has done to make his driving a hundred per cent efficient. There is no doubt whatever that one of our great needs is better and more intelligent driving."

"We have ample proof of this in the fact that relatively fewer members of our clubs are involved in accidents. We attribute this not so much to the safety education conducted by our clubs as to the fact that our members constitute by and large a highly intelligent group.

"The 1927 model motorist should drive his car at more intelligent variations of speed than his 1926 predecessor, who often mistook safety devices for a license to ignore all possibility of disaster. He will recognize as a fact that a car traveling 50 miles

an hour will hit so much harder and do so much more damage than one going 25, regardless of the faster car's equipment.

"It is essential that the 1927 model motorist should be a student of correct driving methods. He should advance as much in knowledge as the 1927 car has advanced mechanically, and should discard many time-honored but hazardous customs. He knows that stopping distances, even with four-wheel brakes, are not in direct proportion to the speed at which a car is traveling.

"Imagination should improve as much in the new motorist as acceleration and power are increased in the new cars. One of the big needs is the surer foresight which will enable the model motorist to be always prepared for what the other driver intends to do. This improvement has long been needed. The majority of motorists have been able to foresee that a broken down car would not be able to climb a hill safely. They have been in the habit of watching for such cars, and passing them whenever they could. But the same motorists invariably failed to form an impression of the other fellow as a driver and watch him closely.

"Altogether the 1927 motorist should be head and shoulders above his predecessors. Offered the further advantages of safer cars, there is no reason why he should not be able to make real headway in accident prevention and enjoy the fullest benefits of motoring."

Portland.—Meier & Frank will spend \$750,000 in 1927 building program.

Nineteen Portland factories built or bought new homes during 1926, worth \$300,000.

PUBLIC TO GUIDE MAKING OF AUTOS

(Continued from page 1.)

chase cars of the finest types is constantly changing. "That is only one significant trend in this business of building motor cars," continued Mr. Fisher. "Ten years ago—even less than that—if a car continued to operate over a period of a year or two it was a good car, in the public's conception. The fact that it was noisy, shaky with vibration, operated inefficiently and was uncomfortable to ride in, made little difference. The wind might whistle through its doors and continue doing so all winter, but it was a good car because it continued to run.

"All that is changed. Engineers have learned how to rid cars of noise. They have learned how to eliminate vibration, have increased operating efficiency marvellously, and have built bodies with which those of even a few years ago appear ludicrous in comparison.

"The business of building fine cars today is a series of individual operations, calling for the highest type of specialized ability. Details of construction are receiving attention as never before. The craftsmen must consider the car as a whole—chassis, body, upholstery, trimmings, hardware and various fittings. He must call into play constantly the fact that that particular car is being built to satisfy one individual or one family, and not just one person of the general public.

"This individualistic tendency tends to increase costs. This makes the item of economy and highest efficiency in building of paramount importance. Every manufacturer must continue to improve his car without adding to

its cost to the public.

Foresight is necessary as never before. Even the low cost cars will give good operation for two years or more. The purchaser of a fine car is entitled to demand that every item of equipment on his car today will keep that car well groomed a year, even two or three years ahead. The manufacturer without that foresight must find his market dwindling.

"It is equally as true today as ten years ago that those companies deserving to live live, and that those who fall behind find it increasingly difficult to make up the strides they have lost."

CANADA AND U. S. TO GROW NEARER

(Continued from page 1.)

Lower cost and quicker action in motor car repairs through improved machinery were predicted by Mr. Jewett.

How cars are sold in America was the message which William L. Colt gave to the delegates, particularly emphasizing the fact that used automobiles must be merchandised under the same thorough and reliable policies as the new product.

University of Hawaii Very Cosmopolitan Institution

HONOLULU—The University of Hawaii is a cosmopolitan institution. Its 724 students represent 43 of the United States, Japan, Korea, China, India, Guan, the Philippines, Mexico and France. Caucasian students comprise 41 per cent of the enrollment, Japanese 28 per cent, Chinese 14 per cent and Hawaiian 12 per cent.

URGED TO CLOSE GAPS OF HIGHWAYS

"Sea of Machinery" Attracts Many to Exhibition Quarters at Conference

CHICAGO.—Highway commissioners in the United States were urged to close the gaps of Federal Aid highways by Thomas H. MacDonald, chief of the U. S. Bureau of Public Roads, in addressing the 24th annual convention of the American Road Builders' Association here.

Mr. MacDonald declared that the total federal program called for the improvement of 182,000 miles of highways in the U. S. and that approximately 140,000 had been improved to some degree now. He asserted that \$85,000,000 would be available for distribution to the 48 states during 1927 as the result of Congressional appropriations.

"More than 3,000,000 miles of roads are in existence in this country," he said. "One-third of this amount must be improved to relieve the congestion in existence. The work of relieving this situation is up to the highway commissioners and I urge you to use every reasonable means in your power to complete the projects."

Mr. MacDonald closed his address with a description of roads from the time of Rome to the present age, saying that modern methods were superior in every way. His address was the principal one at the final general session at which Dr. Fons A. Hathaway, chairman of the Florida state highway commission, presided.

The "Sea of Machinery" in four gigantic exposition halls in which every device used in highway construction drew thousands of men and women. The buildings were packed from early in the morning until late at night. The exhibits were valued at \$3,000,000.

Grammar School Maintains Fine Miniature Hospital

BAKERSFIELD, Cal.—School. A languorous spring afternoon. Clock standing still. Up goes a small hand. Elips murmur, "teacher can I go home, I'm sick."

Remember? Nothing like that happens in the Olddale grammar school. A miniature hospital containing a bed, first aid chest, sanitary table and medicine cabinet, including castor oil, is maintained by the teachers and pupils.

An average of six children a day are treated in the hospital. Girl pupils are appointed to act as nurses. Health charts on each student are maintained and those who are under-nourished or under-weight receive special attention from a physician.

Medford—War. Estate name, rich quicksilver property, to be incorporated for \$2,000,000 by new owners.

FAVORS UNIFORM DRIVER'S LICENSE

Belief Expressed That Such Enactment Would Result in Fewer Accidents

Every state in the union that has no adequate drivers' license law on its statute books should enact legislation as suggested by the National Conference on Street and Highway Safety, which, at the Washington meeting, presided over by Secretary of Commerce Herbert Hoover, presented a model for uniform motor vehicle operators' and chauffeurs' license act, says a statement issued by C. H. Scott, past president of the National Safety Council, who has asked the officers of sixty-five community safety councils to bring this matter to the attention of their respective legislatures.

"Enactment of legislation along the lines suggested by the Hoover Conference should result in a marked decrease in the number of deaths caused by automobile accidents," declared Mr. Scott. "Automobile manufacturers have succeeded in making their products safer than ever before in the history of the automotive industry. Now we must make the operators careful drivers. Today there are thousands of persons driving cars who are physically or mentally unfit to be trusted with an instrument which deals death unless intelligently handled. Thousands of motorists who operate cars while intoxicated continue to do so because in many states there is no drivers' license law and therefore it is impossible to revoke a permit that never has been granted. Young boys should not be permitted to drive automobiles in congested neighborhoods. People with marked defective vision certainly are more liable to be involved in accidents than folks whose eyesight is normal.

"While some states already have certain regulations relating to drivers' licenses comparatively few of them have statutes which cover all of the salient points involved. An adequate law is almost as bad as none at all. And these laws must be enforced. States that have enforced adequate drivers' license laws have reduced their accidents in a gratifying manner."

PIONEER IN FLAT RATE SERVICE.

The Cadillac Motor Car company was the pioneer in establishing a flat rate service system by which the owner can know in advance how much each operation is to cost.

In conjunction with its policy of maintaining a high grade of service to Cadillac owners, the Cadillac Motor Car company maintains a school of mechanics, the pioneer institution of its kind in the country, to which distributors and dealers are privileged to send their best service men for further training.

Spaulding lumber makes better homes

FOR NEARLY 40 YEARS the name Spaulding has meant dependability and quality in Douglas Fir products.

Control of our finished product begins with our own timber, is carried through our logging operations and our own mills and is further insured by our rigid inspection at the mill where our products are loaded for shipment.

Your home built of Spaulding lumber means a home of the best kiln dried lumber to be found, it means honest grading and the best in its grade, it means sound construction, finished workmanship and beautiful results.

For structural strength, for fine interior finish, for adaptability to the best architectural styles at reasonable cost, Spaulding Fir lumber is unexcelled.

"Spaulding" spells satisfaction in results and efficiency in attaining it.

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