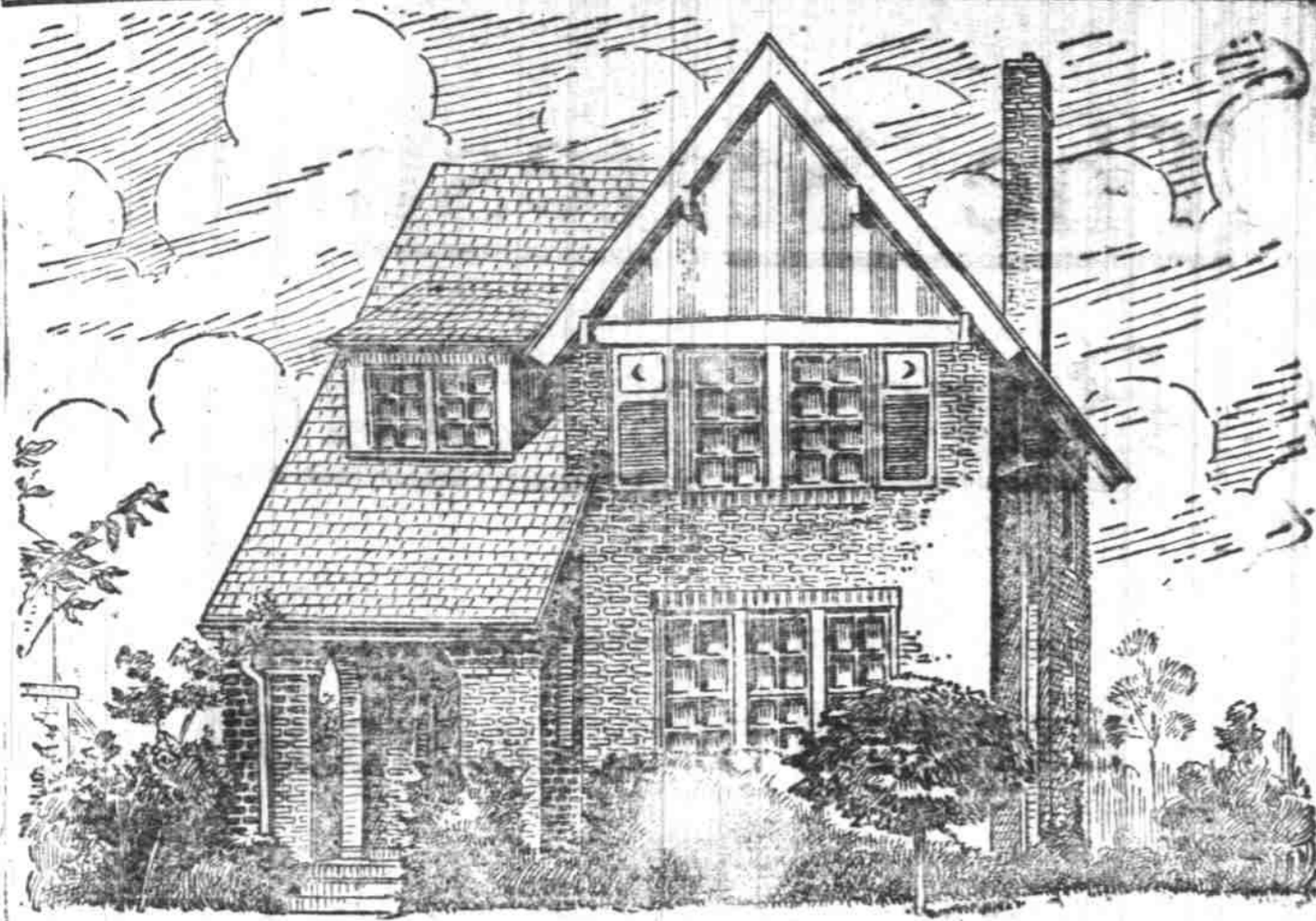
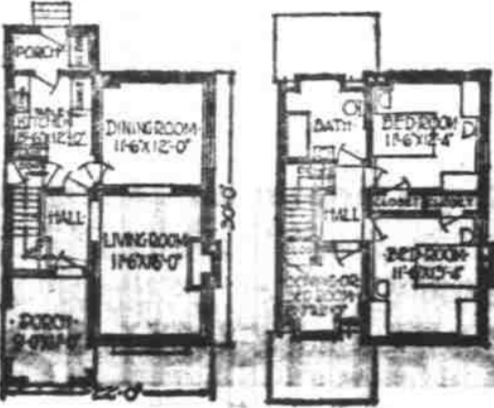


An English Type Cottage of Exceptional Charm



THE CREE-DESIGN A631

ADAPTED from the English type of cottage this charming little home is especially suited to a narrow lot and is designed only for a small family. It is one of those rare exceptions in class, a home that has distinct attractiveness, good architecture, and excellent interior arrangement, yet may be built at moderate cost.



From the snug living porch entrance is into a hall from which the stairs lead to the upper floor and entrance may be had directly into the kitchen. Living and dining room are made virtually one by the wide doorway connecting them. Both are exceptionally well lighted. The enclosed service porch off the kitchen is another convenience that will always be appreciated.

The Oregon Brick Manufacturers' Association, Cleveland, Ohio, can furnish complete drawings for this design. Contact an architect or builder for more details.

UPKEEP BIG FACTOR IN COST OF HOMES

Americans' Liking For Deferred Payment Leads To Error, Claimed

There is probably no race on earth that likes deferred payments as well as the American. It seems to be an American trait to obligate one's self for almost anything the payment of which can be delayed.

That is the principal reason, I believe, why the average home buyer or home builder places into an obligation to meet heavy upkeep expense annually, and does it with his eyes open, when the payment of a few more dollars at the time he walks into his home would save him thousands of dollars during his occupancy of the house.

Even if the difference in cost between a brick house and one that has to be painted was as great as the competitors of brick say it is, still the brick house would be a good buy. But considering the actual exceedingly small difference in first cost between brick and the painted house, there is little excuse for any home builder or home buyer to accept the heavy obligation of painting and repairing which will be a burden as long as they occupy the house.

I doubt if the man who gives so much importance to the small first cost difference in the purchase of a home would behave in the same way in making the purchase of an automobile.

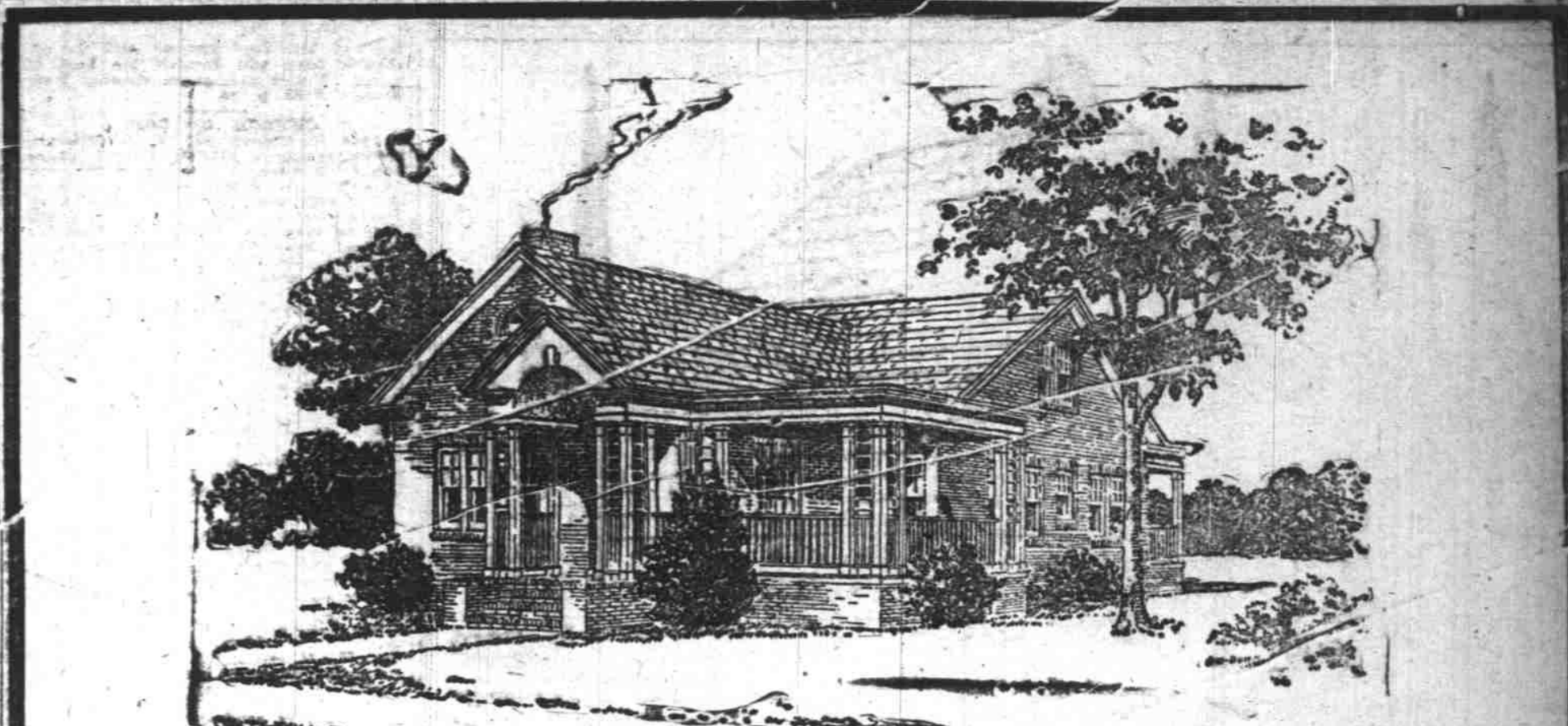
Suppose the automobile dealer said: "Here is a car for \$8,000. The repairs on this car run uniformly \$125 a year. But here is a car costing five per cent more, or \$8,400, and the upkeep on this car is only \$25 a year."

Certainly the wise motorist would take the \$8,100 car. When a man buys or builds a frame house, the seller does not say to him: "The upkeep on this house will be \$125 a year," representing a repainting cost of \$250 every two years) but the buyer should know that this is the fact. Every man with a wooden house knows that he must keep it painted to protect the wood and maintain good appearance. That is a certain fact that he must meet regularly.

He also knows when he buys a brick house that he does not have to paint the walls, and that a very small expenditure for painting the wooden trim every five or six years will be the only expense on the exterior of the house.

Years ago they used to talk about "horse sense." It would be a good argument for the brick man to suggest that his prospect use "automobile sense" when he builds or purchases a home.

(Ralph F. Steadard in "Building Economy," October, 1927)



INSULATING VALUES OF HOLLOW TILE

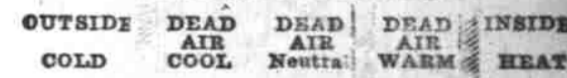
REDUCE HEATING COSTS 25%

Burned Clay Hollow Building Tile (Diagram) was originally created to meet an insulation need, viz.: to protect the steel framework of the multiple story buildings against a fiercely burning fire. The superior insulation of burned clay Hollow Tile is based upon age-old, tried and true principle. Dead-air spaces confined or sealed in an efficient non-conductor—burned

clay. The action is reversed in summer. The Hollow Tile dead-air spaces will catch, hold and neutralize heat, cold and moisture.

The annual heating cost of Hollow Tile buildings is cut often 25% or more. Sanitary, healthful housing is insured. Yet, burned clay Hollow Tile construction is little, if any, higher than for

How It Operates in Winter



perishable, inflammable frame construction.

SALEM BRICK & TILE CO.

Salem Oregon

PENALIZING BRICK HOMES SAID USUAL

Tendency To Build Them Better, and Comparison of Cost Suffers

One big reason why folks generally believe that a brick house costs a great deal more than a frame house is that almost invariably when one builds of brick he builds a better home throughout.

Not only does the brick home wear longer than the exterior to be decorative, but he carries this desire inside the house as well. The result is more elaborate interior trim, a better finish, more expensive hardware and lighting fixtures, and naturally increased cost.

Indirectly this is penalizing the brick houses for as public opinion of cost is concerned. And unjustly so.

The extra money the owner spends in doing this is not a legitimate charge against the brick house when comparing its construction cost with its counterpart of wood. The only difference that should be counted in is the actual cost of the walls.

The recent cost survey in Denver, where a difference of only \$113 was found between the costs of a 3 1/2 story, one story bungalow, in frame and in brick, very definitely illustrates the point. Barring the walls, construction was the same in all other respects, foundations, roof and interior finish.

BODY CONSTRUCTION INDUSTRY GROWING

great force of workmen who are masters in the art of woodworking and cabinet-making, having grown up in the carpentry and furniture factories for which Evanston is noted as a chief center, second only to Grand Rapids.

Seventy-five per cent of the workmen in Graham Brothers' Evanston plant own their own homes and the same labor turnover is generally reported due to the high character of the men and the excellent conditions under which they work. Only the best workmen are employed and long faithful service is the rule. There has never been a strike or any labor trouble since the establishment in 1917.

In operation, the plant is a fine example of the most modern quantity production methods but the speeds that of the artificial craftsman rather than the ordinary "hurry-up" type. The factory has its own sawmill and lounge shops in which quality can be controlled from the very beginning of body manufacture. The fact that the bodies are designed and built in Evanston for Graham Brothers' plants in other cities is another illustration of the plant's efficiency.

SAFETY GROUP HAS ENTIRE PLATFORM

(Continued from Page One)

training of all school children and, to that end, the furnishing of necessary safety information and materials to all teachers.

7. The continued co-operation of newspapers and periodicals, as well as all civic organizations, in giving the widest publicity to the consequences of accidents, to the specific means of avoiding accidents, and to the vital need for personal caution and law observance.

8. The impartial and certain enforcement of reasonable laws on that small minority of the population who cannot otherwise be brought to realize the rights of others.

9. The promotion and the coordination of all these measures through the formation, in each community safety council or committee, non-partisan, non-commercial, representing all groups and interests, maintaining the focus of public opinion and supporting the public officials in the local and efficient performance of their duties.

Telephone Conversation Not Altogether Private

PARIS.—(A.P.)—Government employees listen in on presumably private telephone conversations in France, but not from curiosity. They merely want to be sure that the telephone is working all right. They seldom sit in on an entire conversation, contenting themselves with occasional snatches to show whether the communication is clear. From the many complaints one hears, it may be assumed that they are more easily satisfied with the clarity of the line than the ordinary subscriber.

When the Royalist leader, Leon Daudet, was released from prison by a trick telephone call, it was explained by the embarrassed government that the inspectors who listen in telephone conversations were at lunch at the time.

This aroused the League of the Rights of Man. They wrote to the Minister of Commerce to inquire whether telephone conversations were an illegal secret. The Minister explained that they were, but that in each exchange was an "observation table," whose occupants sit into conversations to test the quality of the service. But they do not tell what they hear, he assured the League, for all employees are sworn to secrecy when they employ the telephone service.

Terminal Hotel Building To Be Ready December 15

The new 4-story Terminal hotel at the corner of Court and High streets is being pushed along as rapidly as possible. December 15th is the date set for completion and opening. The second, third and fourth floors are just about all plastered and ready for the hardware. The ground floor will be ready for the plastering this week.

OPERATING RECORD KEPT UP BY FIRM

Graham Brothers Has Information Available To Truck Operators

Good motor trucks are money makers—they are investments that should yield handsome dividends to their owners as well as pay back in full the capital put into them.

This is the fundamental attitude of Graham Brothers, the truck division of Dodge Brothers Inc., as demonstrated by an operating record service now in its fifth year and available without charge to all operators of trucks.

The basis of this service is the Operating Record Book, which can be secured gratis from any Dodge Brothers dealer. Ingenious tabular forms which require only a few simple entries daily provide a complete cost record system which tells at any time how much money the truck is making. Concise instructions tell the proper methods of entering depreciation and reserves for repairs.

The operating record book not only sums up all operating expenses and indirect expenses, showing the profit earned, but provides a maintenance schedule for greasing, oiling and inspection which makes for the lowest possible upkeep expense. Yearly totals give a basis for comparison of different makes and capacities of trucks over their total useful service as expressed in mileage travelled.

More than 20,000 books similar to this have been distributed to motor truck operators by Graham Brothers since the first issue four years ago, the latest edition representing the most complete publication of its kind available. These books have also been furnished for instruction purposes to many schools and colleges giving courses in transportation.

Reimann in New Location On High Street, Announced

Rich L. Reimann has moved his office from 315 U. S. National bank building to 215 N. High street where he has a ground floor location. Mr. Reimann has a large quantity of satisfied home owners in Salem and extends them a cordial welcome to visit him at his new location.

Witnesses Kiss Bible Though Not Necessary

LONDON.—(A.P.)—The custom of "kissing the Book" on taking an oath dies hard. Although since 1905 all that is necessary is to hold the Bible in the hand while repeating the oath, most people, so says a solicitor here, seem to feel that something is missing from the ceremonial unless they have solemnly kissed the Book.

HOUSTON-CHICAGO TIME RECORD SET

Franklin Air-Cooled Car Shows Stamina In Long Run, Says Maden

R. B. White, real estate operator of Houston, Texas, recently drove a Franklin air-cooled car from Houston, Texas to Chicago in thirty hours driving time, breaking all previous records for that run, according to J. H. Maden of the F. W. Pettyjohn Co., Franklin dealer.

Accompanying Mr. White was Leon Weinberg of Houston. Leaving Houston September 17th, they arrived at Chicago the morning of September 19th, averaging about 44 miles per hour for the run a good part of which was over dirt and rough gravel roads.

In addition to this record, Mr. White holds the automobile record for Houston from San Antonio and Houston and between Colorado Springs and Houston. All of these records were made with Franklin air-cooled cars and aptly as pleasure and pastime for Mr. White.

Points that enable the average driver to pile up high averages during a long drive, Mr. Maden said are the ability of the Franklin engine to maintain high speeds all day long without injury to the moving parts, and the absence of fatigue to the driver due to driving ease.

By incorporating scientific light weight throughout and the use of full elliptic springs, Franklin drivers can maintain high speeds over the roughest roads with perfect comfort to driver and passengers, Mr. Maden said.

Firemen All Dressed Up But Just 2 Years Late

BERLIN.—(A.P.)—The inhabitants of Raab, near the Bavarian-Austrian frontier, were not a little surprised when the volunteer fire brigade of the neighboring city of Fussen, on the Danube, appeared in full regalia to participate in a rendition of the first battle of the whole surrounding country.

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HOW GOOD! WE'VE GOT THE BEST AT THE BEST PRICES! A POOL AND HIS CAR ARE SOON PARTED! You are able to identify our products by the distinctive performance. Try our construction "Small Repairs" as you become acquainted with our all-around work and fairness of price. "What you need a plumber you need a good one!" H. EGNER 1615 Center Street Plumber and Painter Fine Fixtures Standard Equipment

BUILD A HOME OF YOUR OWN WITH GABRIEL POWDER & SUPPLY CO. RELIABLE LUMBER AND YOU WON'T HAVE TO MOVE. Life's a checkerboard, and it always seems to be someone's move. Move in the direction of the lumber yard—when you build—and you'll land in the King Row of Permanent Building Satisfaction. — Says Frank Co. LUMBER and ALL BUILDING MATERIALS Gabriel Powder & Supply Co. Office, Yard and Warehouse 610 North Capitol Telephone 2340

Airplane Designers Defy Old Familiar Principles BERLIN.—(A.P.)—Principles which have thus far been regarded as axiomatic by airplane designers have been stood on head by the firm of Heinkel-Walk of Bremen in the construction of a new type of heavy-duty airplane. The new plane gives the impression of flying backward, its controls are in front and the motor and wings behind. The pilot faces in the direction of the tail. The inventors claim for the new type known as "duck" that it obviates any possibility of crashing. More important still, they say, the brakes can be applied suddenly and quickly when the plane reaches the ground without the danger of its turning a somersault. This is of incalculable value in the case of forced landings on small fields. "When the 'duck' was demonstrated recently Director Walk piloted and showed his confidence in the stability of his invention by holding his arms and letting the machine run along for a while.

Smoke and Gas Mar March Beautiful Paris Hood PARIS.—(A.P.)—The smoke fumes of this industrial age are putting blemishes on the face of Paris. Smoke has not only begun to blacken the once grey walls of Notre Dame, but the poisonous particles from factories and mobile exhaust pipes are now at the delicately carved work. Already several have fallen from Notre from the Palace of Justice from their lofty perch, but even the Madeleine, the thirteenth century church head of the Rue Royale, has been repaired and clean steps to roof this year. The City of Paris has a commission to see what can be done about it.

Dogs Vaccinated Against Distemper, Late PARIS.—(A.P.)—Distemper, which causes such ravages among young dogs, will soon be a thing of the past, but a bad memory, claims Lohary, Chief of the Zoological Laboratory. Dogs vaccinated become healthy. Dogs, he says, have been vaccinated since the beginning of the century.