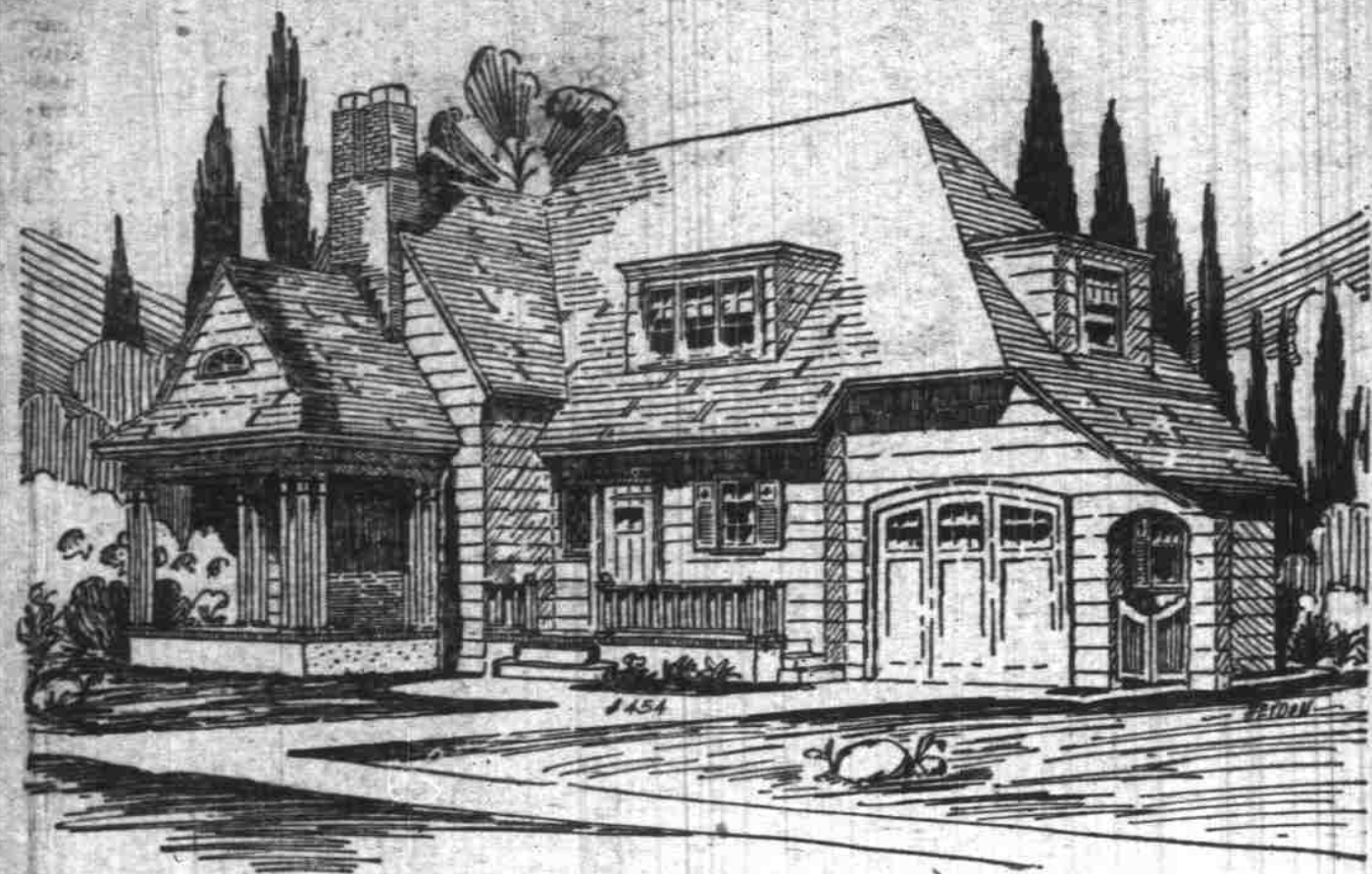


House Plan Is Distinctive



An attractive house for the medium sized family has been designed. A house that skillfully combines a pleasing exterior and a maximum of interior comfort.



PROMOTIONAL WORK BEING ABLY HANDLED

Salem Brick and Tile Company Member of Two Associations Now

Promotional work for the clay industry is taken care of by three associations—the Common Brick Manufacturers association, the Hollow Building Tile association, and the American Face Brick association.

people away from brickwork. Then we came to the great variety of color and the artificially roughened brick. Now the people seem to be turning away from artificial effects to natural surfaces and textures, and that has brought common brick into favor.

RENOVATION COSTS LOWER IN WINTER

Early Winter Declared Favorable Time for Exterior Work By Expert

By Jane Stewart An almost universal practice exists of renovating houses, outside and in, during spring and early fall months. Strangely enough there is no good reason for this practice, and a good many real arguments against it.

First Nine Months of 1927 Exceeds Entire Year 1926

Commenting upon the Corporation's earnings for the nine months ended September 30, 1927, Alfred P. Sloan, Jr., president of General Motors, said: "Earnings of General Motors Corp. for the nine months ended September 30, 1927, not only exceeded any nine months in its history, but also was greater than the previous record earnings for the full year 1926 and almost equal to the earnings for the full year 1926 had Fisher Body corporation been consolidated for that entire period."

"Sales of cars to dealers and dealers' sales to users in these nine months also exceeded any entire previous calendar year. "Net earnings of General Motors corporation applicable to dividends and including equities in the undivided profits of subsidiary operations not consolidated for the nine months ended September 30, 1927, were \$193,758,302. For the purpose of making a fair comparison with the corresponding period last year it is necessary to include for that period earnings, according to the minority interests of Fisher Body corporation outstanding prior to June 30, 1926. This results in \$157,731,833. This means that the earnings for this period in 1927 as compared with 1926 on a comparative basis show an increase of \$36,026,469.

EMPLOYEES BUYING HOMES

Three hundred and thirty Oldsmobile factory employees are buying homes through the General Motors Savings and Investment Housing plan. This permits them to make monthly payments on their homes and at the same time participate in the investment features of the plan.

ment from a newly renovated home during the time when you are confined to the indoors. The winter months ahead are long—a cheerful home will help to pass them pleasantly.

break away from your custom-bound neighbors and renovate in late fall or winter.

Women Admire New Dodge Six; Upholstery Favored

Finally, there is the consideration of convenience. Spring and fall are all too busy without adding unnecessarily to their list of activities. Putting away summer or winter clothes, getting children prepared for school or making ready for their return, house guests and other entertaining—these things do not permit even the short interruption necessary to having painting work done.

"It remained for the women, however," says Ernest Bonesteel of the Bonesteel Motor Co., local dealer. "to drive home more forcibly than it could be accomplished in any other way the excellence of the body finish and the high character of the body appointments of Dodge Brothers new six."

"They immediately notice that the mohair or broadcloth is of the finest quality. "They comment on the depth of the soft velvet floor carpet, the arm rests, assist cords, vanity and smoking sets and the pattern and finish of the body hardware. All these details reflect the care which was taken in planning every item and the skill with which master craftsmen have carried out the ideals of the designer."

Read the Classified Ads

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BUSINESS IN SOFT WOOD LUMBER SLOW

Early Developments Calculated To Offset Present Slowness Soon

In its weekly review of the lumber market, the American Lumberman, Chicago, says:

Business in softwood lumber continues rather slow for this season, but so far this year the mills of the country have shipped more lumber than they produced. And shipments of the hardwood mills have exceeded their output to a considerably greater extent.

The impression gains ground that the destruction caused by the Mississippi Valley floods, the losses arising from the coal strike, and the holding up of about a million orders for motor cars until announcements of new models clarify the competitive situation, are together acting as powerful brakes on business activity. Sales of lumber, respectively for home building, automobiles, and automobile body fitting and crating are directly affected, and those for oil field work and steel mill uses are indirectly affected.

Happily, early developments calculated to result in a degree of activity which will more than offset the present slowness. The local executive has been pressing plans whereby Congress would speedily start Mississippi reclamation and control work; the difficulties are at least on arbitration basis, and already four hundred thousand orders have been booked for the Ford car. Increased return crops are aiding agricultural prosperity, and that of the nation as a whole by stimulating phases of general merchandising. It is indicated that the surfeit of railroad freight cars that resulted from the speeding up of transportation is now about exhausted, renewals not having pace with the growth in movement. Railroad executives expect that a normal traffic volume would cause a shortage of equipment, so that a larger number of lumber orders may be expected from a group of consumers finding a highly important element in the market. All these active events point to an upward turn in the lumber market. Better part of present demand for building items is coming from small towns and farms. Builders are not yet buying lumber as they were expected to be providing a good volume.

ume. The small cities and suburban towns not included in building permit reports are, according to a recent survey, doing an immense amount of construction and their activity goes far to offset the small decline in city building. In the cities, the trend is toward adjustments that will put construction costs on a slightly lower level and release a large volume of new contracts. Most retailers of lumber and industrial consumers are taking only what material they need for immediate use. Their general desire is to keep their funds liquid, but many lumber sellers by forcing sales have weakened prices of both hardwoods and softwoods. Returns of manufacture are at a low point that the industry is developing a strong tendency to curtail output. Foresighted lumbermen realize that doing so will enable them to get more reasonable prices as soon as buyers become more liberal with their orders.

RELIGIOUS, CIVIC KNOTS COMPLICATE

Radio Snarl in United States Growing As Many Things

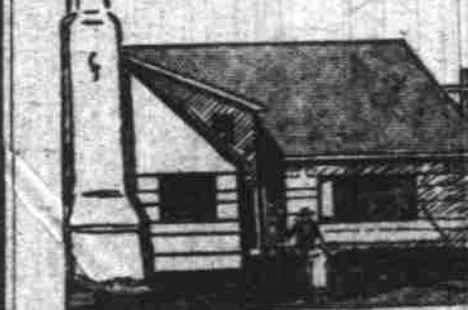
WASHINGTON, (AP)—Untangling the radio snarl is not an engineering problem alone. Religious, political and legal complications beset the federal commissioners in their struggle to bring order out of chaos in the broadcasting field. The fitting into 89 wave lengths of 700 broadcasting stations, so that there will be a minimum of interference, seems essentially an engineer's job. Orestes H. Caldwell, New York member of the commission and a radio technician, might sit down at his library table and evolve in a short time a workable assignment of broadcasting stations, based upon elimination and time-sharing. "But the actual radio situation is not so simple," Mr. Caldwell finds. "It is complicated by legal questions of personal and property rights, under both the radio law of 1927 and the constitution of the United States. "It involves some very human problems of justice and fair dealing, in the light of past service rendered by stations, and their organization and equipment, to render greater service and program value to the public in the future. Religious issues are brought into the situation through lengths and wattages become vehicles for opposing beliefs. "Social philosophies enter the situation and the question of the right of free speech for minorities is raised as new stations have had to be denied, now that the radio channels are filled to the shrieking overflow point. Political questions cannot help being involved, despite all care taken to exclude politics from radio administration. The enormous political power of broadcasting becomes more and more manifest. "Underlying all these other considerations is that intense community pride which dictates that town A shall have as many wavy bands as high a wave length as town B, and that the composite or 'haywire' outfit, which is the sole broadcasting pride of the State of X, shall have no lesser assignment in meters than some pioneer station in the State of Y, although the latter station after years of faithful service may have become the favorite of half a continent. "These are the stubborn human obstacles around which sound technical theories often have to detour. They account for the difficult progress which is sometimes made by governmental authority, while broadcast listeners grow impatient."

Kissell Adopts Ryan-Lites Ryan-Lite headlamps that gained national publicity through the recent record shattering run of F. B. Miller, have been chosen as standard equipment by the Kissell car company, according to word received by the Western Auto Supply Company.

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North Shore of Chicago to marvel at the development in the use of common brick in residential architecture, Mr. Bryan said, "I didn't think it could be done with Chicago brick and it doesn't seem possible that it could be done with our brick in Detroit." That was a natural viewpoint. Last week I spent a day driving through the better residential sections of Detroit and suburbs. I saw more than one hundred magnificent residences built of Detroit common brick. "Common brick has not changed materially in the United States. The quality has improved, no doubt, but the appearance has not greatly changed. The point is that the same common brick which very few of us thought could be used in such an artistic way as it is used today has become the favored material of many of the country's best architects. This development in the use of common brick in residential construction, I believe, is the first real dent that has been made in the practical monopoly of wood as a home building material in the U. S. Nothing else has seemed to break into this field. Stucco has been tried and had its day, and now along comes common brick, a good, sound material possessing at the same time the great economy in use and the country is learning that there is practically no first cost difference between a beautiful home of common brick and one of frame. "Some people refer to the change in the styles in brickwork as the oscillations of the pendulum: I do not believe that this is correct. I think it is evolution. We tired of the smooth, monotonous effects. Philadelphia pressed brick and its kin did much to turn

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