

Telephone 1830

BUSINESS IN SOFT

very distinctive apearance and will

blend with almost any setting to be

lated To Offset Present Slowness Soon

market, the American Lumber

pduced. And shipments of the

The impression gains ground t the destruction caused by the setssippi Valley floods, the lossarising from the coal strike, and helding up of about a million lers for motor cars until anncements of new models clarithe competitive situation, are gether acting as powerful brakes siness activity. Sales of lumrespectively for home building ding and crating are directly ted, and those for oil field

rk and steel mill uses are inctly affected. appliy, early developments WASHINGTON, (AP)-Untanglitation and control work; the casting field.

ortation is now about ex- and time-sharing. ment, so that a larger num- of 1927 and the constitution of lumber orders may be ex- the United States.

better part of present de-or building items is coming mult towns and farms. furners are not yet buying h as they were expected to. To providing a good vol-

ban towns not included in build- right of free speech for minorities our brick in Detroit." That was a in the spring, by winter the dust ing permit reports are, according is raised as new stations have had natural viewpoint. Last week I to a recent survey, doing an im- to be denied, now that the radio spent a day driving through the mense amount of construction and channels are filled to the shriek- better residential sections of Detheir activity goes far to offset the ing overflow point. Political questroit and suburbs. I saw more ing homes through the General woo. work, and floors are freshly small decline in city building. In tions cannot help being involved than one hundred magnificent res- Motors Savings and Investment painted and varnished at the time the cities, the trend is toward ad-despite all care taken to exclude idences built of Detroit common Housing plan. This permits them of year when windows are genjustments that will put construc- politics from radio administration. brick. Early Developments Calcu-tion costs on a slightly lower lev-

Most retailers of lumber and industrial consumers are taking only siderations is that intense com-greatly changed. The point is that what material they need for im- munity pride which dictates that the same common brick which mediate use. Their general de-town A shall have as many watts very few of us thought could be In its weekly review of the lum-sire is to keep their funds liquid, and as high a wave length as town used in such an artistic way as it but many lumber sellers by forc. B, and that the composite or 'hay- is used today has become the faing sales have weakened prices of wire' outfit, which is the sole vored material of many of the both hardwoods and softwoods, broadcasting pride of the State of country's best architects. This Returns of manufacture are at so X, shall have no lesser assignment development in the use of common n, but so far this year the prin- low a point that the industry is in meters than some pioneer sta-brick in residential construction, l mills of the country have developing a strong tendency to tion in the State of Y, although believe, is the first real dent that pped more lumber than they curtail output. Foresighted lum- the latter station after years of has been made in the practical mobermen realize that doing so will faithful service may have become nopoly of wood as a home buildtdwood mills have exceeded enable them to get more reason- the favorite of half a continent. ing material in the U. S. Nothing fr output to a considerably able prices as soon as buyers be-

Growing As Many Things

alculated to result in a degree ling the radio snarl is not an enschooly which will more than gineering problem alone. Religthe present slowness. The lous, political and legal complicaeral executive has been pre-tions beset the federal commisng plans whereby Congress sioners in their struggle to bring edily start Mississippi re-order out of chaos in the broad-

difficulties are at last on The fitting into 89 wave lengths bitration basis, and already of 700 broadcasting stations, so four hundred thousand or- that there will be a minimum of have been booked for the interference, seems essentially an Ford car, Increased return engineer's job. Orestes H. Caldcrops are aiding agricultur- well, New York member of the sperity, and that of the na-commission and a radio technician of a whole by stimulating of note, says a competent engineer ases of general merchan-might sit down at his library table It is indicated that the sur- and evolve in a short time a workof rallroad freight cars that able assignment of broadcasting ed from the speeding up of stations, based upon elimination

ed, renewals not having "But the actual radio situation ace with the growth in mo- is not so simple," Mr. Caldwell wer. Railroad executives finds. "It is complicated by legal et say that a normal traffic question of personal and property e would cause a shortage of rights, under both the radio law

from a group of consumers "It involves some very human s a highly important problems of justice and fair dealin the market. All these ing, in the light of past service spward turn in the lumber organization and equipment, to

Salem Brick and Tile Com- tied brickwork in its infinite va- Early Winter Declared Favpany Member of Two Associations Now

ng is an excerpt:

large numbers of trade association vast opportunity and I hope that ant. It may well be done the year men were gathered. The progress brick manufacturers, collectively around. made in the common brick indus- and individually, will appreciate try in the past eight or nine years this chance and make the most tors to be considered, and these was a subject of discussion at of it." these meetings.

"Some close students of business trend outside of our indus-First Nine Months of 1927 try, have said that they do not know of an example in American business of a product advancing in seneral estimation under the stimus of advertising and coopera-

vas unquestionably a handicap General Motors, said: years ago. Common brick

ects of the country. The period. es among modern conn practically every city

coast; the most preand on Long Island; nding apartments in

Chicago brick and it doesn't seem crease of \$36,026,469. The small cities and subur-situation and the question of the possible that it could be done with

The quality has improved, no tures of the plan. "Underlying all these other con-doubt, but the appearance has not "These are the stubborn human else has seemed to break into this come more liberal with their or obstacles around which sound tech-field. Stucco has been tried and nical theories often have to detour had its day, and now along comes They account for the difficult common brick, a good, sound maprogress which is sometimes made terial possessing at the same time by governmental authority, while great economy in use and the broadcast listeners grow impa-country is learning that there is practically no first cost difference between a beautiful home of common brick and one of frame.

Ryan-Lite headlamps that gain-"Some people refer to the ed national publicity through the change in the styles in brickwork recent record shattering run of as the oscillations of the pendue timbers; automobile body Radio Snarl in United States F. B. Miller, have been chosen as lum. I do not believe that this is standard equipment by the Kissel correct. I think it is evolution, car company, according to word We tired of the smooth, monotonreceived by the Western Auto ous effects. Philadelphia pressed brick and its kin did much to turn

people away from brickword. Then he e 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 texures, and that has brought com-

riety of textures is not a fad or passing fancy. It just as surely is a step in the evolution of building materials as was the change 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. Each of these association. Each of these association. Each of these association and they enhance the beauty of style and never will, because its ruggedness is picturesque. The 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. Be-

mon brick into favor. The rug-

ged, antique appearance of skin-

promotion as common brick tion's earnings for the nine first requisite in painting economy The very name of the commod-Alfred P. Sloan, Jr., president of better, lasts longer, and protects

to the earnings for the full year you can assure yourself of the on brick is glorified 1926 had Fisher Body corporation best if you select a month that ts acceptance by the lead-been consolidated for that entire falls in the dull season.

atry are common brick nine months also exceeded any en-necessitates a charge sufficient to

The finest schools on tire previous calendar year. s H. Bryan visiting the Body corporation outstanding mate at this time. North Sacre of Chicago to marvel prior to June 30, 1926. This re- In addition, you must consider

el and release a large volume of broadcasting becomes more and materially in the United States. participate in the investment fea- paired when summer arrives.

orable Time for Exterior Work By Expert

and the American Face Brica as the wall are practical and sensitive sociation. Each of these associations is conducting a campaign of the picture which every man likes cause the erroneous idea is previously the time when it smoking sets and the pattern and alent that spring and fall are the ing work during the time when it smoking sets and the pattern and "Common brick will not dis- best, in fact the only good times costs the most, when it is ineviany is an active member of the place face brick, but face brick for exterior painting, home own-tably done in something of a rush, these details reflect the care first two associations. They are will be made more and more to ers have fallen into the habit of and when the interruption is most which was taken in planning every just in receipt of a report from look like common brick. Com- having interior work done at the inconvenient - unless there is item and the skill with which Ralph P. Stoddard, secretary of mon brick, by its great economy, same time. In reality, as far as some good reason for its persisthe Common Brick Manufacturers will displace less enduring types weather is concerned, there is no tence. Yet the practice has no the ideals of the designer." association; of which the follow- of construction, and it is in that more favorable time for exterior other justification than habit. If field exclusively that common work than early winter. And for you want to get the most for your "During the recent weeks I have brick has been promoted by this interior work weather considera- money with the least trouble, Read the Classified Ads attended two meetings where association. Common brick has a tions are comparatively unimport-

make late fall and early winter the most economical and advantageous time for renovation. In the first place you are apt to get better work done at this time. Exceeds Entire Year 1926 Painters, rushed to the limit during fall and spring months, are able to devote more time and care Commenting upon the Corpora- to a job during dull seasons. The months ended September 30, 1927, is getting a good job-it looks the surface more effectively. Of "Earnings of General Motors course, the application is only sed for structural purposes Corp. for the nine months ended half; the quality of the paint is a apology for its appearance September 30, 1927, not only ex-equally important. And falling was thought of as a mater-ceeded any nine months in its his- below standard in this respect is for hidden places in con- tory, but also was greater than the just as detrimental to good results Today, people boast the previous record earnings for the and to economy. But as far as their home is built of full year 1926 and almost equal workmanship requirements go,

There are, however, other fac-

Another point from the dollars "Sales of cars to dealers and and cents standpoint is this. The dealers' sales to users in these seasonal character of the trade tide the painter over his period of "Net earnings of General Mo-unemployment. If his price is sidences in the suburbs tors corporation applicable to div- high, it is simply that the conidends and including equities in sumer is paying for his own shortthe undivided profits of subsidiary sighted policy. Painting during Philadelphia, Washing-nine months ended September 30, condition, and therefore offers a onspicuous Tudor city nine months ended september 30, condition, and 1927, were \$193,758,302. For the very definite economic advantage n and the best exam-purpose of making a fair compari-types in many other son with the corresponding period cost of painting work. A more last year it is necessary to include immediate saving, and sometimes remember about four for that period earnings, according a very appreciation one, is the period to the minority interests of Fisher sibility of getting a lower estimated to the minority interests of Fisher sibility of getting a lower estimated

at the development in the use of sults in \$157,731,833. This means that you are putting out money common brick in residential ar-that the earnings for this period to improve the appearance of your chitecture, Mr. Bryan said, "I in 1927 as compared with 1926 on house (as well as to preserve it). didn't think it could be done with a comparative basis show an in- Naturally, the longer the house looks well, the better bargain you and dirt that come in through Three hundred and thirty Olds- open windows have left their mobile factory employes are buy- mark. On the other hand if walls, to make monthly payments on erally kept closed, you will have Then, too, you get more enjoy-

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are confined to the indoors. The late fall or winter. winter months ahead are long-a cheerful home will help to pass them pleasantly.

Finally, there is the consideration of convenience. Spring and fall are all too busy without adding unnecessarily to their list of "It remained for the women, activities. Putting away summer however," says Ernest Bonesteele or winter clothes, getting children of the Bonesteele Motor Co., loprepared for school or making cal dealer, "to drive home more ready for their return, house forcefully than it could be acguests and other entertaining - complished in any other way the

ment from a newly renovated break away from your customhome during the time when you bound neighbors and renovate in

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