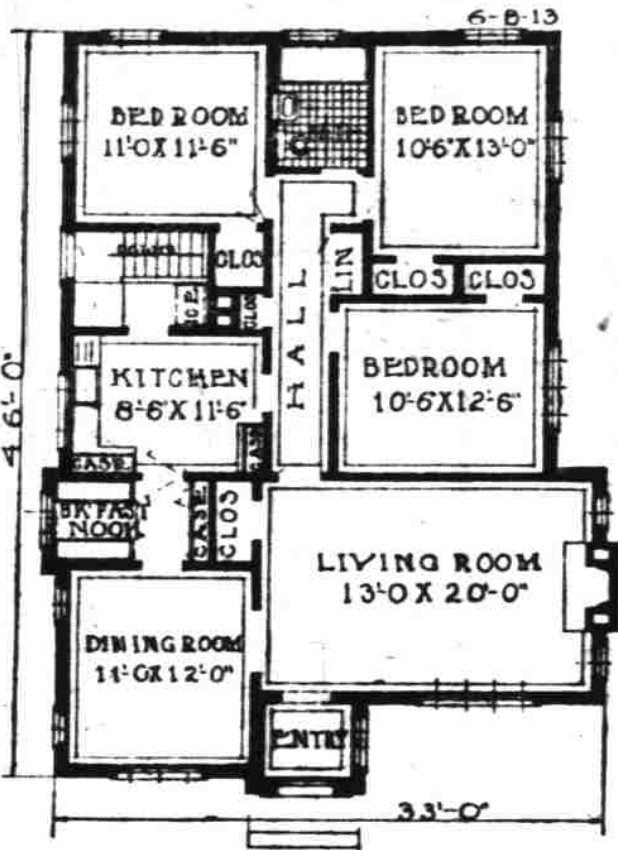


NO WASTE SPACE IN THIS COZY HOME



Copyright, 1928—Architects' Small House Service Bureau.



NOT an inch of space has been wasted in this efficiently planned house design No. 6212. It has the privacy of a two story house, the compactness of the bungalow, and the living facilities of a large house. The design provides for three bedrooms, a large, well lighted living room, a delightful dining room as well as a dining alcove and a pleasant complete kitchen. The basement has an extra finished room, as well as a large den with a fireplace.

The steep gables and casement windows of the exterior suggest the English cottage, and make an unusual and interesting treatment for the bungalow. The construction provides for exterior walls of brick. The walls for that part of the house for which the exterior finish is stucco. The suggested color scheme is of red flash brick for basement and quoins with white stucco in floated

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finish and with woodwork painted blue green. The cornice may be painted white, and shingles of variegated tones of gray green and reddish brown.

FEATURES OF THIS DESIGN

Features of this house are the detachment of the living quarters of the house from the sleeping quarters, the well lighted entry of good size, the coat closet off the living room and the extra closet spaces in bedrooms and hall.

The lot should be 50 feet in width. The house should be faced so as to take advantage of prevailing winds, location of trees and best views from the windows. It can be reversed if necessary.

There are certain advantages possessed by bungalows which are not held in common with other types of small houses. One of the most important of these is gained from its low lying character. This gives it an air of hominess. It reduces the design of pretentiousness. Two story houses are often less expensive to build, but when they are of small size, the shallow depth often makes them seem unreasonably high. This, of course, cannot be overcome since ceiling heights must be maintained. The bungalow lies close to the ground and, properly relieved with planting, may seem to be part of the site itself.

Another advantage belonging exclusively to the bungalow is the elimination of stair climbing. It is amazing how many trips one makes up and down the stairway to the second story in the course of a day. To many people this is not the least objectionable, but many housewives believe it is not only tiring, but inconvenient. They prefer having the bedrooms and bath available without the intervention of a stairway.

The dining alcove lying between the kitchen and the dining room serves not only as an informal dining place convenient to the kitchen, but also as a pass pantry which separates the kitchen from the dining room.

EDITOR'S NOTE: The plans for small houses are furnished by the Regional Bureau of the Architects' Small House Service Bureau of the United States, Inc., an organization made up of the representative practicing architects from leading architectural offices throughout the United States. This bureau is controlled by the American Institute of Architects, and has the endorsement of the Department of Commerce, United States government. It is presently a non-profit making public service, and has as its purpose the furnishing of a very complete and dependable small house plan service as a medium and by letter-writing regarding the blue prints and specifications, address the Home Building Editor of this paper. The United States Bureau maintains an information department to answer home builders' questions at no charge. Business stamped addressed envelopes.

country. If we desire to offer something new in a tire design, in a price way or payment system we want to bring it out in a territory at the most opportune time, at the time when most people are interested in the subject of tires.

"The newspaper is the only medium for this," O'Neil stated. "At times for instance in Minneapolis, April 1 is all right. At other times it is foolish to try it before May 1. It depends on the kind of season. On the other hand anyone that waited for May 1 in Virginia would find that the news value of his ad had been scooped by somebody else."

"Other things also make the daily newspaper a desirable medium for up-to-the-minute advertising," said O'Neil. "The great size of its page unit means speed because it fairly seizes the attention. The newspaper page is bigger than that of any other medium of direct circulation and we have found this of the utmost value for presenting in complete word and picture the many angles of rubber news."

"The rubber industry is one which readily lends itself to this news appeal," O'Neil said. "International politics enter into rubber. Millions are invested. Romance, the welfare of billions, are involved and interwoven in the running story of rubber which starts in the jungles of the Malayas and winds up in the Sunday automobile ride of the American family."

"Coupled with this great interest in the general subject of rubber is the importance of the daily news in the tire manufacturing industry—that is created within the great tire building factories of Akron where 10% of the world's tires are made—the news of the revolutionary developments of the very recent past, as well as those taking place today."

O'Neil pointed to "the kaleidoscopic changes and engineering advancements that have come in tires in the few short years since the first automobile—each new development in tires paving the way for new attainment in speed, comfort and safety. The result of the important part tires play in the efficiency of the automobile has been to put a tremendous amount of news value in tire advertising."

"Tire style is news for men as the department store advertisement is news for women," he said. "A new automobile is news to both men and women. The cord was news. So was the balloon tire."

"The next forward step in tire development which we are about to announce in the advertising pages, advancing beyond the balloon tire of yesterday, will have that same fundamental appeal which makes it news."

"The common interest of both the newspaper man and the tire manufacturer is that of keeping ahead of the American demand for speed," he continued.

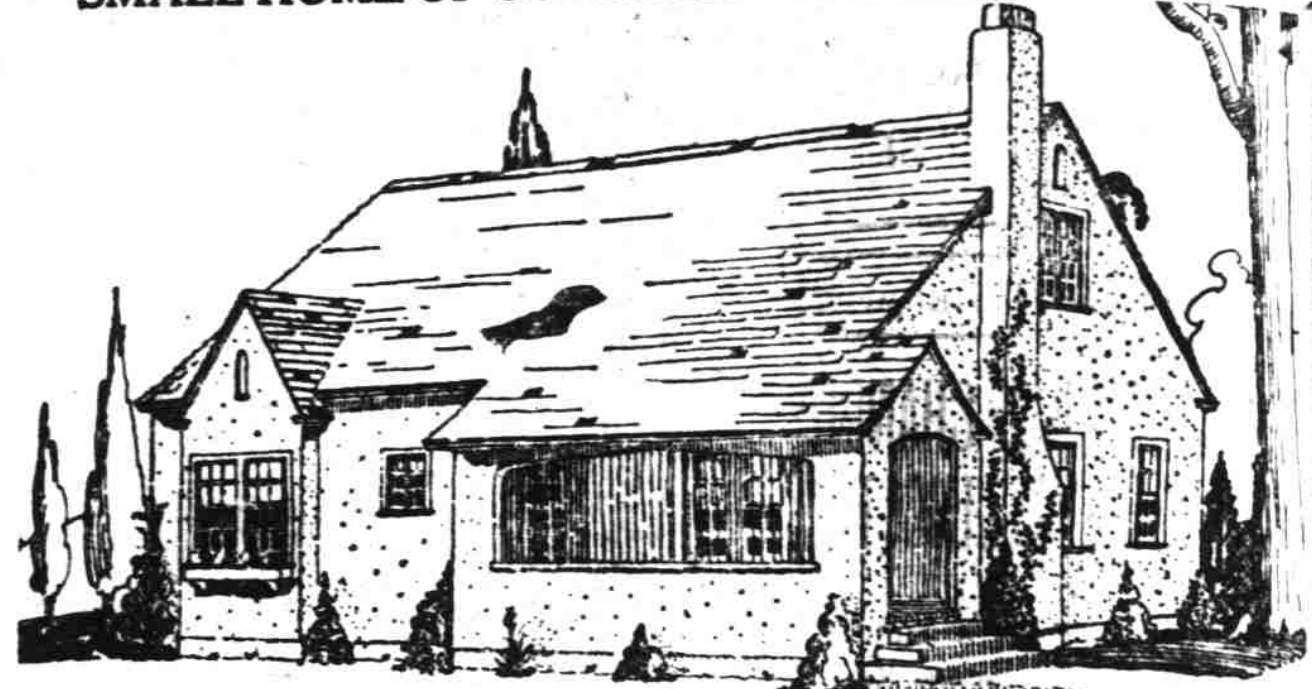
"It takes eight years to bring a rubber tree into bearing, and years also to grow the trees from which news print is made. But from the time the wood pulp is manufactured into paper and the juice from the rubber tree into rubber, speed begins and is a big factor."

"It is rubber which gives the automobile its speed. Rubber permits the car to make a quick start and carries it over the rough bumpy roads at astounding speed. It is rubber which enables the four wheel brakes to hold to the pavement and make a speedy stop."

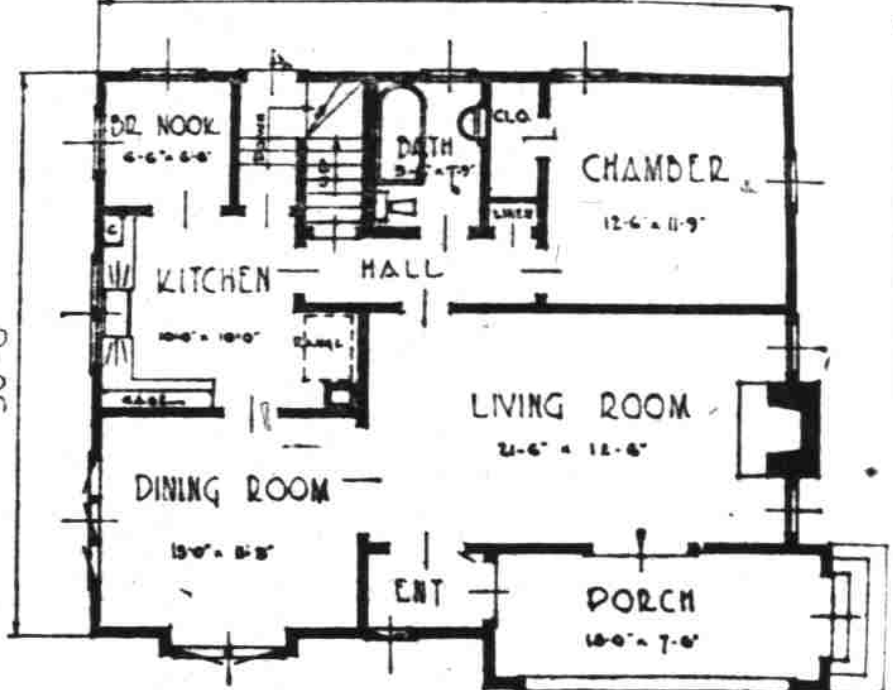
"In the modern traffic whirl with its quick starts, its almost flying speed and five foot stops, there is no place for the tire that goes prematurely bald-headed," said O'Neil. "Statistics covering automobile accidents that have resulted from smooth, slippery, treadless falling to hold, and thinly constructed tires going out without warning, show that no single factor of safety and comfort in driving is so important as that of having the proper rubber foundation on the car and non-skid all the way."

"It is always interesting to look at advertising from his news angle and note how peculiarly, it is good advertising if it matches the news on the front page—an automobile rolls over an embankment! On the next page we see an advertisement from Bendix Brakes and an ad for a tire that won't skid because it doesn't wear prematurely bald. On the first page John D. Rockefeller gives away another dime and on the back page Standard Oil advertises another dividend. The newspaper weather column reports the thermometer at 90, the advertising columns are full of new showings of straw hats and Palm Beach suits. Fire sweeps a business block, the newsies shout Extra! And advertisers of fire proof building material, fire insurance and "fire sales" pay for that edition. We turn to the social columns and find that Sade Satnpantes is giving a bridge luncheon. Mrs. Hightower attends, equipped with the latest thing in a Lanvin hat direct from Paris. On the opposite page the leading milliner announces that the lid is off and the newest Paris creations are available to Mrs. Budget-plan."

SMALL HOME OF COTTAGE TYPE FINDS FAVOR



PLAN No. 624



FLOOR PLAN

Modifications of English design in small houses and cottages are becoming increasingly popular with Portland home builders and the accompanying type has been chosen by a number of recent inquirers as a basis from which to work out the housing needs of a small family. The simple lines of the exterior fit nicely in the environment of the average local residence district, and the design as shown may be effectively used for houses of somewhat larger dimensions.

The four rooms on the ground floor are conveniently arranged to minimize the labor of the housekeeper. The central hallway, opening to the two bedrooms, living room, bath and stairway to the upper floor is a feature which will not be overlooked by the student of dwelling construction.

The kitchen contains all of the usual equipment in a compact space and the breakfast room affords ample room for an ice refrigerator and a general utility cupboard may be installed if the builder desires such a convenience.

The living room may be used as a dining room without detriment to its esthetic values and no difficulty will be found in choosing furniture which will make this plan thoroughly practical. Simplicity and comfort should be the aim in interior finish and furnishing of this house.

Floor plans call for 850 square feet of floor space and the four rooms will be found sufficient for the ordinary needs of a family of three or four persons. Two rooms may be finished in the upper story if more space is required. Houses of this type have been built at a cost of \$2000.00. Choice of materials and equipment governs the cost in this as in all other types of houses.

Spaulding Logging Co.

Salem, Oregon

Telephone 1830

VALUES OF SPEED IMPORTANT FACTOR

President of General Tire and Rubber Company Discusses Advertising

The value of speed which is possible only in newspaper advertising. Is one of the biggest factors contributing to successful modern merchandising.

This was the belief voiced today by William O'Neil, President of the General Tire and Rubber Co., talking here to the newspaper section of the International Advertising Association convention.

O'Neil discussed "News Value in Advertising." "With special reference to the rubber industry," he said, "tire advertising is news just as much as it is advertising, so too is this true of advertising relating to all kinds of merchandise, in which the outstanding features are style, newness, betterment of service and economic value. Where these are elements of first interest to the consuming public they are important daily news and properly belong in that medium which has the greatest speed for imparting news. When it is told with speed, it is news—after that, if true, it is history. "The news of a new style can be flashed through the newspapers to the greatest number of people in the shortest possible time and at the least possible cost," said

O'Neil. "Department store advertising is news. This news of a sale is of interest to the women readers, an announcement of a new hat, of a new style in shoes or a dress interests more feminine readers than the sporting pages, the financial market pages and even the social columns."

"Transportation news is of special interest in this modern age. A new type of automobile, a new type of airplane of any of the supplies or accessories which improve the speed are news. Americans are a traveling people. Their time is measured in dollars per hour, not cents. We demand speed not only in transportation, but you newspaper men know that it is demanded above all things of a newspaper. It is true of the newspaper as it is of the history of transportation, that the fastest thing wins always," said O'Neil.

Canal boats offered low freight rates but they could not compete with the railroad any more than the magazine page requires five or six weeks notice or the billboard space, can match the speed of your newspapers with their rapid fire news gathering facilities and their Goss or Duplex or Hoe presses capable of turning out numberless thousands of complete newspapers at the drop of the hat.

"True, the radio has speed, but peculiarly when it comes to advertising it is too slow," O'Neil declared.

"It is questionable," he continued, "whether an advertiser can in good taste go beyond the natural limit of a few words in describing his product when he is sponsoring a radio program. The advertiser has to at least appear un-

selfish—typifying this we have all heard the prayer of the Old Maid who wanted "nothing for herself but her dear old mother, a son-in-law!" While the radio may be all right for an occasional announcement, even then it has to go slow. An argument for the use of a product over the radio, interjected into an entertainment hour would be resented. Therefore, the story of style and quality has to be told a word or two at a time. It would not get the style news over within the year of its vogue. Thus it would seem that the radio as a practical medium cannot match the newspaper's speed. Just as the automobile now has a competitor, not a competitor, in the airplane—the newspaper has a contemporary, not a competitor, in the radio. The airplane needs tires, two tires on the landing gear, and in the present age tires are to haul you out to the landing field. The radio needs a newspaper. Radio doesn't depend upon its own medium to advertise its machines or its programs."

"Particularly in our tire business have we found the speed of newspaper advertising advantageous," O'Neil said. "Tires wear out very much faster in warm weather than in cold weather. The motoring season opens at different times in different parts of the

country. If we desire to offer something new in a tire design, in a price way or payment system we want to bring it out in a territory at the most opportune time, at the time when most people are interested in the subject of tires.

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We are equipped to handle your city or country work quickly and economically.

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Brick—How to Build & Estimate	25c
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913 Arctic Bldg., Seattle

In Salem: Salem Brick & Tile Co.

RE-ROOF

With RED CEDAR SHINGLES OVER THE OLD ROOF

A new method has been developed for re-roofing with Red Cedar shingles over the old roof. It is practical—saves expense of removing old roof—avoids dirt and litter—does not show that the house has double roof.

Leaving on the old roof greatly increases warmth in winter—keeps up stairs surprisingly warm and cozy—cuts down fuel bills.

We have full details on this method for home-owners, carpenters, shinglers and builders—a complete shingling and re-shingling service.

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