

# SALEM BUILDS AT FAST PACE

## No Ballyhoo Accompanies Big Forward Move; Defies Weather Evils

Without any ballyhoo preceding it, building activity in Salem in the last month and a half has taken rapid strides forward and there are more than significant in view of the unfavorable season.

In October, with the annual flow of families to Salem, drawn here by the educational advantages offered, and the usual speeding up of activity in all lines, it was to be expected that a number of new residences would be started, and no surprise was occasioned when building permits reached a total of \$89,850, especially in view of the unusually good fall weather which prevailed.

### Permits Increase

But in November, with heavy rains commencing, a slackening of building activity was to be looked for. Yet in the first half of the month, building permits have reached a figure almost equal to that of the entire month preceding. The total up to Thursday, November 15, was \$82,350. Twenty-two permits were issued. If the second half of the month brings an equal amount, November will far exceed the figure for November last year, which was \$128,550, and will also pass all the months of 1923 so far excepting March, April and May; the two latter being the only months this year which have brought more new building than the corresponding month of 1927.

There doesn't seem to be any way to explain November's exceptionally good start unless business conditions are just simply becoming better and are being reflected in building activity, and that is the only conclusion possible.

### "Presidential Year"

It has been freely predicted in recent months that the slack period in construction would be brief; these predictions have generally been put down as the statements of incorrigible optimists, but they are being borne out by the facts as recorded at the city hall this month.

Building this year kept up to standard for five months and then dropped off markedly, but no more so than elsewhere, due to general business depression incident to the national year, which had its effect despite vociferous claims to the contrary.

### Figures for the year up to the end of last month are:

- January, \$118,650.
- February, \$109,850.
- March, \$217,275.
- April, \$259,985.
- May, \$259,985.
- June, \$116,150.
- July, \$138,475.
- August, \$33,725.
- September, \$44,165.
- October, \$89,850.

# LADIES' NIGHT IS OBSERVED BY CLUB

MONMOUTH, Ore., Nov. 17.—(Special)—Tuesday night was ladies' night at the Lions club and featured at 7 o'clock dinner and an excellent program with an attendance of about 200. Dr. A. E. Jensen gave the address of welcome; and President J. S. Landers acted as toastmaster and delivered the address of the evening. Lion Archie Parker pronounced the invocation. Vocal numbers by Kenneth Thompson and Paul Penhollow and a reading, "The Pudding," by Katherine Olday were well received. Mrs. Fred O'Rourke won the prize in a special stunt of pinning on the lion's tail. Mrs. W. R. Graham was acclaimed the best story teller present; and in a ball-room blowing stunt Dr. Jensen carried off the honors. All Lions present, unaccompanied by their wives, were sentenced to publicly opening a bottle of milk using only the fingers. E. M. Ebbert, Lookie Cooper and G. M. Partridge were the unfortunate victims of this fine.

Each lady was given a clever paper hat to wear during the evening; and Chambers & Powell presented each with a Lions emblem bookmark. Various Lions songs, and a local orchestra added to the pleasure of the affair.

The space devoted to classified ads in the New Statesman is continually being forecasted; the growth of these small want-ads is keeping pace with the expansion of the rest of the paper.

# Appearance and Durability Both Considered



THE TAHOKA—DESIGN A707

Appearance, which always counts tremendously in insuring a high resale value, is coupled with durability in this engaging little bungalow type of common brick home. It is a combination one should always try to attain for your never know just how soon you may desire to sell.

There is nothing staid, commonplace or tiresome about this cottage. Its lines are broken with more than ordinary taste and regard for interior convenience. It attracts instantly, lends itself well to landscaping effects and for a moderate sized family makes an ideal home.

From the porch one enters the living room through a vestibule behind which is a coat closet facing the stairway. The living room is large, unusually deep for a house of this size, and supplied with an open grate, with the mantel built of selected soft toned brick. Directly back of the living room is the dining room, of ample dimensions, entered through portiere or French doors as the owner may elect. The kitchen is just opposite, also roomy and well equipped. A small hallway leads from the dining room to the bath and two large, well lighted bedrooms in the rear.

On the second floor are two additional bedrooms and bath, behind which is a commodious storage attic. A very complete home.

Built of common brick this home has cost different amounts varying from \$10,000 to \$12,500 according to locality.

The Common Brick Manufacturers' Association, Cleveland, Ohio, can furnish complete drawings for this design. Letter on brick construction sent upon request.

# COMMUNITY CLUB MEETING IS HELD

STAYTON, Ore., Nov. 17.—(Special)—The regular meeting of the Women's Community club was held at the clubhouse Thursday afternoon. Mrs. Hattie Ficklin and Mrs. Frances Fox were hostesses for the occasion.

A number of important matters came up for discussion. Mrs. R. G. Ward, librarian, said that folk from the country and some who live in Stayton, especially the children, have said they wished the clubhouse would be open longer on Saturdays, so that they might spend more time there reading. It was decided that small tables should be purchased to equip the room better for recreation.

The club has taken over the health center work, and Mrs. Mayo is chairman of the committee in charge.

Suggestion had been made that the clubhouse be equipped with a tennis set, and a club table, so that meals could be prepared, but following a report on the cost, this plan was abandoned for the present.

Mrs. Ficklin, chairman of the delegates to the county convention at Jefferson, gave a report of that meeting.

The hostess served appetizers and home made candy. Fifteen members were present, a small representation of the membership of 90.

# Cast is Chosen For Class Play

ST. PAUL, Ore., Nov. 17.—(Special)—"That's One on Bill," the comedy drama to be presented by the junior class in the Knights of Columbus hall November 26 and 27, has a cast of ten characters. They are:

- Uncle Jimmy, a young bachelor; Bill Ross; Bill Hilly, his nephew; Bluer Gooding; Battling Benny Bozo; Lester Ernst; Harry Dover; Charles Pelland; Ned Collins, too rich to work; Leslie Spriggs; Patricia, Frances Eder; Lil Hally; Helen Rasmussen; Mat Allen, uncle's choice for Bill; Irene Schneider; Mrs. Hilly; Loretta Jewett; Rosie, the maid; Gussie Danke.

# ANALYSIS OF COUNTY VOTE SHOWS INTERESTING FACTS

## Ten Precincts of Marion Which Were Carried by Smith This Year Went for LaFollette in 1924

LA FOLLETTE'S vote of 1924 has been divided about evenly between the republican and democratic forces in Marion county, a glance at the results of that election and the one of this year reveals. La Follette carried ten precincts in this county four years ago, and of these five are to be found in the Smith column this year. This is not considered an indication of waning republican strength, since the La Follette forces drew as much strength from the democrats as from the republicans. Scollard precinct was the only one carried by Davis, democratic nominee for president in 1924.

In the La Follette column was listed Croisan, Elkhorn, Monitor, East Mount Angel, West Mount Angel, Riverside, East Salem, Shaw, Sublimity and Woodard.

Of this list Croisan, Monitor, East Mount Angel, West Mount Angel, Riverside, East Salem, Shaw, Sublimity and Woodard, and also the unusual gubernatorial contest of 1922:

| Precinct         | 1920 |     | 1922 |     | 1924 |     |
|------------------|------|-----|------|-----|------|-----|
|                  | Rep  | Dem | Rep  | Dem | Rep  | Dem |
| Aumsville        | 41   | 46  | 124  | 77  | 39   | 26  |
| Aurora           | 133  | 37  | 103  | 22  | 57   | 21  |
| Battle Ground    | 22   | 32  | 32   | 12  | 12   | 19  |
| Brooks           | 59   | 45  | 81   | 94  | 62   | 34  |
| Butteville       | 63   | 30  | 32   | 44  | 20   | 18  |
| Champoos         | 82   | 20  | 22   | 20  | 20   | 14  |
| Chemawa          | 121  | 56  | 62   | 136 | 110  | 60  |
| Croisan          | 21   | 85  | 47   | 54  | 60   | 73  |
| Elkhorn          | 19   | 65  | 30   | 12  | 9    | 4   |
| East Mount Angel | 24   | 28  | 50   | 28  | 23   | 38  |
| Fairfield        | 115  | 54  | 83   | 140 | 128  | 65  |
| Fairgroves       | 94   | 24  | 67   | 40  | 37   | 24  |
| Gervais          | 48   | 28  | 20   | 14  | 20   | 30  |
| Horb             | 75   | 26  | 190  | 58  | 25   | 34  |
| Central Howell   | 64   | 28  | 30   | 71  | 23   | 20  |
| East Hubbard     | 107  | 35  | 37   | 67  | 23   | 14  |
| East Hubbard     | 203  | 85  | 85   | 234 | 196  | 35  |
| Jefferson        | 53   | 41  | 42   | 51  | 67   | 29  |
| Liberty          | 81   | 35  | 32   | 115 | 63   | 25  |
| Marion           | 51   | 24  | 88   | 38  | 29   | 24  |
| McKenzie         | 107  | 25  | 38   | 52  | 60   | 18  |
| Melama           | 27   | 30  | 39   | 47  | 43   | 14  |
| Mill City        | 51   | 61  | 26   | 67  | 73   | 37  |
| North Hill       | 26   | 32  | 113  | 67  | 28   | 11  |
| E. Mt. Angel     | 198  | 16  | 423  | 4   | 106  | 2   |
| W. Mt. Angel     | 139  | 15  | 225  | 21  | 75   | 48  |
| Quincy           | 43   | 15  | 41   | 51  | 41   | 34  |
| Riverside        | 12   | 41  | 52   | 21  | 67   | 23  |
| Roseburg         | 83   | 54  | 29   | 139 | 85   | 41  |
| E. Salem         | 62   | 26  | 35   | 96  | 53   | 29  |
| Salem Heights    | 198  | 25  | 113  | 81  | 96   | 29  |
| St. Paul         | 85   | 62  | 235  | 14  | 60   | 31  |
| Scollard         | 80   | 65  | 112  | 125 | 83   | 39  |
| Scott Mills      | 46   | 28  | 53   | 49  | 23   | 16  |
| Shaw             | 51   | 23  | 20   | 14  | 20   | 30  |
| Sidney           | 15   | 7   | 6    | 26  | 16   | 9   |
| Silverton        | 49   | 116 | 194  | 247 | 62   | 100 |
| Silverton        | 113  | 39  | 28   | 101 | 117  | 15  |
| Silverton        | 49   | 122 | 306  | 312 | 81   | 29  |
| W. Silverton     | 180  | 74  | 127  | 236 | 244  | 93  |
| Station          | 95   | 28  | 20   | 52  | 80   | 19  |
| E. Stayton       | 123  | 58  | 73   | 44  | 113  | 98  |
| W. Stayton       | 42   | 34  | 14   | 78  | 87   | 19  |
| Sublimity        | 173  | 20  | 15   | 20  | 13   | 60  |
| Turner           | 293  | 85  | 105  | 245 | 194  | 75  |
| Victor Point     | 54   | 20  | 12   | 59  | 50   | 21  |
| Woodard          | 41   | 8   | 45   | 20  | 40   | 21  |
| W. Woodburn      | 185  | 80  | 112  | 181 | 184  | 72  |
| Woodard          | 184  | 72  | 132  | 127 | 146  | 74  |
| Salem No. 1      | 131  | 56  | 163  | 288 | 278  | 168 |
| Salem No. 2      | 146  | 27  | 292  | 242 | 389  | 108 |
| Salem No. 3      | 188  | 85  | 196  | 213 | 272  | 114 |
| Salem No. 4      | 118  | 48  | 132  | 151 | 192  | 89  |
| Salem No. 5      | 152  | 41  | 193  | 181 | 188  | 77  |
| Salem No. 6      | 106  | 83  | 60   | 124 | 84   | 68  |
| Salem No. 7      | 81   | 80  | 81   | 179 | 148  | 100 |
| Salem No. 8      | 119  | 82  | 139  | 148 | 100  | 70  |
| Salem No. 9      | 121  | 40  | 188  | 231 | 340  | 137 |
| Salem No. 10     | 101  | 55  | 119  | 161 | 178  | 96  |
| Salem No. 11     | 126  | 170 | 256  | 170 | 808  | 88  |
| Salem No. 12     | 128  | 82  | 189  | 246 | 288  | 122 |
| Salem No. 13     | 133  | 75  | 127  | 146 | 168  | 88  |
| Salem No. 14     | 135  | 55  | 69   | 188 | 117  | 72  |
| Salem No. 15     | 129  | 51  | 179  | 238 | 243  | 79  |
| Salem No. 16     | 121  | 18  | 179  | 238 | 243  | 79  |
| Salem No. 17     | 121  | 18  | 179  | 238 | 243  | 79  |
| Salem No. 18     | 121  | 18  | 179  | 238 | 243  | 79  |
| Salem No. 19     | 121  | 18  | 179  | 238 | 243  | 79  |

# POULTRY CLASSES FOR PUBLIC PLAN

SILVERTON, Ore., Nov. 17.—(Special)—Warren E. Crabtree, instructor in the Smith-Hughes department of the Silverton schools, announces that beginning November 20 community classes in poultry culture will be conducted each Tuesday and Thursday evening at 8 o'clock at the Smith-Hughes class room for all of those who are interested in poultry raising. The classes will be open to everyone absolutely free of charge. There will be at least ten lessons, lasting through the remainder of November and all of December. The classes will be in the form of conferences rather than lectures and will be conducted along practical lines instead of theoretical. The Smith-Hughes class room is directly back of the high school.

# HOME FINANCE PLAN SURVEY

## Government Holds Economy May Come From Right Method of Financing

Hundreds of thousands of families who set out to own their homes each year find finance the most trying problem they have to surmount, according to the division of building and housing of the department of commerce, which has just issued the booklet "Present Home Financing Methods." This booklet, which has been prepared with the cooperation of leading home financing agencies, is written to assist home buyers and home builders who have to borrow, and also for persons and organizations who are interested in improving local home financing facilities.

Choosing a helpful home financing agency and a good plan of financing may save a family from much unnecessary expense, or even determine the success of the undertaking. In order to avoid costly mistakes a family, particularly if it has to borrow more than can be obtained on a first mortgage, needs to know something about the sources of home loans, and the type of services furnished by the agencies supplying them.

Describes Services "Present Home Financing Methods" describes the services rendered by building and loan associations, life insurance companies, savings banks, trust companies, and other agencies which lend to home seekers, and also takes up second and third mortgages and the land contract method of purchase, and the effect of discounts and commissions on the interest rate paid by the borrower. Since the borrower is usually required to curtail the loan periodically, and therefore, does not have the use of the whole amount for the entire loan period, the discount rates of 4 to 10 per cent a year which are common in many localities, actually work out to be considerably higher.

Discount Rates In fact, under the usually regularly amortized loan the real discount rate is approximately double the nominal rate. On a typical second mortgage loan, for example, running for three years on the monthly payment plan, and at a 7 per cent nominal interest rate and with a 15 per cent discount (5 per cent annually, so called) the actual rate of interest paid by the borrower on his outstanding balances is approximately 18 per cent a year.

The appendix of the booklet explains in simple terms how answers to similar problems may be found by prospective borrowers who wish to compare different loan plans available to them.

In many communities the high rates charged for second mortgages funds have tended to discourage home building. In instances are given of successful efforts by public-spirited local groups to improve such conditions. "Present Home Financing Methods" is designed to cover the subject more fully than was possible

in "How To Own Your Home," a publication with a sale of more than \$50,000 copies to its credit which was put out several years ago by the department of commerce as part of its program to promote home ownership and to encourage voluntary local efforts to safeguard the interests of families who build or buy their homes.

These publications may be obtained from the Superintendent of Documents, Government Printing Office, Washington, for five cents

in the field of modern merchandising the use of color has played a very important part. The days of the open tub of butter, the wicker barrel, the box of prizes, and other well known commodities displayed in unidentified bulk packages, has gone. Today the up-to-date grocer has his merchandise in packages, each unmistakably identified by a distinctive name and label.

The purpose behind this improvement in selling methods is to protect the purchaser against substitution and to assure him that he is getting just what he wants, the label acting as a guarantee of the known quality of the product and a quick means of identification.

The same principles are now being applied in the gasoline business. If gasoline were sold in this country as it is in some parts of the world, in five gallon cans, the problem of identification would be simple, merely calling for a label to place on the container. However, in this country with the bulk turnover of motor fuel too great to be handled in this manner, the problem of identification was more difficult. A study of the situation of course brought out the use of color but it was found that one could not merely color gasoline with any sort of dye or compound and have the plan work in a satisfactory manner.

The General Petroleum corporation, in putting General violet ray anti-knock gasoline on the market, surmounted this difficulty by developing a color on a petroleum base so that the product as it comes to the consumer is still a 100 per cent straight run petroleum product. Introducing a new fuel on the gasoline market in this day and age really necessitates the positive identification of the product in such a fashion that the consumer can readily recognize it and then be sure of getting what he wants. The distinctive violet color of General violet ray gasoline is therefore used both as identification and as a guarantee of the product.

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# HOFFER WRITES OF MEMORIAL

## Student Center at Corvallis Distinctive Architectural Accomplishment

By COL. E. HOFER The wonderful memorial union building at the Oregon State college is occupied and made use of by all its various student activities for the first time this year. Interior decorating and finishing is nearly completed, construction having been in progress for more than a year.

Home for Students The union building is one of the highest class achievements in structure and architecture of any of the college and university buildings in the state, representing an investment of \$600,000. No part of the expense of the student center was borne by the taxpayers of the state, the capital having been by donations from alumni, faculty, students, officials, friends and families interested in the school.

A dining hall to seat 300 students and a commodious modern theatre and dance hall are included in the building. Lounge rooms for men and women are equipped with every comfort. The union building is a college home for the students, standing as it does in the west quadrangle.

Alumni, College Connected The beautiful, substantial and artistic structure known as the memorial union building has attracted a great deal of attention for its construction, projected and built entirely on donations. The alumni feel that it identifies them with the work of education from this school scattered all over the state and the Pacific coast.

The Memorial union was planned and financed and is managed by a board of directors outside the college. Members of the board governing the union are Percy A. Cupper, alumnus, chairman of the board, Salem; R. E. Riley, alumnus, vice-president, Portland; E. E. Wilson, alumnus, treasurer, Corvallis; E. B. Arrich, alumnus, Pendleton; R. E. Clark, alumnus, Portland; Robert Cahill, student, president of the memorial union, Corvallis; and John Warren, student, Corvallis.

Architects who designed the student union were Thomas and Mosier of Portland and W. M. Summerville of Los Angeles. Parker and Banfield of Portland were the contractors in charge of construction.

# Street Lights Will Be Placed

SILVERTON, Ore., Nov. 17.—(Special)—At a special meeting of the city council four 250 watt lights were ordered installed. The locations of the lights will be Water and Main streets; Oak and streets; Main and First streets; and Oak and First streets. An order was also issued to repair the railing at the west end of the steel bridge on Main street.



"and it's really economical to build with brick"

"Of course we'd longed for a brick home—had been charmed by the beauty and permanence of brick construction," declared a recent builder of a modern brick residence, "but we never really realized that one could be within our means until we began investigating costs. Then we found that building with brick is an act of thrift as well as a source of pride."

Because walls of brick grow old gracefully, they do not require frequent paintings or repairs to keep them looking smart. Their beauty increases with the passing years.

Where solid brick construction is used, a worthwhile saving is effected in insurance and in cost of heating, while plaster does not crack nor doors and windows get out of plumb because of the shrinkage or swelling of timbers.

If you are planning to build a new home or buy one, it will pay you to consider the advantages of brick.

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