

# HOME OWNERS' and BUILDERS' PAGE



"Therefore, when we build let us think that we build forever. Let it not be for present delight nor for present use alone. Let it be such work as our descendants will thank us for and let us think as we lay stone on stone that a time is to come when those stones will be held sacred because our hands have touched them and that men will say as they look upon the labor and the wrought substance of them: 'See! this our fathers did for us.'"—JOHN RUSKIN.



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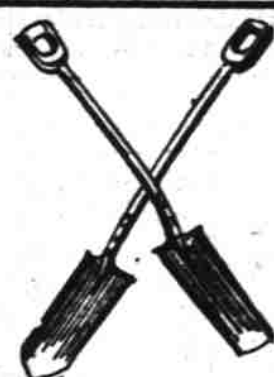
The New OREGON STATESMAN, Salem, Oregon, Sunday Morning, March 10, 1929

## GARDEN TIME SOON NOW

You'll have to do the work but we'll furnish tools. We also have a complete stock of builders' hardware.

**SALEM HARDWARE CO.**

Phone 172 120 N. Commercial St.



## BUILDING NOW ON DOWN TOWN

South Commercial Street Properties Will Be Improved

Salem's building program, somewhat dormant over the winter period, is now back in full swing.

Commercial properties are being improved and new ones built while the state's \$680,000 outlay for a new office building and a new state penitentiary addition at the old boy's training school site will make much work this summer.

An announcement pleasing to South Commercial street property owners came during the past week when W. F. Buchner, who has just completed extensive remodeling of his store building on South Commercial, decided to go on and place a new front on the adjoining property which he owns and which is occupied by the Harry Scott bicycle and motorcycle shop.

F. L. Odum, who owns the adjoining building to the south which houses the Tuler drug company, is expected to do likewise which means that three of the buildings will shortly appear as new with new fronts to greet the public.

**New Home for DeSoto**  
Completion of the Valley Motor company's new building on Center street is expected within a few more days' work. The new structure will house the DeSoto agency for which W. L. Anderson has been named the Salem dealer. "We are enthusiastic about this structure," said W. L. Phillips of the Valley Motor company, this week. "We think it the nicest most beautiful showroom for autos in the city."

Remodeling work is going on rapidly on the Oregon building where a new elevator shaft is being installed preparatory to tearing up the building to make a store room for the Metropolitan stores, Inc., which have taken a long lease on a room there.

The Oregon theatre will probably end its tenancy in the building about April 1. George Guthrie, lessee of the property, also holds the lease on the Grand theatre at the corner of High and Chemeketa streets. He said during the last week that he would probably hold moving picture shows there for at least two days a week, playing probably on Friday and Saturday nights. The Calvary Baptist church is using the property on Wednesday and Sunday and for various other meetings during the week.

## MODEL HOUSE WILL GO UP THIS SPRING

Excavation Started in Ben Lomond Park on Dwelling of 6 Rooms

Erection of a model house in the Ben Lomond district was begun this week by Delmar A. Bond, builder, who plans to erect a six-room house with basement dwelling patterned on a pure English type structure.

Mr. Bond's basic idea will be to provide a house which will fit perfectly into the rolling type of ground provided for the house. He feels that the site is ideal for providing unusual landscape attractiveness.

The entire property when completed will cost in the neighborhood of \$7500. Bond said this week.

Completion of the house is expected by June 1 and at that time the property will be thrown open to the public which will be invited to view the new dwelling.

## FRUITLAND NURSERY

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**Big Reductions**  
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**FRUIT TREES**  
Mazzard cherries, seedlings  
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Sales Yard East side of Armory  
Office at gas station.

Will trade fruit trees for wood

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## Kafoury Bros. New Store Almost Ready; Utmost in Convenience is Arranged

Ten years ago this article would have been impossible. No dry goods stores were on North Liberty street beyond Court. To have located there would have been disaster for any merchant. Good business men knew it and wisely refrained from such a location.

But today all is changed, North Liberty street has become the mecca of drygoods seekers and to have a store there, even past Court street is no longer hazardous but quite the thing to do.

**To Have Fine Plant**  
It is here, in that district ten years ago rejected, that Kafoury Bros. in a very few days are to open Salem's newest, and surely one of its finest mercantile establishments. The room is modern, efficient, pleasing to the eye. It has been built exclusively for their use by W. H. Steusloff. Nothing in the way of arrangement of equipment which could be used to make merchandising better for customer or for merchant, has been omitted.

The eye is first attracted to the large plate glass showcases which will reveal the newest goods in attractively arranged designs. A large center show case about which passersby may go to catch a better glimpse of inner windows is a feature of the front display.

**Story Has Cozy Feeling**  
Step into the store and one immediately senses a warm, comfortable feeling although the new stocks are not yet placed on the shelves.

For example, take the drygoods department. Instead of long, harsh counters which have prevailed in stores heretofore, short movable tables are between the shelves and the customer, affording the person who would see the merchandise a chance to inspect it first hand. This necessitates no effort on the part of the clerk unless the goods is to be shown, when it is placed on one of the tables for inspection.

**Hosiery Department Convenient**  
The same ease of access to the merchandising is provided in the hosiery department in the center of the store and the ready-to-wear department in the rear of the room. Four convenient fitting rooms and ample mirror space make possible the customer's utmost convenience.

Kafoury Bros. have divided the large balcony into a millinery and drapery department, the latter being one of the largest in Salem. Windows will be draped with curtains which can be readily removed to permit the customer to experiment with other designs before making a purchase.

Directly underneath the balcony and facing the front of the store room is the business office made readily accessible to the public.

**Basement Large Affair**  
And then there's the basement! It is here that Kafoury Bros. thrift store is to be run—a large, exceptionally well lighted and at-

## SAFEGUARDS PLACED AROUND PURCHASERS

A man who sells land on impossible promises or false representations is regarded as a criminal by the law in 22 states in this country.

Silver tongued salesmen who part widows and orphans or anyone else from their money for real estate deals tainted with fraud, wild cat projects or land under water, can be put out of business in nearly half of the states in the Union.

The law has forced dishonest real estate men in 13 states to refund nearly \$4,000,000 to their victims, says the National Association of real estate boards that has directed the campaign to oust unscrupulous and ignorant dealers from this profession.

For real estate license laws, most of them patterned on the model law prepared by the association, are now in effect in 22 states and one Canadian province as a result of the efforts of the association. And these laws that require real estate men to have licenses in the same way as doctors are required to have licenses, provide regulation for the dispensation of houses and lots in the same way as the law provides regulation for the dispensation of pills and powders. In most states the real estate licenses are issued only after the applicant has shown his ability to engage in the real estate business.

## INSURANCE LOANS REACH HUGE TOTAL

Fifty-six life insurance companies, located in cities throughout the country, lent \$374,011,647.30 on American homes in 1928 according to the national association of real estate boards.

In the second of three articles on home financing, the association points out that the man who really wants a home of his own can call on the greatest financial institutions in the world to aid him realize his dream.

If money were "tight" it might

be difficult for the average man to become a home owner but money for this purpose is plentiful and the sources are many. Life insurance companies have turned part of their tremendous assets into the home field only since the great war; and of the 56 companies queried by the association, 34 companies, since they entered this field, have lent \$1,339,222,837.39 on single and double family homes.

Assuming the average home mortgage to be \$5500.00, this would mean that a group of 24 life insurance companies lent 106,860 hearth fires during the last year.

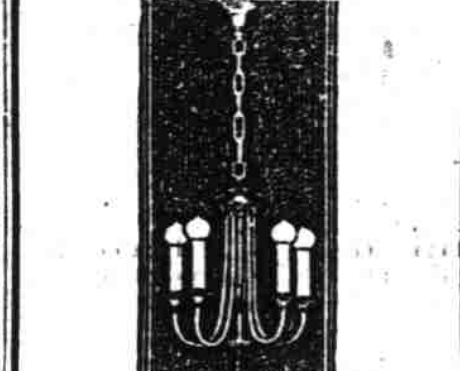
Modern Homes Are More Beautiful When Papered



I have a large assortment of new artistic wall decorations. You will enjoy seeing them. Get my free sample book.

**MAX O'BUREN**

## APPETIZING LIGHT



Sounds funny but it's true if you don't have it.

You lose the lustre to your silverware and the sparkle of cut-glass, also the charm of pretty faces gathered at the festive board—

**Fleener Electric**

401 Court St. Phone 188 Salem, Oregon

Is there anything you would like to know about raising money on a real estate loan or for building? We are prepared to answer all queries and to give prompt action on every application.

**Hawkins & Roberts Inc.**

205 Oregon Bldg.

LOANS INVESTMENTS INSURANCE

## LOOK



this new floor is embossed!

Why, this floor has textures! It looks like a handset floor! Yes... the tiles are actually raised above the mortar lines.

It wears like a handset floor. Armstrong's Embossed Linoleum is a revelation in beauty, in permanence. It's the new floor-style applauded by experts even in London, Paris, and Naples.

Scratch and mar? Never... and neither can this new floor bulge, crack, or gape at the seams. Why? First our experts cement down a layer of builders' deadening felt... more cement... then the Armstrong Floor. Seams are matched, water-proofed, and the job is rolled. Result—a lifetime floor... quiet, smooth, lustrous, easy to clean.

Don't put up with your old floors any longer. Come in today or phone 29. Our representative will gladly bring samples, and estimate your needs.

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340 COURT ST.

Call for a copy of the Beautiful Homes Book, on your next trip downtown, you will find it well worthwhile.

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"But before you begin, make sure that I am to be built with care, of the best materials; to facilitate this, specify building materials from Hansen and Liljequist. Then you will build both economically and soundly.

**Hansen and Liljequist**

582 Mill Telephone 344

## 5 Acre English Walnut Tracts for \$1500 each!

At the age of 6 years if bought before April 1, 1929. After April 1, \$1625. Only \$300 down and \$200 annually with 6% interest.

## Read Every Detail of This Remarkable Offer

This is the best investment ever offered. An acre walnut orchard will bear from 1000 to 3000 lbs. a year; price 25 to 30c a lb. English walnut trees live to over 100 years, bearing nuts.

## No Danger of Overproduction

In 1926 the United States imported 48,000,000 lbs. of shelled and unshelled walnuts, valued at \$9,000,000.

California raised 97% of all walnuts grown in the U. S. Oregon will raise a better walnut than California.

80 acres of the Twin-Maple fruit and poultry farm, 8 miles east of Salem is divided into 5 acre tracts and the entire tract is now planted to English (Franquette) walnuts.

For SIX YEARS the planting will be cared for and a cover crop put in annually.

At the end of six years, the purchaser takes entire possession of the tract and receives the bearing orchard. O. S. C. authorities find good soil on the tract, assuring favorable conditions for an orchard. Trees planted were grown by McClure, who has the best English walnut, Franquette variety, nursery stock in the valley.

Will go out Sunday at 2 P. M. and show the property if an appointment is made.

Tracts will be sold for \$1500.00; \$300.00 down and \$200.00 annually with interest at 6%.

**Rich L. Reimann**

REALTOR

219 North High Street

Telephone 865