

Plans Each
Week For You
To Inspect

HOME OWNERS' and BUILDERS' PAGE

News of This
Week In
Local Building

\$47,000 ISSUED IN NEW PERMITS

P. E. Co. Warehouse Is Cause for Biggest Jump in Total

The week just ended came within \$300 of doubling the building permit total for the month, and left it at \$93,633 with two full weeks yet to go. The week's figure was \$46,994, and this month prior to the week ending Friday night, the total had been \$46,946.

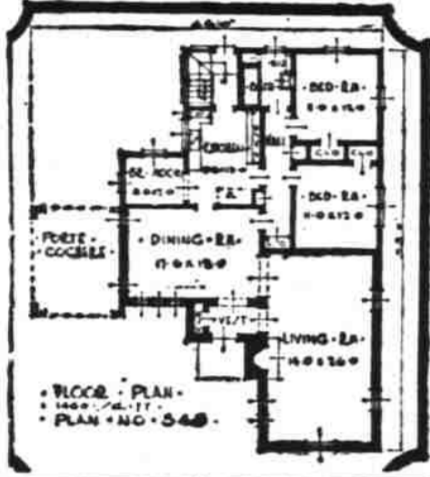
The large item which brought the last week's record to so imposing a figure was the Portland Electric Power company warehouse, the permit for which was issued late Thursday. The cost estimate was \$29,834 for this structure, which will be erected at 780 North Liberty street. This estimate includes only general construction, and the building when completed is expected to cost \$45,000. A. A. Slowert has the general contract.

Residence Permits Out
Other permits issued late in the week include:
F. E. Roberts, dwelling at 910 Howard street, \$2000.
L. H. Tarpley, repairs on dwelling at 864 Jefferson street, \$100; Nartin and Webb, contractors.
John Roth, repairs on dwelling at 925 North Church street, \$25.
Emma Murphey Brown, dwelling at 535 North 24th street, \$3000; Price and company, contractors.
W. H. Mills, repairs on dwelling at 434 North 18th street, \$1500; J. E. Cox, contractor.

Brick Nicely Mixed in This Exterior



Here the monotony and plainness of the stuccoed walls have been relieved and enhanced through the use of brick for the entrance way and fireplace chimney. The high studio window in the living room and porch-cochere are other artistic accents. Further information about this plan may be had from the C. S. Hamilton furniture store or from The New Oregon Statesman.



First Dodge Ever Produced Found Sturdy as When it Ran Off Line in November, '14

The first car to Dealer No. 1 in the world-wide sales organization of Dodge Brothers has been found to be the same sturdy performer it was when it rolled off the assembly line back in November, 1914.

The veteran touring car was recently traced to Nashville, Tenn., records showing that the car reached that city in December, 1914. Its owner is still driving the car daily, and it has a proud history of long tours through the eastern states and Canada among its recent accomplishments.

The distinction of holding dealer contract No. 1 goes to John Cheek, president of the Cumberland Motor Car company, of Nashville, who made the first sale of a Dodge car, and who still holds the company's franchise for that territory.

The story of his success in the automotive field, and his start with the Dodge agency of Nashville is indicative of the character of the man himself. It was in 1914, when Europe was in the first stages of the World war, that Mr. Cheek first heard that Horace and John Dodge were going into the automotive manufacturing field.

Cheek and his father, Col. Joel O. Cheek, happened to be in Sandusky, Ohio, when they heard the plans of Dodge Brothers. On approaching them, arrangements were completed for the first Dodge agency by a deposit of \$1,000 as a guarantee. Without having seen a car, Cheek placed his order for 500 for the first year, to show his confidence in the Dodge Brothers, and the car they planned to place on the market. Just before Christmas in 1914, the first shipment, consisting of a Dodge touring car crated in a box, reached Nashville by express.

Since that time, the Cumberland Motor Car company has expanded to take care of the constantly increasing business in Dodge Brothers' car, motor trucks and busses. They have passed through several "saturation points", and now with the number of cars on the highways increasing by the thousands every day, they are enjoying a volume of

sales with the present Dodge line that indicates the saturation point is no nearer than it was when they started business nearly fifteen years ago.

LUMBER PRODUCTION IS BELOW NORMAL

The West Coast Lumber industry is entering the early summer with a total production since January 1 6.71 per cent below its accumulative orders as reported by 113 mills. Current production, for the first time since February 1 is above that of the similar week in 1928, although since January 1 it is 7.22 per cent below that of last year. The week's production and shipments, as reported by 208 mills to the West Coast Lumbermen's association, are about equal, with orders slightly lower. Inventories throughout the industry are low and the file of unfilled orders unusually high. The export market improved in new business during the past week while rail and domestic cargo showed slight losses, as compared with the previous week.

HUGE CAKE USED TO OPEN NEW AGENCY

There is hardly one of us who has not been told at some time or other in our busy lives that we could not "eat our cake and have it". Many there are who have attempted to disprove the wisdom of that statement with disastrous results.

The exception to the rule bobbed up rather unexpectedly in the city of Everett, Wash., last week on the occasion of the formal opening of the L. W. Kinofelter establishment, latest addition in the Northwest to the western Durant organization. A that event, according to word received here by the Salem Auto company, local Duran dealers, a cake 14 feet square and 16 feet high served more than 3400 people during the hours of 9 and 12 o'clock p. m.

Read the Classified Ads.

New Building, 380 Feet High To House Shell Headquarters

Another great forward step in the development of the west was made public at San Francisco this week with the announcement of plans for the new 380-foot skyscraper headquarters of the Shell Oil company. Representing an investment of \$3,000,000, the new structure will be one of America's most modern buildings, both in design and in equipment. It will have 28 stories, the third highest building in San Francisco.

The Shell building should be ready for occupancy on May 1, 1930. From it will be directed the extensive exploration, production, refining and marketing activities of Shell Oil company and the research and development work of the newly organized Shell Development company and Shell Chemical company. It will be Pacific coast headquarters for manufacture and distribution of the complete Shell products line—Shell 400, the "dry" gas for motorists, Shell Motor Oil that forms no hard carbon, Shell Aviation Gasoline, Shell household specialties, Shell mill lubricants, and Shell fuels of various kinds.

Work of demolishing five brick buildings on the site at Bush and Battery streets is already under way. The Bush-Battery corner is a commanding location. It is directly behind the square in which the Mechanic's Monument is set on Market street, only six blocks from the Ferry building and conveniently central to the financial, insurance and transportation of

the districts. The greater portion of the Shell frontage on two streets, 117 feet six inches on Bush and 137 feet six inches on Battery, will have more than 200 feet of clear space in a southeasterly direction receiving direct sunlight all day.

The design of the building will be a modern adaptation of the Gothic, with clearly defined vertical lines to accent the height, which is the present trend in many

of America's finest buildings. Flood lighting will be used to bring out the beauty of the building at night. Construction will be of steel and re-enforced concrete of the most modern and fireproof type.

A garage to accommodate 175 automobiles will be one of the building's many conveniences.

During the season when lawn weeds are the worse, one should take greater pains to keep them down. If the lawn mower doesn't cut off the tall weeds, and it usually doesn't, a good plan is to mow a swath and upon the return swath watch for and pick off with the fingers at tall weeds which the mower failed to cut.

CHRYSLER CARS IN GREATER POPULARITY

The Chrysler corporation reported a decided gain in shipments for April of this year of all Chrysler built cars as compared with April of 1928. According to the official announcement of the corporation, Chrysler shipments during April of this year, both domestic, export and Canadian, of Plymouths, Chrysler "65's" "75's" Imperials, DeSotos, Fargo commercial trucks and cars, Dodge Brothers new sixes, seniors and Dodge trucks, busses and commercial cars, totaled 59,785 units, a gain of 26.5 per cent over the 47,155 units shipped during April of 1928 and a gain of 72 per cent over the shipment of 24,781 in April of 1927.

Total shipments of Chrysler and Dodge Brothers automotive products for the first four months of 1929 amounted to 182,521 units, a gain of 14.3 per cent over those for the same period of 1928 when 159,857 were shipped and an increase of 42.1 per cent over the 127,903 units shipped during the first four months of 1927.

A decided increase occurred in Plymouth shipments in April, 16,113 cars being shipped as compared with 10,326 in March, a gain of 5,187 cars. Plymouth shipments, although the factory was on schedule with production, failed to meet orders by 4,000 cars, so popular has this car become.

MODEL T FORDS ARE STILL GOOD AUTOS

"The Model T Ford, which gave such faithful service for so many years, is still a good car," says R. G. Brady, service manager at the Valley Motor company.

Millions of these Model T Fords are still in active use in every section of the country. They were made so simply and strongly, of such good materials, that many of them can be driven for two, three and even five more years with reasonable care and proper replacements. Statistics show that the average life of the Model T is seven years.

When the announcement was made some time ago that the Ford Motor company was introducing the Model A Ford, it was also announced that the manufacture of replacement parts for the Model T car would not stop.

Read the Classified Ads.

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A good investment in Salem property today will make you happy later.

Becke & Hendricks

DESOTO CAR BIG VALUE FOR MONEY

Engineers Give Greater Luxury Than Ever Before for Low Prices

That is what automobile manufacturers have been trying to accomplish since the pioneer days of the industry, according to Karl H. Bronson, director of advertising for the DeSoto division of Chrysler Motors, in a recent interview at Detroit.

"In designing DeSoto six bodies," Bronson said, "Chrysler engineers' predominating idea was to give greater luxury and more comfort than was ever before found in the field of moderate-priced 6-cylinder cars. That is the principal reason for the universal popularity of DeSoto body styles. It explains, too, the great increase in production to keep pace with demands of dealers for new cars from our plant."

Interiors Reflect Care
"The interiors reflect the studied care taken to provide for the comfort and pleasure of those who demand not only beauty of design but also easy riding qualities and luxurious appointments as necessities in their personal automobile. This rominess and comfort are the keynotes of every interior in each DeSoto model. Seats with saddle spring cushions have been scientifically planned to conform to the most restful and healthful sitting postures. There is surplus of head iron and leg room in front and rear. The soft shading of the upholstery satisfies the eye of the most discriminating and critical."

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