Home Town

FOR GREATER CIVIC BEAUTY

In Some Respects, It Must Be Confeused, the United States Is Behind Europe.

"I talked with a group of foreign architects the other day, after they had made a tour about this country," said Lithu Root recently, in asking funds for the completion of the Cathedral of St. John the Divine, "They said that our banking houses and our railroad st tions were far superior to anything of their kind in Europe." On the other hand, Mr. Root pointed out, America was "a country of small church's. He wendered whether the country, after her experiences in the great war, had "no message to the world that is fit to express."

The public in general will do well to pender the full symbolism of beautiful leads and ugly churches, our but do me banks and terminals are, of course, an encouraging rather than a discounting sign. Fifty years ago we did not have even them. We are making a beginning with regard to fine buildings outside of business and industry. For instance, we are creating a number of respectable and some beam ful universities. The athletic studatas represent an artistic impulse needing only proper direction. Our bridges in many cases, have a sweep and panoramic beauty. Despite the multitude of cheap houses going up. ther. It probably a more general intorest in the beauty of homes and home farnishings than there ever was. Structural beauty in the United ster clows a few points of light in fulf a continent of rather dismal comre-replaces. This may be natural. We bevo built in a day with haste and carelessness. But haste and carelessass toust pass if the richest nation r and world is to contribute more than crops and machinery and money to the life of the world,- New York

GIVE THOUGHT TO BUILDING

Time and Consideration Well Bestowed on the Exterior Appearance of the Future Home.

in recent years much has been accomplished in the direction of improvng house exteriors but one needs cale to drive through pay rapidly derelaying residential district to observe that the field for improvement 's still large, says the Cleveland Plain theater. Many houses are apparently stanned without any regard for ext only appearance. In many cases if oppears that the designer himself could have had no clear notion in the beginning of the type of house that finally was to emerge from his plans. Scores of new houses are to be found for only in Classiand and in Its saburbs but in every important building center that offend the simplest architectural tenets.

Many of these hodge-podges doubtless have their explanation in the desore and necessity for economy but this fact remains that it costs less to hodd a neat little house that is analitecturally attractive than to build the builty designed type of dwelling that profames the landscape of every rest dential district in America. Simple architectural education is one of the American home builder's greatest needs and a need that Better-Home week was designed to satisfy.

Successful Parody.

The London Sunday Times which, by the way, is quite distinct from the Times-prints a brief paragraph that will appeal to all lovers of parody: "Sir Owen Scaman said !- ' week that one of the greatest contain entire

load ever received was what a series whose work he had core and to swoon he had written the the be was drunk. There is a too income rouseious ph. Carism in this. "To are Walter Scott's attention was or 'r to The Talk of Irrary Lave in Setotal Addresses, he replied I raus: have done this conself, but a forget

London at last is to grant a haven to the birds that that ber parks. A committee ages sated to consider the operation has resonanceded that sanccories be enablished in Hyde park, sington cardens and St. James'. to nt's, Greenwich and Richmond r . .; and King George has consented deat parts of the gardens of Buckin am palace be used to the same read. There are areas in several of the arks where work has already begut by leaving them to nature, on the theory that "birds abhor the tidiness of the gardener."

"Best Sellers."

It was in a little bookshop in Chicago. A middle-aged woman entered, and much as though she were asking for a translation of the hieroglyphics on Cleopatra's needle, she asked: "Have you a book called "If Winter

"Certainly, madam," arswered the clerk, and standing on stable, he picked up a copy of to sook and

handed it to be... "Why!" she exchan it a :H8 8 book like the

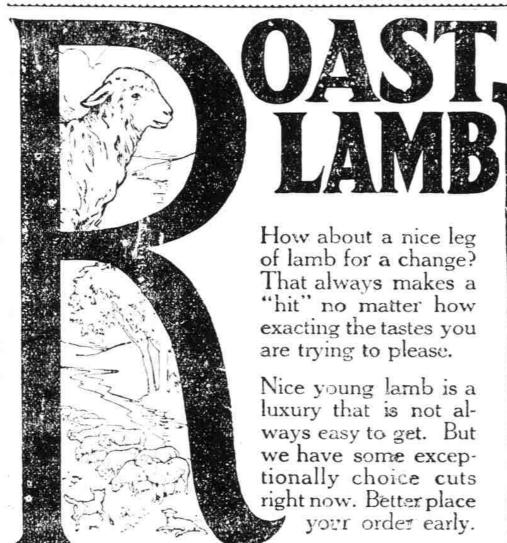
magazine."



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Plummer-Cobble Company

Main Street

Brevard, N. C.

After the First Cost—What?

A COUPLE of coats of paint and a few fancy frills and a new house may at first be a thing of beauty. But-"Beauty is only skin deep." The real test comes when the newness begins to wear off.

Poor construction and CHEAP, INFERIOR MATERIALS result in quick deterioration. The man who endeavors to save on first cost by using cheap materials scon finds himself loaded down with bills for unnecessary repairs, and he ultimately pays a great deal more for his house than if he had built right in the first place.

Especially in the house that is built for speculation (built to sell) is quality reduced to the irreducible minimum. The use of inferior short-lived materials in place of substantial, durable materials is today's greatest menace to the building of better homes.

YOU will want your home to be as nearly expense proof as possible! Then BUILD your own home and see that only the best materials—expense proof materials—go into it! Take counsel with someone who knows the building game and can advise you as to what materials will give you ATTRACTIVENESS AS WELL AS DURABILITY AT REASONABLE COST.

We are in position to give you such counsel and advice and ofter it to you without obligation.

Consult Us Before You Build

It may be good business for some dealers to handle and supply their trade with cheap materials because such materials usually bring a bigger profit, but it's not good business for the customer. Nothing is good business for us that is not good business for our customer friends. All our materials stand representative of 100 per cent value and insure our customers of lasting satisfaction.

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J. A. MILLER, Manager