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Building and Improvement



BUILDING PAST \$200,000.00

La Grande experienced a little better than ordinary July as far as new construction goes, a percent of records show.

During July permits were issued for \$16,860 worth of new building, which included several residential structures. This is just \$2,300 more than the books show for July, 1925—in other words an increase of about 15 per cent.

Building At \$200,000.

With five months yet, the year is already at a point where it can be credited with being a big building year for La Grande. Anything above \$200,000 secures that rating and the records showed that mark was passed August 6, when a \$50 permit was issued.

The total for the seven-month

period was \$197,977. August 2 a permit was issued for a new home to cost \$2,000 which brought the figure to \$199,977. The \$50 permit went the total \$27,000.

Many construction men in this city predict that a quarter of a million dollars building will be done before the year is ended and some are even more optimistic than that—placing their guess at nearer \$300,000.

New permits issued last week follow:

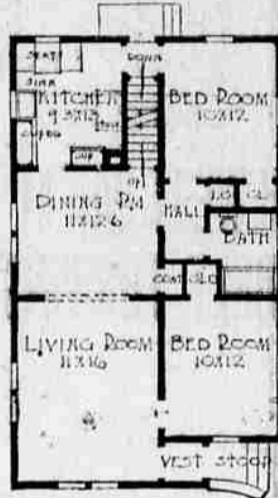
August 2—Permit issued to Fred Tufterson to erect a one-story residence building on First street between Crook and Lane to cost \$2,000.

August 5—Permit issued to Sam Harris to alter and repair a dwelling on Adams between Cedar and Walnut, work to cost \$50.

The boom is so absent minded that one day he came to the office instead of going to the golf links.

Moved a 700-pound clock by London. Lots of time on their hands.

A Popular Plan For A Bungalow



(By W. W. Purdy)

Frigidaire Price Cut To Be Made Tomorrow

DAYTON, Ohio, Aug. 9.—Dramatic price reductions effective immediately on all lines of Frigidaire are to be announced tomorrow. The cut in price ranges from \$20 to \$50. Increased demand for Frigidaire, followed by increased production, is assigned as the reason by E. G. Biechler, president and general manager of Frigidaire.

"Through anticipated production increases we expect to materially lower our production costs," said Mr. Biechler commenting on the announcement. "We have sold more than 200,000 Frigidaire to date—a larger number than has been sold by all other makers of electric refrigerators combined. We feel that the public will demand Frigidaire in ever increasing quantities and now it is time to pass on the savings that will be accomplished."

Frigidaire recently announced a \$20,000,000 factory expansion program which will give it an output of 600,000 refrigerator units next year. This new General Motors plant will be completed within a short time and will be in production early in 1927.

ON VACATION

LONDON—Social notes: George F. E. Windsor and the missus have left on a two months vacation which will be spent in yachting at Cowes, grouse-shooting in Yorkshire and resting in Scotland. George receives full pay while away from his desk at Buckingham palace.

perance to sheer walls of buildings in which it is not practicable to place windows, shaded brick is often used to create the impression of windows, niches and set design.

Building "Water" Tanks.

The ugly roof structures, which make the skyline of many cities appear as seas of water tanks and packing boxes, have come in for vigorous condemnation, particularly by city beautiful organizations. And here, the clever architect, aided by a builder who believes the beauty achieved is worth the money expended, is coming to the rescue.

In many modern buildings these unsightly structures are so placed as to form an integral part of the building unit, in other words, placed inside and surrounded by a roof. Skyscrapers of the old school were largely packing box affairs, with a flat roof surrounded by small service structures. The upbuilding of roofs over penthouses and water tanks and smoke stacks gradually is eliminating this style of architecture and resulting in structures of pleasing proportions from the base to the top.

JOINS SALVATION ARMY

MAYWOOD, N. Y.—Life as children of a wealthy chemist being "too easy," Lyell Hader Jr., 24, and his sister Frances, 17 have joined the Salvation Army as regular cadets. Their decision was made with the complete approval of their father. A younger son is being trained to take the paternal business.

LONDON HEALTHIER

LONDON—It is in wind, etc., in London as elsewhere. As a result of the coal strike, largely, the atmosphere should be clearer this summer than in the memory of aged residents. The health of children is believed to have been improved too.

The notions of the world are maintaining no a peace footing 2,000,000 active troops and a reserve force of 24,000,000 men.



"Shirt Front" Style Of Building Scored

CHICAGO, Aug. 9 (AP).—Campaigns have been launched by civic beauty organizations and bodies connected with the architectural and structural industries to eliminate two "atrocities" of modern city building—the "shirt front" style of architecture and the placing of unsightly pent houses and water tanks on roofs.

A "shirt front" building is one of which only the street elevation is given a finished architectural treatment, the sides and back being of common brick, with no attempt at unification with the front.

Rough Finish Spoils Beauty.

Architects who desire such buildings claim that it is not from inclination but at the behest of the owner or builder who wished to save money. Those opposed to this building style point out that in skyscraper construction the sides and rear of a building are almost as noticeable as the front and therefore the rough finish of these walls detracts from the beauty of the building and also of the surroundings.

The modern trend in high structures among builders with an eye for beauty as well as utility is to treat the entire building as a unit, at which the four sides have an equal value, rather than as a pile of masonry with only a fine face. In order to achieve this unity and also to give a more pleasing ap-

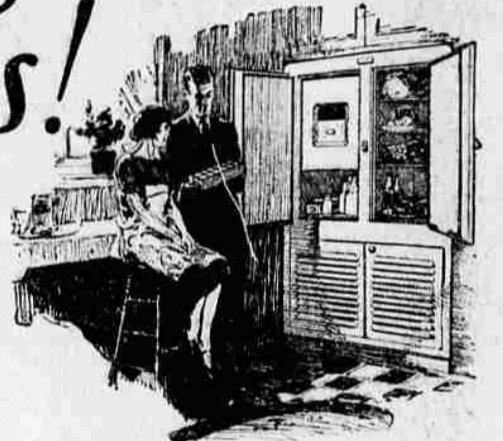
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The tremendous volume of Frigidaire sales (greater than all other electric refrigerators combined), and a vastly increased production capacity, have resulted in economies that now put electric refrigeration within the reach of every home and store.

No other electric refrigerator could offer such value. No other offers you the guarantee of General Motors, the endorsement of 200,000 users, the proven dependability, long life and economical operation of Frigidaire, nor the easy payment plan of the General Motors Acceptance Corporation.

Price reductions are as much as \$90, including both the complete metal cabinet Frigidaires and Frigidaire units for ordinary ice-boxes. Come in today, or mail the coupon.



These drastic price reductions affect both household and commercial models of Frigidaire. Whether you want Frigidaire for your home or place of business—whether you want one of the complete metal cabinet models or a mechanical unit for installation in your present ice-box—you can take advantage of new low prices that offer greater values than ever before.

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