

WATCH FOR IT!**WORK FOR IT!****WAIT FOR IT!****SEMI-MONTHLY
MAGAZINE**

SECTION OF

The Sunday Oregonian.

Portland, Or., Sunday, October 5, 1913



THE IDEAL HOME
A COUNTRY HOUSE
IN THE CITY
HOUSE, GARAGE AND
GARDENS BUILT AND
LAID OUT AS SHOWN
ON THIS COVER—
COMPLETE FOR \$7,000.00

**HOUSE BUILDING AND
FURNISHING ANNUAL**

THE IDEAL HOME
A HOME WITH
EVERY ADVANTAGE
HOUSE, \$5,540.00
GARAGE, 500.00
PERGOLAS, etc., 220.00
PLANTS, etc., 175.00
GRADING, etc., 565.00
COMPLETE FOR \$7,000.00

**The Ideal Home
for \$7000***is built and wonderfully pictured next Sunday in the***“HOUSE BUILDING AND
FURNISHING ANNUAL”***of the***SEMI-MONTHLY
MAGAZINE***Section of***The Oregonian**

This is the most unique, reliable and thorough-going guide to the building and furnishing of an ideal home at small cost that has ever been presented in popular magazine shape.

It is a Home with every advantage—a country house in the city or in the suburbs, as you like. It includes the house, garage, pergolas and gardens, all illustrated and described in every detail.

Leading architects, contractors, horticulturists and decorators have combined to plan and direct the building and beautifying of this Ideal Home to be built at moderate cost. Their ideas expressed in text and picture, including the cover design showing the house and grounds done in colors, occupy twenty pages of the magazine, designed by J. Manley Rose.

Everything impractical and all excessive costs have been eliminated, and the extremely attractive figure that the home and grounds may be built and laid out for, are not merely the result of the architect's fertile brain. Contractors and builders in all parts of the country have estimated upon the cost of these plans, and the result is given you in this issue in a remarkable, effective manner.

Complete Working Plans and Specifications may be procured through this Special Issue. Be sure to get a set and take them to your own architect and have him act as your supervising and erecting architect.

**DON'T FORGET THE DATE—OCTOBER 5
ORDER OF YOUR NEWSDEALER TODAY**

CONTENTS**“A PLEA FOR THE DETACHED HOUSE”**

EDITORIAL

By *AYMAR EMBURY II*, one of the leading country house architects of America**I. “A COUNTRY HOUSE IN THE CITY”**

Illustrated in colors on the front cover, is shown the exterior of the house and grounds, including the garage, costing as follows: House, \$5540; Garage, \$500; Pergolas, etc., \$220; Plants, \$175; Grading, etc., \$565—\$7000 complete.

II. “THE IDEAL HOME”

Introductory article, in which the ground plan of the house and gardens is shown, and which maps out the entire premises.

III. “THE IDEAL HOUSE PLAN”

Explaining the interior arrangement, with first and second floor plans—and illustrations of the Living-Room and Dining-Room of the Ideal Home.

IV. “A LIVABLE OUT-OF-DOORS”

Dealing with the outdoor sleeping porch, kitchen yard and vegetable garden, also the rose garden, walks and pergola.

V. “THE PRACTICAL SIDE OF THE QUESTION”

This concerns the cost of materials and constructions, and so on—and all figures have been carefully verified as to the average cost in any part of the United States.

VI. “HOW WE DECORATE THE IDEAL HOME”

This important subject receives special attention and is gone into thoroughly. Pictures are shown of the Pergola Porch and the Owner's Bedroom.

VII. Among the other features that round out this splendid and unique House Building and Furnishing Annual are: “Formality Versus Informality,” “The Garage,” “The Owner as a Handy Man,” “Ideal Bathrooms,” “The More Than Practical Casement Window,” “A Really Convenient Kitchen,” “Heating and Lighting” and “Paint—Indoors and Out.”

Viewed from all sides, this is the most complete and attractive panorama of a \$7000 house that has ever been assembled between popular magazine covers—and has the added merit of dealing with one house only, and not with a confusing number of houses. It's an issue not only to read now and study, but to lay aside for future reference.

House and Garage complete, entire grounds laid out and planted for \$7000. Every cost included, except the real estate.

**IT WILL BE FREE WITH THE SUNDAY, OCTOBER
FIFTH, ISSUE OF THE OREGONIAN—DON'T MISS IT**