

BUY A HOME—FIRST



A Better Result and a Greater Saving

will be accomplished if your home is designed and built by the Oregon Home Builders. They will build on your lot or one of theirs in any part of Portland. Give yourself the benefit of your rent money instead of the landlord

It is economy to think of us when you think of a home.

Northwestern Bank Building

The Oregon Home Builders
PORTLAND, OREGON

Established since 1911

THE great National thrift movement, which has been called "BUY A HOME—FIRST," was started by the executive committee of the National Association of Real Estate Boards, which held a meeting at Savannah, Ga., the early part of February, this year. This committee is made up of members from all the different parts of the United States.

It was brought to light by this committee that there had been a decided falling off in a great many communities throughout the United States during the past four years in the buying of homes. It was also shown that there was no concentrated effort on the part of anyone to keep the minds of the public on the merits of owning their own homes and the great benefit to be derived from them.

The importance of the movement along the line of encouraging people to own their own homes was brought to President Haas, of the National Association of Real Estate Boards, so forcibly that he appointed a committee of five to work out the details of a National buy-a-home campaign. Hill Ferguson, of Birmingham, Ala., was made chairman and Paul C. Murphy, of this city, was made a member of the National committee.

After carrying on correspondence for a month or more Mr. Ferguson boiled down the various suggestions offered and sent them out to the different real estate boards throughout the country for adoption.

Immediately thirty-five of the cities saw the great necessity of the campaign, adopted the plan and are now carrying on campaigns. Since that time one hundred cities have also taken up the movement. There is one lumber concern in Florida alone that is carrying on a campaign in sixty cities.

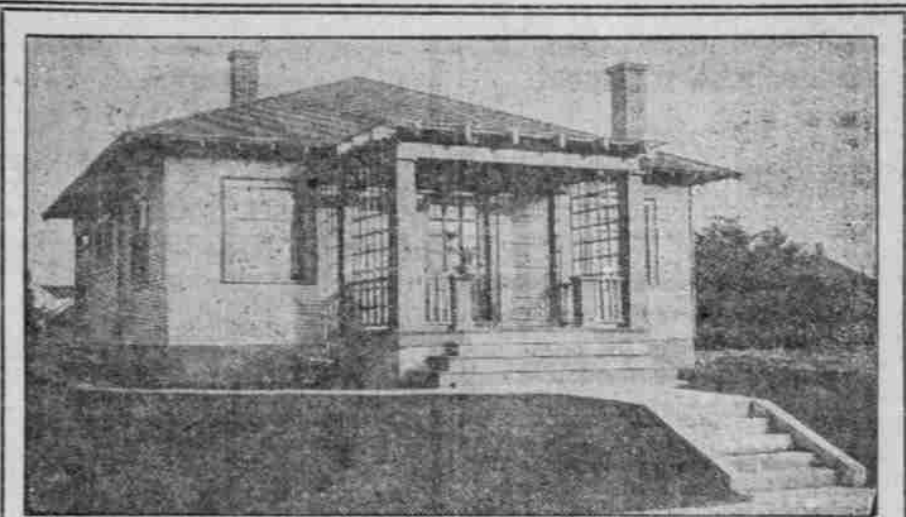
While the campaign was originated by the National Association of Real Estate Boards, the magnitude of its importance was soon realized and it spread rapidly to include practically all lines of industry.

The largest lumber magazine in the world devoted a page to the movement on April 7. Its editors received so many enthusiastic inquiries from the lumbermen throughout the country that on April 14, one week later, they devoted their entire front page to the movement.

The good that is bound to flow from the campaign is so far reaching that it is hard to estimate just where it will end. In cities where the campaign has begun and is well under way a phenomenal increase in home construction, as well as home purchases, is reported. The movement has the support of the entire business interests in the cities where the campaign is being carried on.

The "BUY A HOME—FIRST" in Oakland is participated in by the Oakland Chamber of Commerce, Alameda County Civic Association, Manufacturers' Association, General Contractors' Association, Oakland Rotary Club, Ad Club, Merchants' Exchange, Ministerial Union, as well as the Oakland Real Estate Board.

The committee appointed by the Realty Board to carry on the campaign here invited a great many interests to participate in the campaign and the first meeting was held in the Chamber of Commerce in the early part of April. A resolution was passed electing Paul C. Murphy chairman of the campaign, giving him authority to appoint an executive committee to carry on the work. The following committee was appointed: Ira F. Bowers, Powers Furniture Co.; A. Craig McMicken, P. R., L. & P. Co.; Sidney Rasmussen, Rasmussen & Co.; Chester Hogue, West Coast Lumber Assn.; W. J. Hofmann, The Oregonian, and Frederick H. Strong, Ladd Estate Co.



A Modern Home for \$1475

Five rooms and bath, fireplace, cabinet kitchen, full basement, laundry trays, full 50x100 lot, gas and electricity, shades and fixtures. Near school and churches. In restricted district among nice homes. Cement sidewalks are in and paid for. Located at 326 E. 11st st. North (Montavilla carline). Terms.

WE BUILD. If you own a lot and have a little cash, we will build your home and finance it.

Umbdenstock & Larson Co.

Phones Broadway 1655, Broadway 274. 306 OAK STREET



Northwest Corner 41st and Davis

The interior of this house has an unusual treatment. The living-room, 14x23, is made the central feature of the ground floor. One enters it on the left through the entrance or reception-room, which opens on the spacious veranda, as does also the living and dining-room. At the rear of the living-room, to the left, a hall opens to a chamber and beautiful tiled bath. Right off the living-room is the paneled dining-room with cozy breakfast-room and Dutch kitchen adjoining. Stairs to basement and second floor are in the hall to rear, right of living-room. A feature of the house is the delicate tint of the enamel gray downstairs and soft cream on the second floor—a radical departure from the hackneyed white. Rockwood tile fireplaces in the reception and living-room and skillfully selected wall papers add to the general effect.

Grouped to great advantage round the upper hall are four roomy chambers, the bath and nursery. Blending harmoniously with the hand-rubbed woodwork are well chosen colors on walls and ceilings. All floors are selected oak, windows are glazed with the clearest panes and a system of hot-water heat insures that the winters in this house will be comfortable.

For Sale by the Fred A. Jacobs Co., 104 5th St. Phone Main 6580.



THE deciding step toward happiness is home ownership. Not until then is home inspiration and its attendant pleasures realized.

Eastmoreland

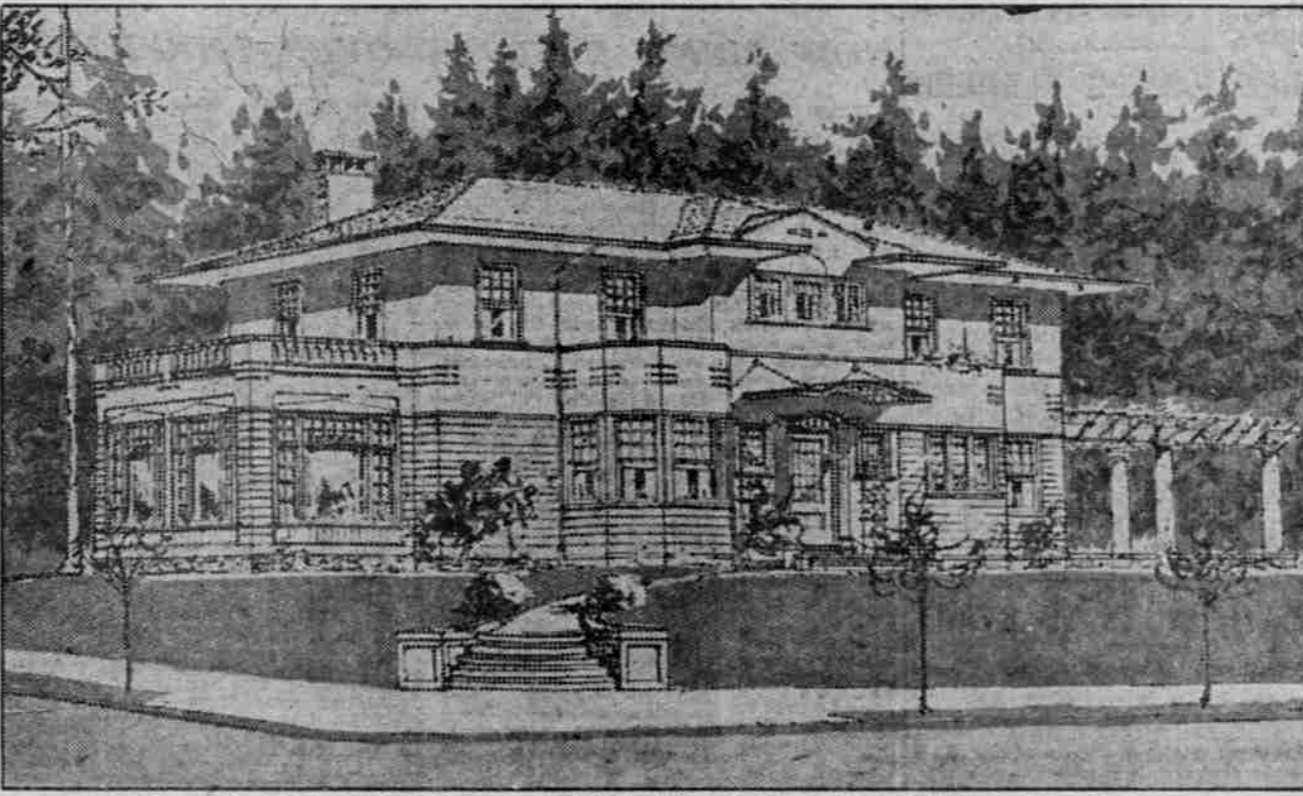
"The Residential Garden Spot of Portland,"

with its many charming home features, its most inviting environment, makes a strong appeal to your home-loving nature.

"BUY A HOME—FIRST" in Eastmoreland—"THE LADD THRIFT WAY" is the helpful, possible way—your way.

LADD ESTATE COMPANY
Stark at Second.

ATTRACTIVE RESIDENCE FOR SALE, IRVINGTON DISTRICT



DESIGNED AND BUILT BY L. R. BAILEY CO., ARCHITECTS, AT EAST TWENTIETH AND KICKITAT STREETS. This attractive place was designed and most carefully built for home; can now be bought at less figure than present cost to build. Among the many attractive features are: Hardwood floors upstairs and down, two baths with expensive fixtures, one shower, steam vacuum heat, two fireplaces, upstairs sitting-room, private sleeping porch, breakfast room, nine rooms and garage altogether. Must be seen to be appreciated. Price, complete, with 100x100 ground, \$11,000. L. R. BAILEY CO., INC., ARCHITECTS, NORTHWESTERN BANK BUILDING.



"QUICK ACTION"

Required on this attractive new 7-room California Bungalow, with garage, in the heart of the best section of Laurelhurst, on the southwest corner of E. 41st and Ash streets, just one block east of Laurelhurst Park. It has 7 rooms, including a gem of a breakfast-room and an enclosed sleeping-porch, finished in old ivory and white enamel, with hardwood floors, artistic fireplace, good furnace, fixtures, shades and every modern built-in convenience.

The builder who erected this lovely home met with reverses and is forced to make an immediate sale of the property.

Come out today, look it over and tell me what you'll give for the place at what terms you'd like. I'll do the rest—open for inspection today. Don't delay. You will never get another chance to buy a well-built home on these terms.

PAUL C. MURPHY
Sales Agent for

Laurelhurst

270 1/2 Stark St. Main 1700, A. 1515.

"The Addition of Beautiful Homes"

NOW IS THE TIME TO BUY-A-HOME

and let us help you finance that part which you are unable to carry alone.

EQUITABLE SAVINGS & LOAN ASSOCIATION

242 STARK STREET

PUBLICITY TO CONTINUE

WORK TO ADVERTISE SCENERY TO BE LIMITED, HOWEVER.

Northwest Tourist Association Makes Plans, Based on War Conditions for Coming Season.

Organized efforts to bring the scenic and climatic attractions of the Northwest to the attention of the Eastern tourist will proceed, in a limited way, during the coming year, under direction of the Northwest Tourist Association, with due consideration of the war's possible effects. Members of the association who returned Friday from the Seattle meeting, reported that the British Columbia delegates are highly enthusiastic over the plans and that they expect to take an active part in the campaign. Mayor Todd, of Vancouver, and two members of the City Council, as well as five other delegates from that city attended the meeting. The premier of British Columbia is a member of the commission.

On account of the war, however, the systematic canvass of tourist prospects will not be undertaken this year, but an abundance of preliminary work such as gathering pictures and data of Northwestern points of interest will keep the staff busy. Under terms of the legislative en-

actments by which the campaign is to be conducted Oregon and Washington appropriate \$2,500 each and British Columbia \$12,500 for a period of two years.

Active co-operation with the railroads and other agencies interested in exploiting the Northwest will be arranged.

MRS. KEITH, ALBANY, DIES

Member of Rebekahs Leaves 12 Children, 38 Grandchildren.

ALBANY, Or., May 5.—(Special).—Mrs. Jane E. Keith died at her home in this city yesterday at the age of 66 years, leaving 12 children, 28 grandchildren and two great-grandchildren. Mrs. Keith had resided in Linn County for seven years. She first lived in Albany, then at Sweet Home and returned to this city several months ago. She was a native of Iowa and most of her life was spent in that state and Nebraska.

Mrs. Keith had been a member of the Rebekahs for 35 years and was affiliated with the Albany lodge. Roy Keel Ordered to Camp. Roy Keel, private secretary to City Commissioner Baker, was ordered to the training camp yesterday. He has applied for a captaincy. He will leave for San Francisco Tuesday afternoon. Mr. Keel is a Spanish war veteran. Read The Oregonian classified ads.

PORT'S NEEDS RECITED

G. B. HEGARDT IS SPEAKER AT CHAMBER OF COMMERCE.

Committee Which Will Wage Campaign for Proposed Bond Issue for Dock Facilities Listens.

Preparatory to launching the contemplated campaign to put plainly before the people the importance of the proposed bond issue for establishment of terminal dock facilities, grain-handling facilities, etc., the committee which is to assist in the work listened to a lecture on the condition and the needs of the Port of Portland by G. B. Hegardt, engineer of the Dock Commission, at the Chamber of Commerce Friday night. When the campaign is begun representatives of practically all the important organizations in the city plan to volunteer their services as speakers and the city is to be covered thoroughly, so that no citizen will miss a complete and effective discussion of the merits of the issue. Mr. Hegardt illustrated his lecture with stereopticon charts showing the harbor and channel conditions here, as compared with other ports of the world, and the improvements which are imperative and which it is planned to carry out by means of the bond issue. The Dock Commission itself will

W. H. EVANS' HOME ROBBED

District Attorney's Family Loses Jewelry and Clothing.

The residence of Walter H. Evans, District Attorney, 686 Multnomah street, was entered by burglars some time Friday night, while the family was absent and jewelry and other articles to the value of \$150 to \$200 were taken. The Detective Bureau was notified, and City Detective Snow is working in an effort to apprehend the burglars. Entrance to the place was gained through a front window, which was jammed. Articles taken included a diamond brooch, gold neck chain, gold watch, several rings, a suit of clothes, other articles of jewelry, and a bottle of alcohol.

Man Ordered to Training Camp.

James Franklin, topographer for the forest service, with headquarters in the Beck building, was notified yesterday to report at the Presidio, San Francisco, on May 15, to take the course in military training provided for those admitted to the Officers' Reserve Corps camp. Mr. Franklin has had considerable military training, having been in the National Guard of Washington for some years.

HONOR GUARDS TO MEET

75 BRANCHES OF STATE INVITED TO PORTLAND JUNE 14.

National President Commends Oregon Guard as Greatest in Membership and Efficiency.

Oregon leads the United States in the membership and efficiency of its Girls' National Honor Guard. Such was the information received yesterday by Miss Lucile Danforth, state manager, in a letter from Miss Theodora Booth, president of the National organization. "I take great pleasure in informing you and your officers and the entire membership of the Oregon Honor Guard, that Oregon stands first in membership and efficient organization," the letter reads. "On behalf of the executive officers and National directors of the Girls' National Honor Guard I wish to congratulate and commend you and your staff for your excellent, patriotic, unselfish efforts." Miss Danforth announced yesterday that a state convention of the 75 branches of the Oregon Honor Guard has been called to assemble in this city on June 14, and to participate in the patriotic parade on Flag day of the Rose Festival. Plans are under way for competitive drills and demonstration work at the

PORTLAND MAY NOT BID

Rejection of Lower Tenders Causes Displeasure Among Grain Men.

"What's the use?" is the natural query of Portland bidders on Government contracts for supplies for Hawaii and the Philippines these days, for the latest awards have gone to Seattle bidders at a considerably higher cost. Portland firms are so disgusted with the situation that they are likely to decline to make further tenders when Government proposals for supplies are received.

BOY HURT BY MOTORCYCLE

Guy McAllister, 14, of Linton, Run Down and Leg Broken.

Fourteen-year-old Guy McAllister, of Linton, is at the Good Samaritan Hospital with a fractured right leg, as the

result of having been struck by a motorcycle driven by Sig Erickson, at Ninth and Flanders streets, Friday night about 11 o'clock. The accident occurred on the Linton road. According to young McAllister, who was on a "go-devil" at the time, Erickson was on the wrong side of the road and he had no light. The injured boy was taken to the office of Dr. S. M. Mann, at Linton, for treatment, and later removed to the Good Samaritan Hospital. H. F. Coffin, chairman of the public safety commission, said last night that no report of the accident had been turned in by the motorcycleist and that, unless one was forthcoming, a warrant for his arrest would be issued.

RAILWAY TAPS FINE BELT

Chicago, Milwaukee & St. Paul Extends in Idaho.

LEWISTON, Idaho, May 5.—The Chicago, Milwaukee & St. Paul Railroad is being extended into the great white pine belt tributary to the Clearwater River and the extension marks the opening of the last large stand of white pine in the United States. The region to be opened by the railroad is called the Pierce City plateau. It embraces privately owned timber to the extent of more than 600,000 acres. The estimated stand of timber in the Clearwater basin is given as being 300,000,000,000 feet of which 35 per cent is Idaho white pine.