TIME HERE TO BUILD, AVERS S. W. STRAUS

Stabilization at Much Lower Level Is Doubted.

HUMAN EQUATION IS CITED

Continual Improvement of Standards of Living Is Declared to Be Fundamental Law.

Now is the time to build, not only because it is good business judgment to do so, but also because it is within the range of rightful humanitarian impulses and motives, according to the declaration of S. W. Straus of S. W. Straus & Co., in a communication received in this city.

Mr. Straus declared that stabilization in the building industry cannot be expected at much, if any lower levels than those that now rule.

"The preponderance of spring activities is in residential types and is in such proportions that the season offers hope for considerable relief in the housing situation," he said.

"The only adverse aspect at present is found in the reiteration of the argument that building work should be held back until there are still further recessions in prices of all the elements of construction, including labor.

"In many parts of the country labor has voluntarily accepted slight decreases in wages and building work is proceeding smoothly. It is a significant fact, however, that in many instances where strong pressure has been brought to bear with a view of forcing labor to accept reductions, it has met with vigorous resistance on the part of the labor element.

"One fundamental law of human nature is that mankind can be happy and contented only under progressive conditions, that standards of living must continually grow better with the advancement of civilization and education and that men, particularly in America, will not go backwards.

"These fundamentals are as solidly foundationed as the law of supply and demand. Those who are looking for stabilization at greatly lower levels than the present are, therefore, overlooking the human equation, which is the chief factor in the present building problem in this country.

"Efforts to readjust the industry on a basis of lower prices will simply delay the needed programme, widen the gap between supply and demand and, therefore, tend to defeat the very purpose in view. We have progressed a long way since 1914. Great changes have taken place and particularly so in the hearts and minds of men. A nation of people like ours will not march backward over seven years of time. Stabilization in the building industry, therefore, cannot be expected at much if any lower levels than those that now rule. Holding back building in the hope of forcing constant revisions downward will simply add to present perplexities, bring a halt to activities now getting under way and force higher rents, with the attendant social unrest."

RENT HELD UNPROFITABLE

CHEAPEST WAY TO BUILD HOME, FIGURES SHOW.

Article Points Out Specifically How Money Paid to Landlords Forever Lost to Tenant.

That it is cheaper to build and own a home than it is to pay rent to a landlord is the declaration of a publication issued by the Architects' Small House Service bureau of Minneapolis. The article shows the cost of erecting and keeping up a home compared to the cost of paying rent to prove the point.

The article says in part:

"One thing you may be sure of wherever you live, you must pay rent either to a landlord or to yourself. You can't escape it.

"Rent paid to a landlord includes taxes, insurance, upkeep, the wear and tear on the property. In addition you must pay him a fair percentage of return on the money he has invested in the house. This varies in different localities. It is seldom less than 8 per cent. The United States government reports say under present conditions 13 per cent is a fair average that people must pay who rent homes. This percentage is necessary to protect the landlord's investment and net a profit.

"Rent paying amounts to a lot of money each year. You'll be surprised at the sums you pay for the priviledge of shelter and modern convenience. It's worth while to remember that money spent for rent doesn't buy you a dollar's worth of ownership. The house still belongs to your landlord.

"Perhaps you have wondered if the same amount of money put into building a home of your own wouldn't prove a better investment and lower your cost for rent. You may have hesitated to take the step because of the financial obligations that home building requires.

"Home financing isn't a yoke of everlasting indebtedness. It is really the beginning of a saving and thrift campaign. Home building has started thousands of persons with limited incomes on the road to independence, people who under ordinary conditions might never have built a bank account or accumulated savings enough to make any substantial investments.

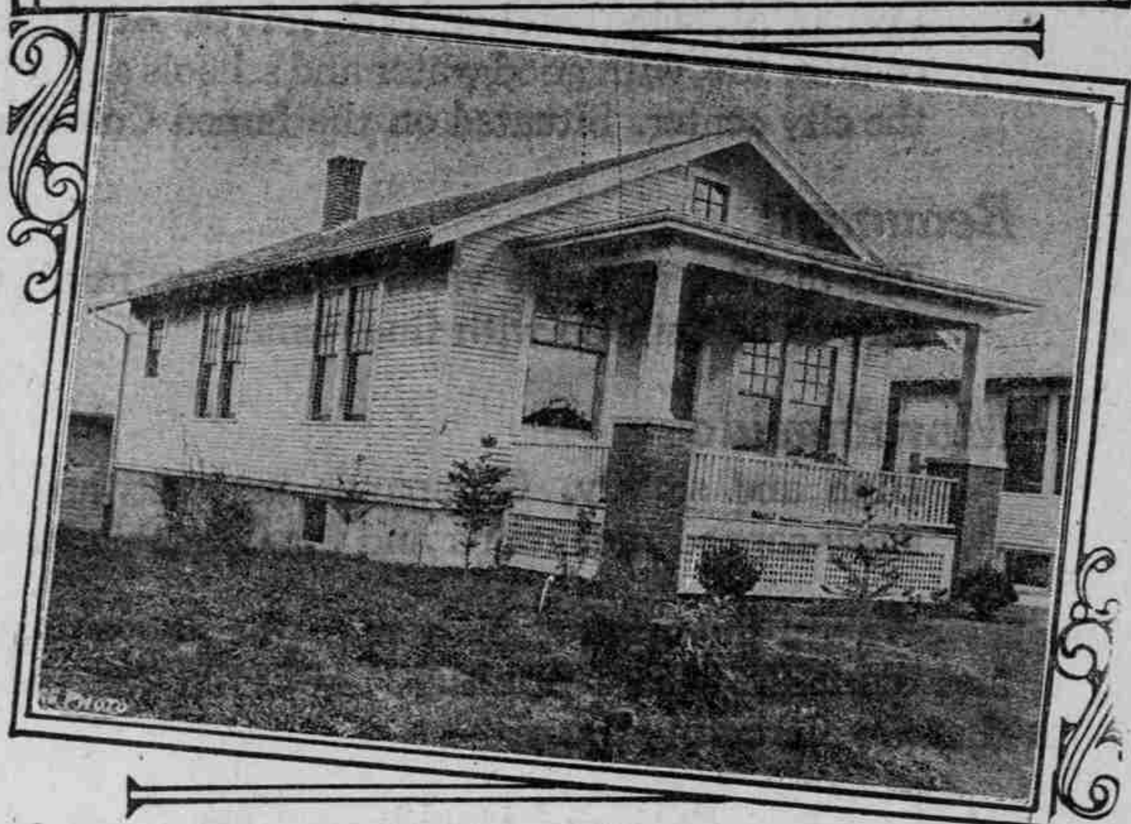
"It's worth while to take a pencil and paper and do some careful figuring. Let us consider a specific example of the difference between paying rent to a landlord and building a new home.

"These figures represent average conditions. They are based on current cost of building. Local conditions make a difference in estimates but you will find this estimate fairly close and illustrative of building costs and carrying charges

Cost of lot	$835
Tax search and recording fee	15
Total	$850
Cost of new home complete with all expenses	$5150
Cost of house and lot	6000
Possible building loan of 60 per cent of total amount	3600
Cash required to build	$2400

A home financed on such a basis, the article shows, would cost the owner $368 a year. This includes $216 annual interest on $4200 at 6 per cent, $140 taxes, and $12 fire insurance. The rent based on the government estimate of 13 per cent of investment, it is shown, would be $780. The balance in favor of the owner of the home it is consequently shown would be $412 a year.

TWO BUNGALOWS WHICH HAVE JUST BEEN COMPLETED DURING PRESENT BUILDING DRIVE.



Above—Pasadena bungalow erected by Helen L. McChesney at 186 Champagne drive, on King's Heights. Below—Apartment bungalow erected by S. D. Ives in Parkrose. Both these are Aladdin houses.

READY-CUT HOUSES SENT

BUILDING ACTIVITY DEVELOPS GREATER DEMAND.

Aladdin Company Supplies Material for Sub-Division of Spokane, Wash.

In addition to Oregon business which is being handled at the present time, an entire sub-division in the city of Spokane, Wash., is being furnished with ready-cut houses by the Portland plant of the Aladdin company in North Portland, according to announcement of A. A. Patterson, local manager for that concern. The Spokane project already has resulted in a number of the Portland manufactured houses being sent here and ultimately will mean a big business in that city for the Portland concern, it is declared.

In addition, Portland manufactured houses were recently sent by water to Japan and to Central America, with every prospect that this city will become the center of a large export business in ready-cut houses.

Mr. Patterson announced that plans for assisting home builders to secure loans for financing their building projects were being worked out and that he hoped to announce complete details within a short time.

"The Aladdin company is also planning," he said, "to assist in every possible way the ex-soldiers who contemplate taking advantage of the proposed soldier's loan bill to build a home under its provisions.

"The acute shortage of homes throughout the country, coupled with the great reductions in price of building materials, has resulted in a widespread demand for the Portland manufactured ready-cut house."

HOUSING SITUATION CRITICAL

There Are 125 Families for Each 100 Homes and No Relief.

One million weddings were celebrated in the United States in 1913, but only 70,000 new homes were erected—400,000 short of the actual needs, according to the American Builder. In 1890 an average of 110.05 families occupied each 100 homes. Today there are 125 families for each 100 homes and no relief is in sight.

With a conservative estimate of 27,900,000 families in the United States by 1925, at least 500,000 homes must be built and then the building programme would be on a small scale. At these figures the country would only have 129.06 families for each 100 homes.

If something is not done to remedy the situation by 1926, with the increasing number of families 2,200,000 dwellings will be necessary. The erection of 3,400,000 homes by 1926 will be necessary if the country returns to pre-war conditions of 115 families for each 100 homes. In certain cities in New York state the shortage of homes is so great that parents, who have searched in vain for new quarters, are, as a last resort, seeking to place their children in institutions.

L. FINK IS ART PRIZE WINNER

Local Photographer Gives Best Definition in Contest.

L. Fink, Portland photographer, was awarded the prize given by the Portland Architectural club Tuesday night for the best definition on "What Is Art?" The prize was a book on early English water-color drawings by the great masters. The prize-winning definition was:

"Art is a spiritual expression through material means. It transforms into perfect form of realism, spiritualism, thought and impulse. Art is true reflection of life."

Glenn Hall, member of the club, and Clyde Leon Keller, Portland artist, both received special mention for their definitions. Mr. Hall, being a member of the club, could not compete for the prize. About 20 answers to the question were received.

Mr. Hall's definition was:

"Art is the application and expression of the principles of beauty—a harmonious means of symbolizing and portraying ideas in form and color."

Remedy for Peeled Paint.

Paint that is peeling rolls back from the surface in thin scales. A coat of paint put over a seemingly good surface will sometimes peel down to the bare wood or to the priming coat, showing that the old paint has lost its grip. The old paint surface should be well wire brushed and the bare spots touched up with a thin coat of paint.

GARAGE BUILDING URGED

PROTECTION OF AUTOMOBILE DECLARED ECONOMY.

Structure Said Also to Add to Value of Property on Which It Is Constructed.

The importance of every car owner building a private garage on the ground that it pays in the long run to protect the automobile from extremes of weather is emphasized by automobile manufacturers in all sections of the country. In a communication issued on this subject it was declared that every convenience of economy and convenience urges the automobile owner to have a garage of his own whether he be a resident of town or country.

"More motor cars find their way to the junk heap because of neglect than as a result of hard service," it was declared. "It is misuse more than use that makes dingy, wheezy rattle-traps today of what a year or so ago were handsome, lustrous, smooth-running machines.

"A part of the money you pay for a new car is for the beautiful exterior finish, the varnish, the polished metal, the immaculate upholstery. That money is thrown away if you deliberately sacrifice, through neglect and unnecessary exposure, the car's attractive outward appearance. That is poor business policy whether you expect to keep your car until it is completely worn out or sell or trade it for a newer model.

"There is still another consideration in favor of building your own garage, in town or country. It is a substantial addition to the value of your property. The time already has come when the prospective home purchaser or renter usually inquires if there is a garage just as he inquires concerning other modern conveniences."

Priming Coat Usually Pays.

A priming coat usually pays for its cost, says the American Builder. A firm base for the final coats is essential to insure long service. The primer should be thin enough to penetrate the lumber; it should be well brushed in. Only linseed oil or pure turpentine should be used to thin paint. Although frequently used, ochre is not a good primer. The primer should be of as good quality as the body coats, but reduced to the right consistency.

Chinch Bug Warning Given.

WASHINGTON, D. C.—'Ware the chinch bug, the agriculture department advised wheat farmers in a recent bulletin, adding: "One chinch bug destroyed now may prevent the production of hundreds to infest your wheat field later." The bugs winter, experts found, in wild grass, leaves along hedge rows and fences and at the edge of woodlands, which should be burned over to oust 'em, leaving those not burned to die from exposure.