

**BUILDING PRICES ARE AT A LOW LEVEL**

# BUILD YOUR HOME

**THE CONSERVATIVE INVESTOR WILL BUILD NOW**

**Three-Piece Bath Room \$67.50**

Special Pembroke Baths... \$45.00 Up  
Other Built-In Baths... \$30.00 Up  
Lavatories... \$4.00 Up  
Baths on feet... \$16.00 Up

Estimates furnished. Bring in your plumbing troubles. We have all kinds of repair parts.

**Portland Plumbing Supply Co.**  
"Sell Direct to You" 192 First Street, Near Taylor Main 8257

**PORTLAND HARDWOOD FLOOR CO.**  
**HARDWOOD FLOORING**  
MAPLE OAK  
187 WEST PARK STREET

**EAGLE LUMBER CO. RETAIL YARD**  
EAST 42D AND HALSEY STS.  
TABOR 3961

LUMBER MOULDING LATH SHINGLES  
DRY COUNTRY SLABWOOD—(all lengths)  
and BUILDING PAPER

Direct From Manufacturer to Consumer  
We Specialize in Prompt Delivery  
MILLS—WESTIMBER, OREGON

**A SPECIAL SALE**  
on the Latest Type of LIGHTING FIXTURES for a Five Room House

INCLUDING INSPECTION **\$30 Installed** Also a Line From \$15 Up

Designers and Manufacturers of Lighting Fixtures

**GRAND ELECTRIC CO.**  
Electrical Contracting and Lighting Fixtures  
Tel. East 513 127 Grand Ave.

**QUALITY PORTLAND CEMENT**  
CEMENT

Phone Bdw. 6781

**COLUMBIA PLASTER WALL BOARD MFG. CO.**  
GUARANTEED NOT TO BUCKLE OR SHRINK

JOHN TAUBER, Mgr.  
370 16TH ST. N.

**Boynon Furnaces**  
Our Special System of BOYNTON PIPELESS FURNACES IS A SUCCESS  
LET US INSTALL YOURS  
J. C. BAYER FURNACE CO.  
PHONE MAIN 461 204 MARKET ST.

**BRICK FOR YOUR HOME**

If your home is built of real Burnt Clay Brick it will be the best investment from every viewpoint. The first cost, slightly more than for frame, is soon offset by many savings.

ASK US ABOUT THE IDEAL WALL

**STANDARD BRICK & TILE CO.**  
83 FIFTH STREET BROADWAY 0018  
It Pays to Insist on Real Clay Brick

I Build Homes at Rock Bottom Prices, Furnish Plans, and Help Finance Vacant Lot Owners.

**SIDNEY G. LATHROP.**  
411 ABINGTON BLDG. Evenings—Marshall 4851

**JONES LUMBER CO.**  
ESTABLISHED 1859

*A Board or a Carload*

MAIN 6134  
291 FOURTH ST. PORTLAND, OREGON

**Sand & Gravel**

**JAMES A. C. TAIT & Co.**  
315 HAWTHORNE AVE. EAST 6255

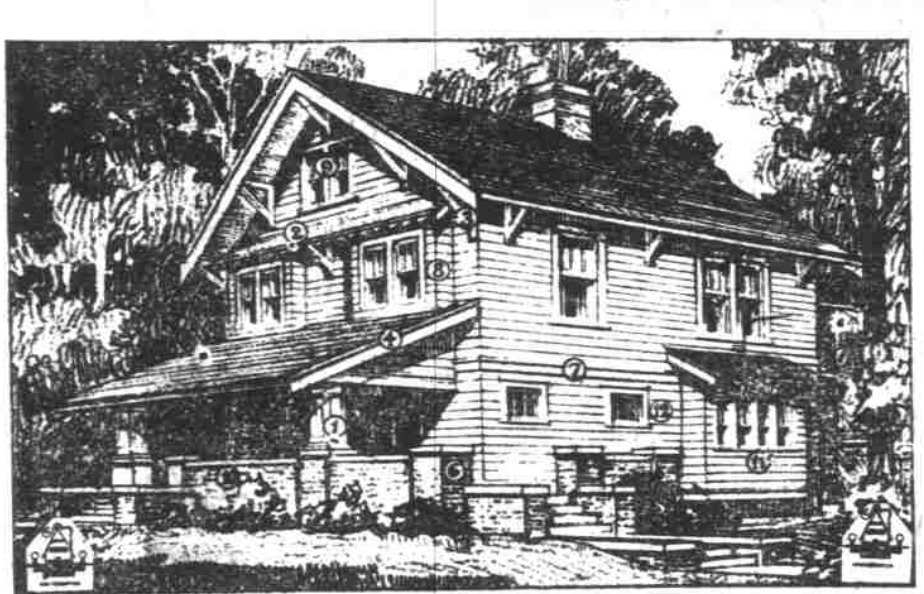
## HELP FOR THE MAN WHO WANTS TO BUILD

**Good Taste Vs. Poor Taste in Home Building**

### GOOD TASTE AND SAVINGS



### POOR TASTE AND WASTE



Many agencies are collaborating with the department of commerce of the United States government in an effort to reduce the cost of home building by cutting out useless and wasteful details and by methods of simplification and standardization of building.

It has been pointed out by some of these agencies that good architecture means economy in building the small home, as well as the mansion or large building, because it eliminates waste and uses materials to the very best advantage.

**WHERE TO SAVE MONEY**

The two houses shown here illustrate good taste and savings in home building against bad taste and waste. They picture graphically the statement that architecture is economy.

The lower home is typical of many homes. It represents needless expenditure of money in an attempt to secure architectural beauty. According to the Architects' Small House Service Bureau of the United States, which is collaborating with the department of commerce in its national campaign for simpler, better house designs, the house is not only wasteful, but in poor taste.

The upper picture shows the same house redesigned, eliminating brackets, cornices, wide overhanging eaves, and other items which pile up building costs and secure nothing in return from an architectural point of view. This home shows refinement, dignity, simplicity and good proportions. It is a type of home in which you can live with a feeling of pride.

**STAGES OR FAILURE—WHICH?**

Some of the differences between these two homes—differences which may either make the home you build a success or a failure—are well worth study.

No. 1 or the lower house shows posts unnecessarily large to support the roof above. These supports are pudgy, bulbous, toad-like. They represent waste material in an attempt to obtain a flashy effect. Because of this they are not beautiful. Rather they are coarse in appearance, whereas they might have been treated with greater refinement at much less cost.

No. 2 illustrates an unsuccessful attempt to add something to the exterior for the purpose of decoration. The projecting roof over the bay window is unnecessary. The bay windows are not required. They do not add appreciable floor space to the interior of the house. These bay windows and the projecting roof add expense for framing and finish. The complicated construction increases labor costs. They serve no purpose in decoration. They produce an uneasy, crotch feeling in the exterior of the home.

No. 3 illustrates roof brackets in a vain attempt to support the roof. If the roof really required bracket supports the three shown in size and style would not do the work. The roof, however, is so constructed that it supports itself. The brackets are shams, an unnecessary expense.

**A STRIP OF BRICK**

No. 4 The porch roof appears to be slipping away from the house, due to the wide overhanging and furthermore on account of no connecting feature to tie the roof with the rest of the house.

No. 5 Here exposed rafter ends serve no purpose. They increase expense for millwork and labor.

No. 6 illustrates a clumsy, crude example of brick work. These heavy, massive piers are uncalled for. A brick wall of this size and proportion would be used only with a masonry building and even then with discretion. One of the practical objections to a solid wall of this type is that when you sit on the porch during summer weather you get little, if any, free air circulation on the feet. This wall would make a better garden fence than a balustrade for a home.

No. 7 shows misplaced horizontal band on the building. These bands are effective when properly used. They serve to tie up and interrelate different exterior features of the home. The band in this case served no useful purpose.

No. 8 The bay windows are unsentimental. They are protrusions that add

Copyright, 1922, Architects Small House Service Bureau.

an uneven, lumpy appearance to the exterior.

No. 9 The twin windows are out of scale and poorly placed.

No. 10 The brick balustrade already spoken of is out of scale and is an appropriate treatment for a wooden structure.

No. 11 The bay window has no apparent foundation. Every structural feature of a building should have apparent support. The windows are small and out of scale.

No. 12 Here is an unjustifiable use of windows in the living portion of the house. Unless more light is required it is better to omit them entirely. They suggest a poorly lighted room.

The interesting part of this analysis of waste in home building is not alone from the point of view of good looks, but it has the added appeal of tremendous savings in itself. The savings alone in this particular house, redesigned as illustrated in the upper house, would be in the neighborhood of \$400.

These examples are presented not in the spirit of criticism, but merely to point out in a specific way how saving in materials, time and labor are possible; how building costs can be lessened by the application of architectural knowledge and skill to what otherwise is considered "bit and miss" design and therefore a waste in dollars. They are the proof in a large way that architecture even in small homes is economy.

(Home Builders Clinic, Copyright, A. S. H. B.)

**What You May Want to Know About Building**

Q—We would like to ask your advice about lowering home building costs. Are there any rules or ways which an inexperienced home builder can employ to assist him in this matter? We are planning on building a small home and feel that we want as many conveniences as possible without sacrificing too much.

A—There are only two ways to erect a building of any kind at less expense. The first is to get a contractor through your home at a fair price. The second and perhaps the most important way is to reduce your requirements. There are no other ways to reduce costs. Your home will cost more or less depending upon the quality of materials used in the building and to what extent your home is completed.

When it comes to selecting a contractor, we advise you to do this by taking bids from a number of contractors. This method is an old and well established practice.

Generally speaking, the best form of contract is the one known as the general contract in which one single contractor builds the major portion of your home. The contracts for heating, plumbing, and electric wiring are, by this method, given to subcontractors, the remainder of the work being performed by the general contractor. Your general contractor is thus made responsible for turning over the completed building to you in acceptable condition and you have one person only to look to for the completion of the work and the correction of errors.

When there is great uncertainty about the total cost of materials and the contractor is unable to tell exactly what the total cost of your home will be, the "cost plus fixed fee" form of contract provides that you pay directly for labor and materials as they go into the building, the bills for which the contractor must regularly present to you.

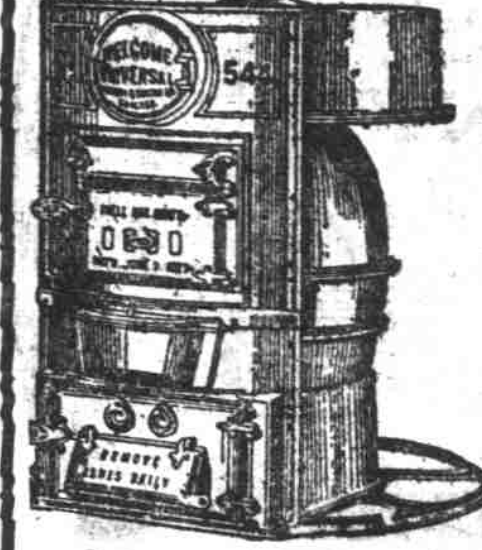
A third method of building is by the day labor scheme in which you let all the many subcontractors for the work yourself. Unless you are very familiar with material and labor and are willing to assume the many difficulties that invariably arise in building, we warn you not to try this method.

We urge you to make a very careful selection of your contractor. Inquire about all the reputable ones in your locality. Have them supply you with proposals to build in competition with each other.

A house of five or six rooms built of frame construction can easily be made to cost from \$1000 to \$2500 more than normal by insisting upon the best of everything throughout the house.

Almost every clause of a specification has in it an element which brings your purse with expense. It is impossible in a brief answer of this kind to go into these matters in detail. We recommend very strongly to you that you employ your local architect to assist you.

## A WARNING



A cold winter may be coming. Is your heating plant in condition to stand another winter? Possibly it should be repaired. If so, let us do it for you now. You may need a new furnace, and in that case let us install a

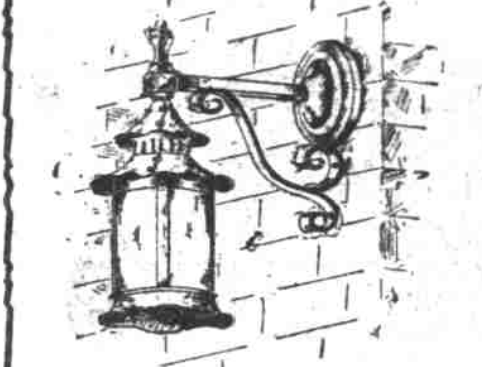
### Universal Pipe Furnace

The Universal is made on honor, of the best materials obtainable, and by the highest skilled labor. Especially designed to meet the demands of the Portland territory. Burns all fuels. Large doors for wood burning or for large chunks of coal.

The most cleanly and sanitary known. Talk to us about your heating problem, but do it now.

**JOHN KRIEGER**  
698 Union Avenue North East 0827

## The Entrance Lantern



denotes to the passerby the discriminating taste of the occupant of the home.

It costs no more to have it right!

**J. C. English Co.**  
148 FIFTH STREET  
"Well Lighted Is Half Furnished!"

### Federal Official Advocates Gas Tax For Road Repairs

(By International News Service)  
Washington, Sept. 9.—Thomas H. MacDonald, chief of the bureau of public roads of the agricultural department, is in favor of a federal tax of one cent a gallon on gasoline to help pay for the building and upkeep of public roads.

Forty million dollars annually can be raised for road building and maintenance by a tax of one cent a gallon on gasoline," he declared. This method of raising funds has been adopted in Arizona, Arkansas, Colorado, Connecticut, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Montana, New Mexico, North Carolina, Oregon, Pennsylvania, South Carolina, South Dakota and Washington. Of these states only Oregon, New Mexico, Colorado and Kentucky had such a tax prior to January 1, 1921. The tax in Maryland, Mississippi and South Carolina has been adopted during the present year, and several other states are considering such a tax.

### America Leads in Motor Car Export

Washington, Sept. 9.—(L. N. S.)—The United States leads the world in the export of motor cars and motor trucks, according to the National Automobile Chamber of Commerce.

Forty per cent of the automobiles exported in 1921, the chamber asserts, came direct from American factories. Ten per cent more were exported from United States branches in Canada, and the bulk of the 25 per cent exports from France were re-exported American war vehicles.

### Motor Fuel in the Antipodes Costly

(By International News Service)  
Washington, Sept. 9.—Purveyors of the price of gas may look high at two bits or thereabouts a gallon, but compared to what the Antipodean motorists pay it's a mere nothing.

In Australia, according to latest department of commerce reports, the price fixed by the government is 60 cents per gallon. In June, 1921, it was 78 cents and in 1919 it was 82 cents.

### Motorists Take a Whack at Beacon

(By International News Service)  
Cincinnati, Ohio, Sept. 9.—A beacon safety light at Gilbert and Elsinore avenues is the pet peeve of the Cincinnati Automobile club. "The auto owners of this city appreciate that red light like a red rag is appreciated by a bull," officials of the club declared when it had been smashed by a reckless driver for the third time in a month. "We're through. Somebody else has got to replace it after this."

### Award Is Made of 2 Road Contracts

Salem, Or., Sept. 9.—Award of the contract for grading and surfacing the Drews valley section of the Klamath Falls-Lakeview highway, 8.5 miles, to Hildeburn has been announced by the state highway department. Hildeburn's bid was \$102,525. Hildeburn was also awarded the contract for gravel surfacing 12.5 miles of the Valley Falls-Chewacuan Narrows section of the Lakeview-Bend highway on a bid of \$36,318.

### Rules Gun in Auto A Concealed Weapon

(By International News Service)  
Cincinnati, Ohio, Sept. 9.—A revolver in a man's automobile is as much a concealed weapon as the same gun in the man's pocket and just as much a menace to the public, in the opinion of Judge Meredith Yeatman, Cincinnati police court judge. Two policemen testified they found a revolver in the car of John H. Buttner as it stood in front of his saloon. Buttner was fined \$100 and costs.

### Bronson Takes Paige

Centralia, Wash., Sept. 9.—W. L. Bronson, local Paige dealer, has purchased the stock of L. A. Skillings and will move into the Skillings building on West Main street the latter part of the week. Skillings will retire from the automobile business.

### \$1--NU-SINK--\$1



**For Your Drain Board, Chairs, Toilet Seats, Bedsteads, Etc.**

For Sale by  
UHL BROS.  
Exclusive Distributors  
230 Second Street  
PORTLAND, OR.  
WALL PAPER—PAINTS

### FREE!



### EAST SIDE MILL & LUMBER CO.

Lumber, Lath, Shingles, Mouldings  
"Build It With Lumber"  
Sellwood 597  
Foot of Spokane Avenue, Portland

### OREGON DOOR COMPANY

Sash, Doors, Glass Frames,  
Sawed Finish  
Sellwood 597  
Foot of Spokane Avenue, Portland

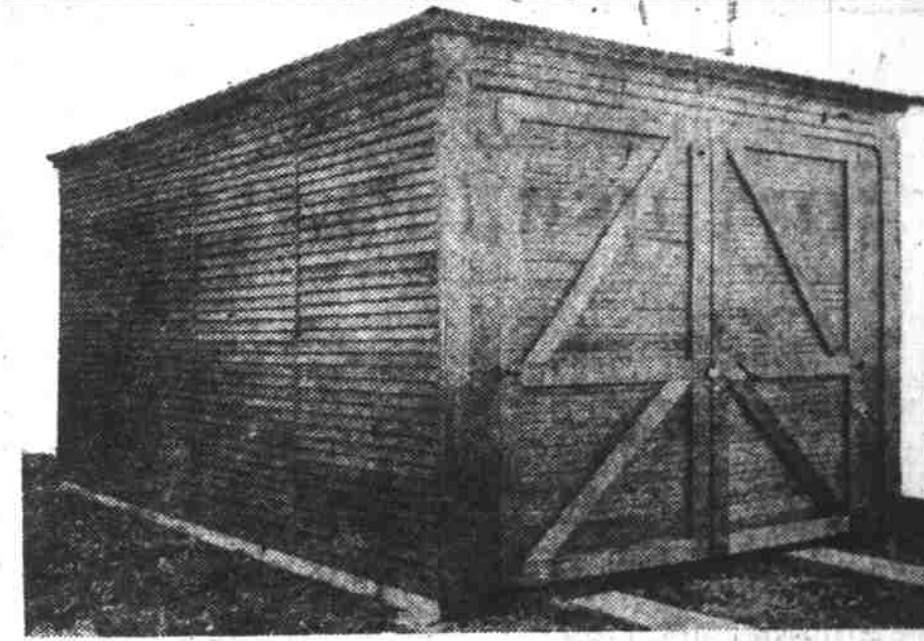
### EAST SIDE BOX COMPANY

Boxes, Box Shooks  
Sellwood 597  
Foot of Spokane Avenue, Portland

**Building Materials**

**Cress & Co.**  
INCORPORATED

Fire Brick  
Fire Clay  
Mantle Brick  
Broadway 7919



**DELIVERED—ERECTED—STAINED**  
PRICE \$55—10x16 FEET  
OTHER STYLES AND SIZES IN PROPORTION  
GENERAL BUILDING COMPANY  
Phone East 8466 299 Welder St., Portland, Ore.

## BUILDING

We offer a complete architectural service. Designing, building and financing. You are invited to come to our office without any obligation. Evenings and Sundays by appointment.

### Builders Service Co.

607-8-9 Railway Exchange Building. Bdw. 4288  
HOMES NOT HOUSES

Warm, clean floors are a certainty provided you use

**LINOLEUM**  
or Inlaid Cork Tiling

Many homes have every floor covered with linoleum in appropriate patterns. May we show you how moderate the cost?

Linoleum for Every Kind of Building

The Coast's Largest Stock

**Cork Floor Products Co.**  
Broadway at Taylor Street