



BUILD-Build Now



"Buy or Build NOW" is a slogan that was never more opportune in this history of Ashland than now. There is demand for good homes; there is financial independence and a pleasant sentiment in owning your own home. Most important of all is the fact that real estate values in Ashland are sound and the one who uses even slight care in purchasing unimproved residence lots or completed homes is bound to make a good investment.

The town whose resources has not been exploited beyond reason enjoys consistent and steady growth. There has been no boom, simply the steady growth demanded by the ever growing resources of the community, and our resources are such as to guarantee a sound growth in the future.

ELABORATE HOMES BEING BUILT NOW

WASHINGTON, Aug. 20.—Years ago, when the "high cost of living" was a bagatelle compared to what it is now, the late J. J. Hill said, that after all the problem was not the high cost of living, but the cost of high living. Studies of the building situation in the various parts of the country indicate strongly—according to a review by the National Lumber Manufacturers' Association—that a substantial proportion of the increased cost of construction nowadays as compared with that of ten years ago, is due not so much to the high cost of materials and labor as to the cost of luxuries in both.

The New Jersey Lumbermen's Association, after a survey of comparative building costs in that state, points out that there really is no parallel between the cost of dwelling house now and of the corresponding house ten years ago. "As a matter of fact," says that Association, "such comparison is not possible because an entirely different type of house is being constructed at the present time. You will find in the most unpretentious house that is being built today many or all of the following: sun parlor, window seats, open fireplace, plate rail and panels, kitchen cabinet, expensive electric and bath-room fixtures, combination ranges, beam ceilings, built-in bookcases, colonnades, breakfast nook, oak flooring, hardwood trim. All or many of these items were considered luxuries or fixtures even ten years ago, and were not considered a part of the construction cost; and yet today they are considered to be a necessity and add very materially to the construction cost.

However, there has not been such a change in housing standards in the last four or five years as to make comparisons of costs impossible. The New Jersey Association points out that when the actual cost of lumber entering into the construction of a house is considered in relation to the total cost and there is further taken into consideration, the marked reduction in lumber prices since the spring of 1920, there is no justification for the cancellation or postponement of home building projects. The Association found that the lumber for a house bill, which cost \$1,775 at Atlantic City in April, 1920 cost in April of this year, \$1,325. Lumber for a typical small house bill in Newark, which amounted to \$1,201 in 1920, now amounts to \$877. Altogether the Association compared prices in 1920 and 1923 on 33 identical bills in as many different cities. The smallest showing in favor of 1923 was a reduction of 17 per cent at Perth Amboy and the most favorable showing was 34 per cent at Rutherford; the average was 27.4 per cent. The New Jersey Association puts the lumber cost of a frame house at less than 20 per cent of the whole.

In Wisconsin a lumber dealer at Fox Lake finds that a house there, which cost \$7,828 in 1920 can now be built for \$5,278—a complete home with seven rooms and bath, front and rear porches. The lumber cost of this house in 1920 was \$3,600, replaceable now for \$2,450. Comparative lumber bills for May, 1920 and May, 1923 were estimated by 23 lumber dealers in as many different Wisconsin cities and villages with the reduction in favor of 1923 ranging from 10 per cent to 33 per cent.

MANY LOCATION CHANGES NOTED

One of the most remarkable tendencies to change locations that has ever been noted in Ashland has been observed this week.

The shop formerly occupied by the Orres tailor shop has been leased by the Lithia Bakery, which plans to change locations in the near future. The tailor shop has been moved to Memorial Hall, where it will soon reopen.

Jordan's Electric shop will soon vacate its present location, and move into the former Lithia

Bakery. By this series of changes, a new business has been introduced to Ashland, as Mr. Schuerman, who has been in business in Gold

Hill for many years will open a grocery store in the place where the Jordan Electric Shop is now located. Mr. Schuerman will probably

locate in Ashland so that he may give his business more personal attention. Classified ads bring results.

WORK ON HARD HOME NEARING COMPLETION. Excavation work on the E. R. Hardy home on North Main St.

is nearing completion, and it is expected that soon the building proper will begin to rise. Mr. Hardy is moving here with his family to engage in mercan-

tile business in Ashland, thus providing another family attracted here by business possibilities. Classified ads bring results.

J. O. RIGG
The largest exclusive paint store in Southern Oregon. Our experience of many years is at your service free. Let us supply your paint and wall paper needs.
BUILD NOW

Jordan Sash and Cabinet Works.
Mill Work and Built-In Fixtures
A SPECIALTY

Build that Home—**NOW**
This house is covered with dry shingles and has a concrete chimney.

Insure It With **BILLINGS AGENCY**
When you get the lumber on the ground (Established 1883) Phone 211
41 E. Main

REAL ESTATE VALUES IN ASHLAND ARE SOUND

Uncle Josh Says:—
The time To Set a Hen Is When She is Ready To Set.
Better buy a home now before the boom.
E. T. Staples Hotel Ashland

THERE WILL NEVER BE A BETTER TIME
To build. We have choice lots to sell—also houses and lots on easy terms.
Beaver Realty Co.
INSURANCE A SPECIALTY

Building service, Ideas, Plans Let Us Help You
Carson Fowler Lumber Co.
Phone —98— Heart of the Town

—see—
Carter & Mills
About Insurance

THE FIRST MOVE
in home building is getting the girl. We have the Solitaires that guarantee the knot for life.
O. H. Johnson
Jeweler

OWN YOUR OWN HOME BUY NOW!!

PUTMAN BROS.
General Building Contractors
Our Work Is Our RECOMMENDATION

Chas. H. Martin
For Plastering, Cement and Stucco Work.
Work to Suit—Prices Right
Phone 478-R.

WE FURNISH HAPPY HOMES
From the basement to the garret Quality Furniture for every room in the house. Universal Furnaces and Ranges Armstrongs Linoleum Biglow Hartford Rugs
Swenson & Peckler
Chi Name! Var. Chi Name! Varnish House Paint Wall Paper

A complete stock of Builders Hardware, Roofing and Paints.
BUILD NOW
The Enders COMPANY

"Build Now"
Some Choice Sites
For New Homes and Business Buildings
See Us, For Improved Farms
Yockey & Co.

FOR SALE
22 acres part in City Limits, mostly in fruit, 5 room house, chicken house 14x50, price \$6500.00. Real Bargain.
6 room house with sleeping porch, bath, toilet, hot and cold water. A real snap. Price \$1500.00. On Good Easy Terms.
Robison & Wild
Ashland Hotel Bldg.

OWN YOUR OWN HOME BUY NOW!!

Ashland Realty Co.,
Houses Furnished and unfurnished to rent and for sale.
"BUILD NOW"

See My Sign 73 Oak St.

Six room, modern cottage, nicely located newly finished, all modern conveniences, would accommodate two small families, fifty foot lot, strawberries, blackberries, chicken run and poultry house—will sell for \$2000.00 Easy terms.
Good Dairy Ranch, close to town about fifty acres in alfalfa. 60 ton hay in barn, twenty cows and calves. Ten will be fresh October 1. Fine span mares, all farm implements. Will sell reasonable and take up to \$5000 in town property.
Houses to rent—furnished rooms, building lots, some fine investments.
E. E. PHIPPS, Real Estate Broker,
73 Oak Street.

IT'S A BEAUTY
The new All-White Enamaled Kitchen Cabinet is here—Just the thing for the old or new home.
Ashland Furniture Co.

State Bank of Ashland
Loans made on approved Real Estate

CUT PRICES ON CONGOLEUM "GOLD SEAL" RUGS
Our Price
\$16.50
14.50
13.00
10.50
Coast Prices
\$19.95
17.50
14.95
12.50
Other Sizes in proportion
J. P. Dodge & Sons.