

Eat Your Cake and Have It Too

THERE is an old saying that you cannot eat your cake and have it too, and it's true of most things. Nearly all commodities are consumed in use. Food is consumed. Clothing is consumed.

But there is a product used but not consumed. Cement is used in making concrete, and concrete is permanent. It grows stronger with age. It cannot rust, rot or burn. It endures.

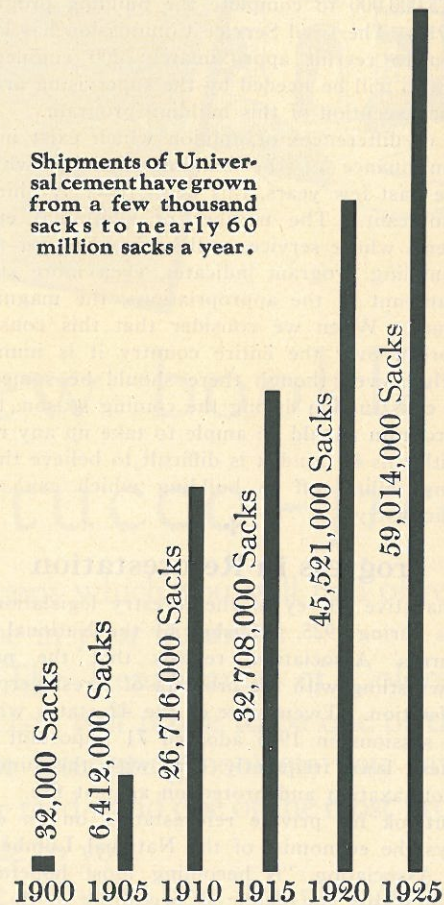
Concrete highways connect city and country. Well-paved streets and alleys are built of concrete. A grid-iron of hundreds of thousands of miles of concrete sidewalks in the United States makes walking easy. Railroads are large users of concrete. Modern buildings are of reinforced concrete. Concrete goes into many farm structures. Almost everything from chicken coops to skyscrapers rests on a concrete foundation.

The Universal Portland Cement Co. has shipped a total of 756 million sacks or about 36 million tons of cement. This would fill over a million box cars, making a train about 8500 miles long and requiring 28,000 locomotives to move it. This is enough cement to build a system of permanent concrete roads radiating from Chicago to the capital of every state in the Union.

Practically all this Universal cement—756 million sacks—still serves a use-

ful purpose. It has not been consumed but has been transformed into houses, industrial buildings, improved highways, water-power developments and other valuable improvements that form additions to the permanent, taxable wealth of the country as well as

Shipments of Universal cement have grown from a few thousand sacks to nearly 60 million sacks a year.



tools for production of additional wealth.

Universal cement, unlike the cake one cannot eat and also have, is used but not consumed.

Universal Portland Cement Co.

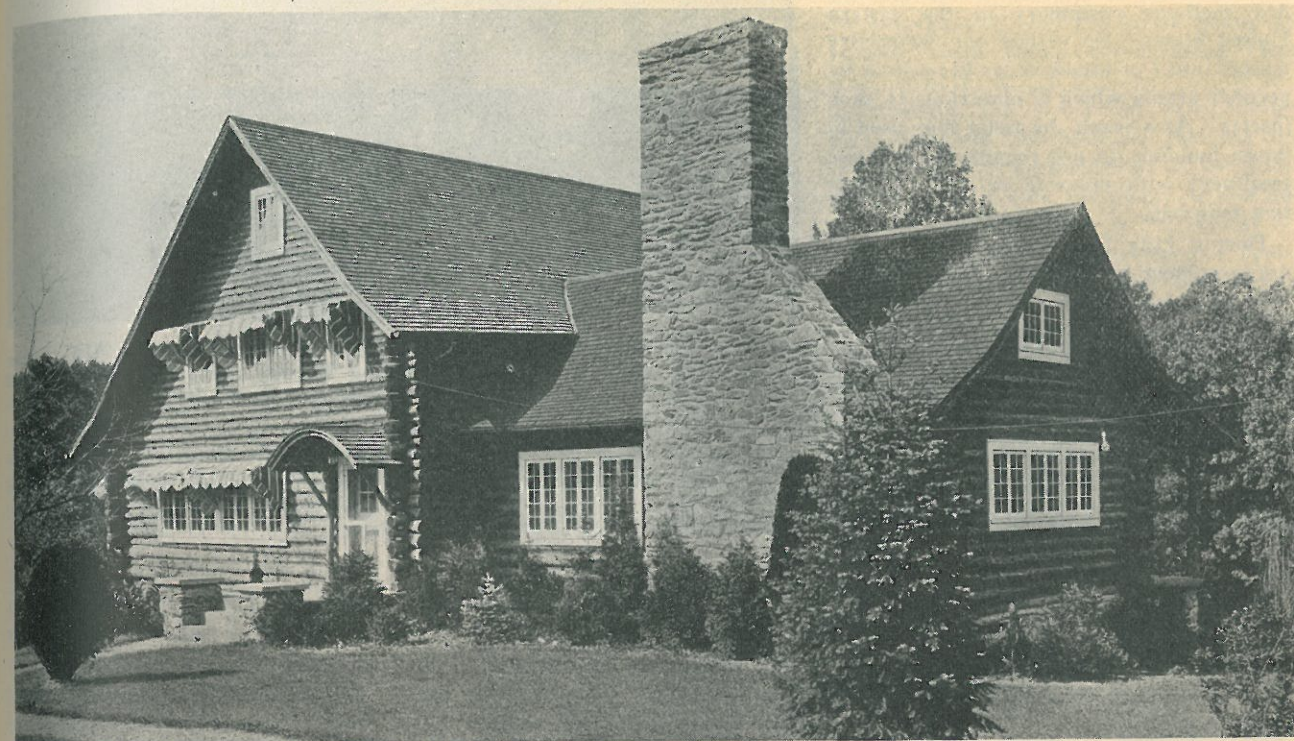
Chicago Pittsburgh Minneapolis Duluth Cleveland New York

Concrete for Permanence

The Little Log Cabin Revised

This Man Imported Cedar Logs and Skilled Workmen From Canada to Build a Remarkable Home Close to Our National Capitol

By GEORGE H. DACY



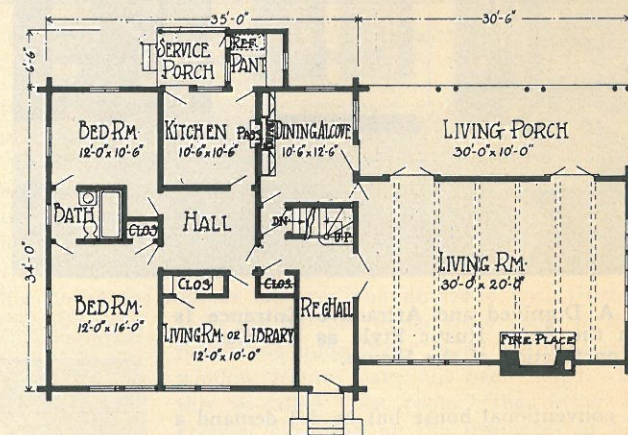
One of the Most Beautiful and Interesting Homes in Washington, D. C., Is the Residence of Dr. S. S. Jaffe Which, Though a Genuine Log House, Possesses Every Convenience and Comfort of the Finest Modern Home.

ATEN-ROOM house made of cedar logs imported from Canada stands within rifle range of our National Capitol and is Washington's latest contribution to the roster of curious construction.

This modern mansion of logs is the pet hobby of Doctor S. S. Jaffe, a prominent Washington dentist, who for many years has spent his summer vacations in the Canadian camps and woods. He became so enthusiastic about log cabins as romantic and comfortable places of abode that he finally decided to build a large log cabin provided with every modern convenience and comfort as his permanent home. Thus Washington's most recent log house came into being.

The outstanding feature about the attractive and commodious home which has been built, was its low cost. The cedar logs 40 feet long and eight inches in diameter cost only 30 cents apiece on the stump in Canada. To fell the trees, skid the logs to the river and put them together in the form or rafts for transportation to the railroad cost but 50 cents a log.

Doctor Jaffe tried to purchase cedar logs from Washington lumbermen. The lowest price quoted was \$10 per log. It was then that he arranged to purchase the cedar trees in Canada and to have the logs shipped directly to Washington from the forests where they formerly grew. No duty is charged on building material shipped into the United States from Canada in the log form, but a tax is collected if the timber crosses our border in manufactured form. By direct purchase from Canadian owners, Doctor Jaffe secured two carloads of cedar logs, delivered in Washington, at less than \$2 a log.



When the Plans Were Made the Second Floor Was to Have Been Left Unfinished But Was Later Finished for Sleeping Rooms Opening Onto a Balcony Overlooking the Living Room.

It was almost two centuries ago when the style in houses in the District of Columbia shifted from log cabins to frame and brick construction. From that day to this, the business of notching logs and fitting them together securely in cabin form has been a lost art in the latitude of America's capital. Hence, Doctor Jaffe had to import two lumberjacks to build his picturesque home of logs. He paid the transportation expenses of these experts from Quebec to Washington and return and gave the men \$4.25 apiece daily with room and board during the six months period that it took to build his ten-room house and a six-

room cabin, which the Doctor rents. The two Canadian carpenters, with several day laborers to assist them, built the two houses.

The completed costs of these two houses was less than one-third what it would have cost to construct similar buildings using ordinary lumber and following the orthodox methods customary in the eastern United States. No vermin nor destructive insects infect or attack cedar because of its peculiar aroma which is obnoxious to such insects. As a result the cedar logs used in house building do not require preservative treatment with creosote or other protective materials.

Doctor Jaffe followed neither tradition nor precedent in the design and construction of his log mansion. He did not desire

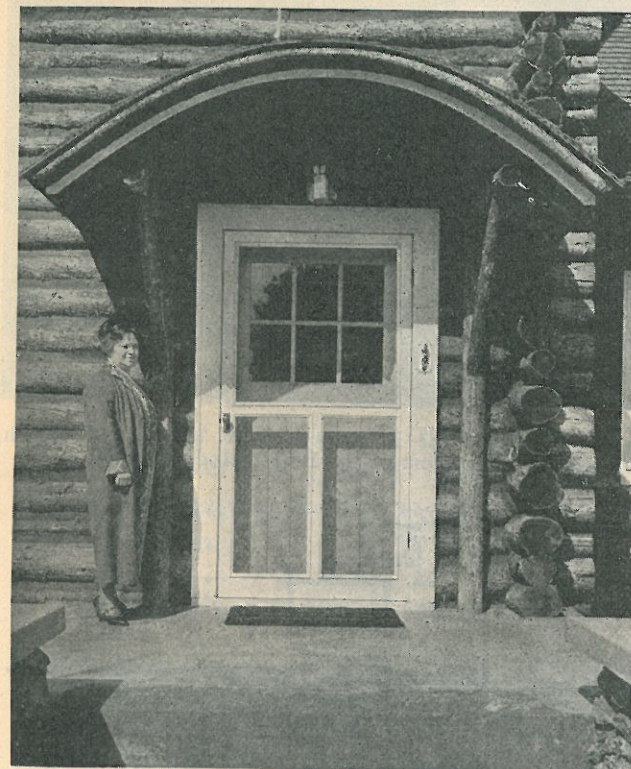


The 18 by 30 Foot Living Room Extends Up to the Roof with Exposed Log Beams, Rafters and Walls and with a Great Stone Fireplace at One Side.

the stone fireplace at about the elevation where the mantle shelf would ordinarily appear is notable. It is a rockbound nook above the hearth adapted for the reception and exhibition of art treasures of various kinds.

The bark has been left on the cedar logs. It adds an indescribable attractiveness of appearance to the exterior of the house. In different parts of Canada, Doctor Jaffe has seen cedar log houses which have stood for more than a half century. In that northern land of severe seasonal changes, the ravages of climate have not removed the bark from the logs. The evidences are that cedar logs will similarly resist the climatic vicissitudes in the District of Columbia.

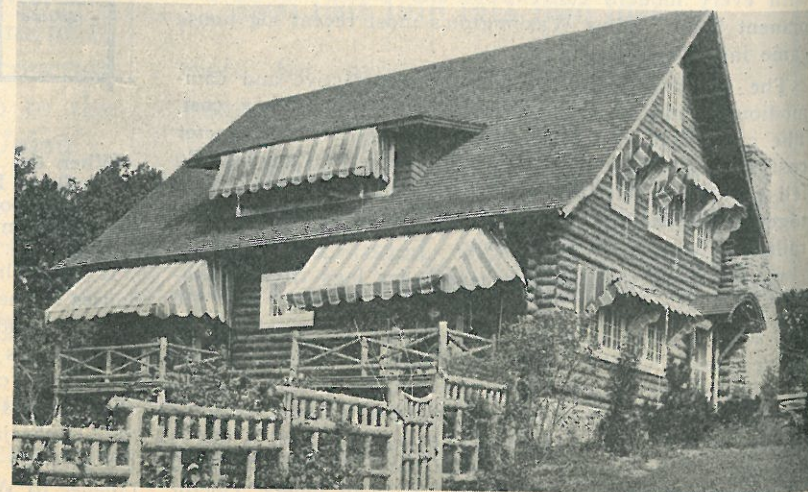
The logs were notched and fitted together as in any log cabin. After the log house frame was completed, all the exterior cracks between the logs were filled with strips of metal lath over which cement plaster was subsequently placed. This cement filler was covered with burnt umber to make it resemble the color of the cedar bark as closely as possible. All the ordinary chinks, cracks and crevices around the windows and doors were caulked thoroughly with oakum when the house was finished. Three hundred pounds of oakum were used for this purpose.



A Dignified and Attractive Entrance Is in the Same Rustic Style as the General Construction of the House.

a conventional house but he did demand a comfortable house, every room of which was to stress that informal "homey" atmosphere which is often so hard to reproduce either in the palaces of princes or in the farmstead houses of ordinary country folks. Furthermore, this amateur builder wished to produce the most for the money in home comfort and year round livability in his novel house.

The foundation of the house consists of poured concrete with field stone dug on the Jaffe lot used for carrying the wall above ground. A massive chimney and fireplace, which burns logs which are five feet in length, are attractive. They are built of field stones dug on the place. A niche in



Each of the First Floor Sleeping Rooms Has a Private Porch Overlooking a Beautiful Garden and Shaded by an Awning.



Though Originally Intended for a Servants' Home This Smaller House Was so Eagerly Sought that It was Finally Rented to a Young Married Couple.

The roof of the house consists of red cedar shingles. A thick layer of fireproofing and insulating material was placed between the roof boards and the shingles. It aids in keeping the house warm in winter and cool in the summer. An oil burning furnace is used to heat the large log house. The house is one of the best insulated in the Washington neighborhood. It is so weathertight that during winter, windows have to be kept open a trifle to provide essential ventilation.

The ground floor layout centers around a spacious living room 18 by 30 feet in dimension. The roof of the house is the ceiling of this comfortable room, the roof boards being stained a nut brown color. There is a music alcove aloft on the second floor level at one end of the room. French doors open onto a wide veranda which overlooks a well-kept terraced lawn with the second log cabin at the extreme corner of the four acre tract.

There are six rooms and a large hallway on the ground floor of the Jaffe log house. Two of these rooms are communicating bedrooms with a connecting bath. This suite is shut off from the rest of the house. An interesting feature is an individual porch as an outdoor asset of each chamber. These porches front upon a beautiful garden inclosed by a rustic fence made of cedar logs. There is a

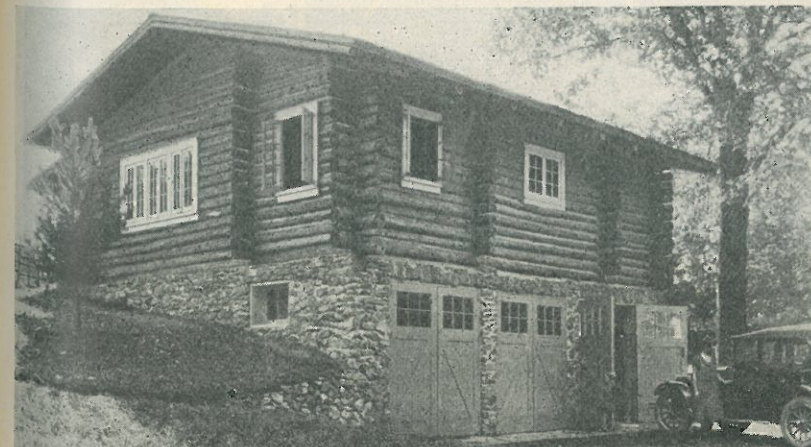


Living Room of the Small, Six-Room Cabin Finished with Plain Logs and with the Woodwork to Match.

formal conventional rooms decorated and furnished in appropriate style.

Nobody knows under Middle Atlantic conditions exactly what responses the Jaffe home of cedar logs will make to climatic and occupancy conditions. It is the first cedar log house built in our Capital City in the last two centuries. In order that he may study the various reactions of his log house to weather changes and domestic use, Doctor Jaffe has left one upper story room in the rough and unfinished. Even the door and window frames have not been cased. In this so-called "test room," the owner is keeping close tab on the responses of his home to occupation. If, at any time, he observes that any important changes are taking place, he will immediately institute remedial measures to correct any errors or defects which may be disclosed. This, without question, is the most remarkable "study room" in any modern home in the country for it is a laboratory where the secrets of house wearability are being solved.

The log house is a two-story structure with plenty of storage rooms, closet space and a large attic. A dining alcove replaces the regulation dining room. An efficient pass cupboard connects the dining alcove



There Is a Three-Car Heated Garage Under the Smaller Cabin with the Entrance at the Rear on the Lower, Hillside Level.

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A Builder Who Has Won Success

His Business Is Founded on a Platform of Skill, Integrity and Responsibility

By ALINE NORVELL HANDLEY

IN 1907, J. O. Everett, then a young man of twenty-four who had had two years of college training at Bethel, Tenn., and had learned the carpenter trade as well, got off the train at Seymour, Texas, with 32 cents in his pocket. This was his total capital, with which he expected to begin his contracting operations.

Going to the best hotel in town, he stayed there from Monday noon until Thursday noon before he got a job. This job was a labor contract for a ranchman and figured the work so well that he averaged \$8 a day clear profit.

In the last few years he has built dozens of the most palatial homes in Dallas, all to order, besides doing thousands of dollars worth of industrial construction, including a \$125,000 office building at Denton, Texas, and a \$400,000 automobile house at Dallas. He is recognized as an authority on practical construction in that part of the state and is frequently called upon to give expert advice on construction by firms as far as 200 miles away.

This record of achievement can largely be accounted for by the fact that he long ago decided to live up to the three words which he took for his motto. These words are: Skill, Integrity and Responsibility.

After completing the contract job in Seymour, Everett stayed there until April of 1907, when he went to Spur, Texas, to build a \$20,000 school building. From this job



J. O. Everett, of Dallas, Texas, Though Still a Young Man, Has Established an Envious Record as a Builder of Fine Homes.

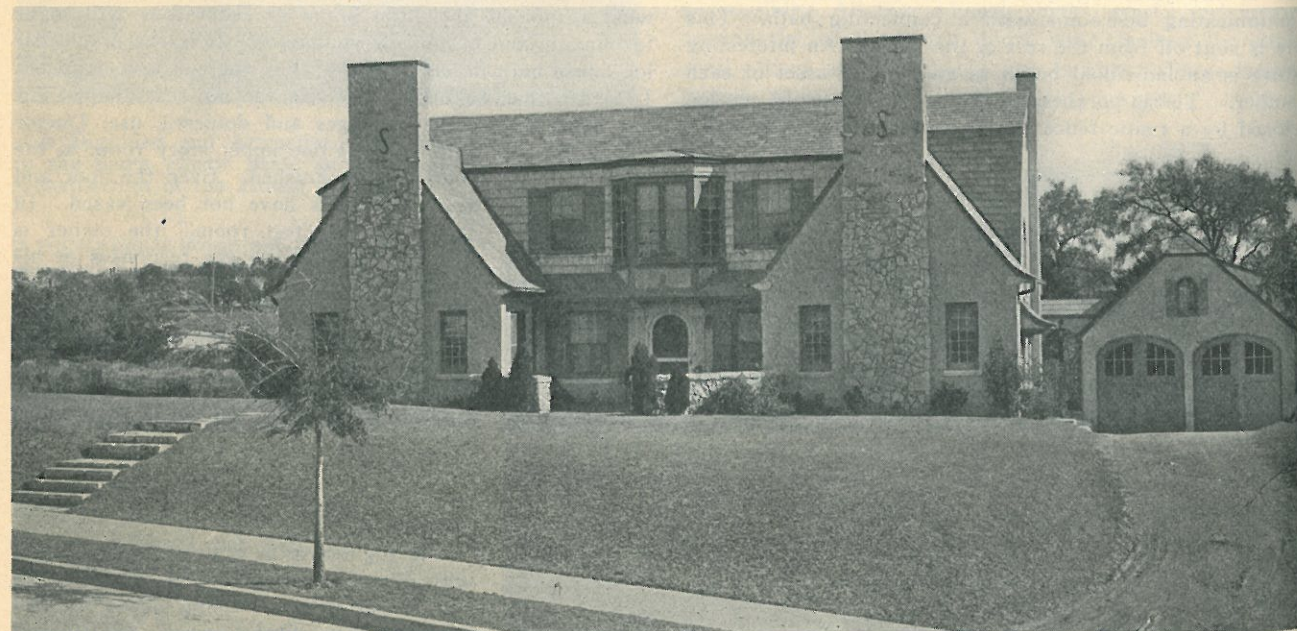
he built other public and industrial buildings in West Texas, gradually branching into the building of residences. These homes he built from various plans. For some he drew up his own plans; he hired an architect to design others. For some houses he contracted only the labor, while on others he contracted the whole thing.

In March of 1912 the young builder went to Dallas. Here, until he got started, he used his home as an office and "went after" the building of fine homes. He had made rapid progress, had every expectation of gaining real success, when an event took place that threatened to end his business career.

He had built, in 1914, four homes, putting every dollar he had and could raise into them and had them completed and ready for sale when war broke out in Europe. He found he could not sell his houses at any price. Here another trait which he had been cultivating—that of making friends—helped him out. A good friend came to his aid, enabling him to save his home from the financial wreck into which his business tumbled.

Starting over again, however, as a building contractor, he soon made good his financial losses.

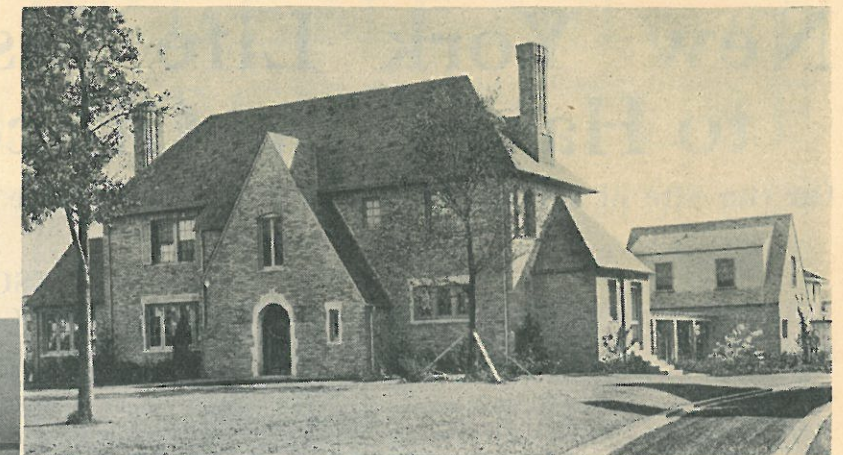
Mr. Everett has always made it a point when he makes a mistake in any part of the construction of a building to admit it right away, instead of trying to cover it up, and



This Magnificent Residence of Jesse Sanders, Jr., Is an Example of the Type of Homes Which Are Being Built by J. O. Everett. The design is the work of Fooshee and Cheek, architects, of Dallas, Texas.

says that he has always been able to adjust things better in that way than by any other method.

He is also careful to attend to all the small details so often overlooked in home building and, although he advertises in the usual channels, he gets most of his work from the satisfaction which his completed houses give. He has built four homes in succession within the past eighteen months for four of the city's leading physicians.



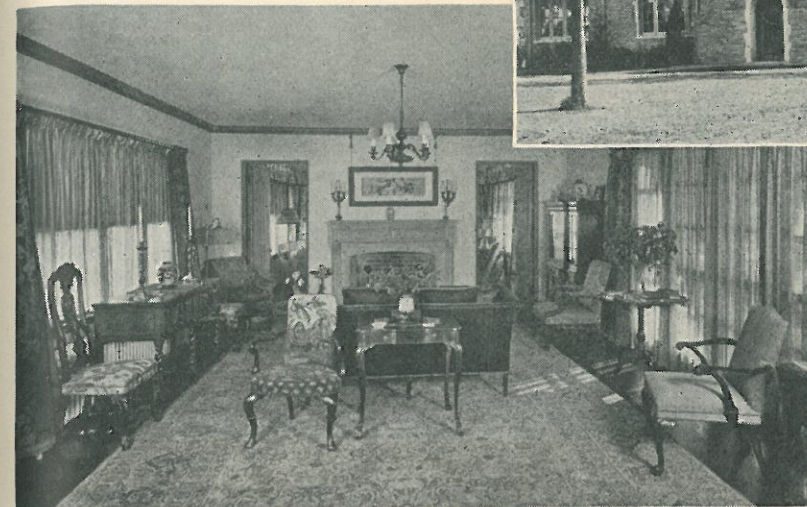
The R. L. Slaughter Residence Is Another of the Homes Built by Mr. Everett. The architects were Thomson and Swaine, of Dallas Texas.

A Modern Log House

(Continued from page 141.)

and the kitchen. Whenever formal dinners are served in this unusual house, the table is spread in the great living room which in many respects resembles some of the ancient banquet halls in European castles.

The paneling in the entrance hall and the connecting corridor, which leads to the kitchen and the bedroom suite on the ground floor, is simple and attractive. Twelve-inch yellow pine boards set in vertical position have their cracks covered with 1½-inch strips. One coat of gray paint was applied over this surface. The paint was rubbed with a cloth before it had dried. The effect is most inviting and harmonious. The natural grain of the wood garbed in a gray tone has been emphasized. This style of paneling is similar to the exterior finish of some of America's first houses during the period when sawmills came into use and facilitated the substitution of frame construction for the logs which previously had been used.



Living Room in the Slaughter Residence Displays the Perfection of Detail Which Is Characteristic of Mr. Everett's Work.



The Dining Room in the Home of Dr. Folson with a Glimpse of the Solarium Through the Arched Doorway.

As an indication of how this practical builder's integrity and responsibility are recognized, he frequently does repair jobs costing up to several thousand dollars without even being asked the cost of the completed work until it is finished.

Mr. Everett builds homes for a radius of 200 miles around Dallas. The Colonial style of architecture, Everett finds, is the most popular in Dallas, the English style not finding the favor that it has gained in so many cities. Next to the Colonial the Spanish type ranks in popularity, and brick, brick veneer, stucco and hollow tile are all used in the construction of fine homes.



Within the Past Eighteen Months Mr. Everett Has Built Homes for Four of the Leading Physicians of Dallas, This One, Belonging to Dr. A. I. Folson, Was Designed by Fooshee and Cheek, Architects, of Dallas.