

YOU can BORROW NOW to BUILD or Modernize

TO PRESENT AND PROSPECTIVE HOME OWNERS

Let Uncle Sam Help You!

On these pages appears an illustrated personalized story of how ROSEBURG'S BETTER HOUSING CAMPAIGN may be applied to your individual building and modernization needs. The utilization of the terms of the Federal Housing Act is a duty every man owes himself.

The MONEY Is AVAILABLE—The WORKMEN Are READY—The TIME Is Ripe.



ACT NOW

Mr. and Mrs. I. M. Dunn Build and Modernize Their Home With an FHA Loan... Follow Them on Their Shopping Tour!

VISIT

The Building Firms on These Pages for Detailed Information, or the Douglas County Better Housing Committee, W. C. Harding, Chairman, at Roseburg Chamber of Commerce.



1 Douglas National Bank Makes Federal Housing Administration Loan

A home of our very own—that has always been a dream that suddenly came true today when we discussed the possibilities of securing money to build and equip a modern home with Mr. Glenn Wimberly at the Douglas National Bank. FHA had only meant so many letters of the alphabet until he explained to us how simple it actually was to secure a Federal loan. His institution is behind the government in the housing program and has ample funds to lend qualified borrowers for this purpose. If you have wanted a home, don't wait as long as we did before you investigate the terms of the Federal Housing Act and check yourself out of months or years of enjoyment.



2 Modernization Loans are Easily Secured at the Umpqua Savings and Loan Association

Once into the actual business of building a home, it is amazing how many interested people there are, and how much they have to offer in the way of assistance. Mr. Harry Pargeter consulted with us in detail about our financial plans for modernization and supplied us with a loan that looked like a million dollars to us because it meant that we could now go out and buy our lot, build our house and furnish it just as we wanted, as well as help the government in its efforts to put men back to work and circulate every dollar of the loan spent at least 10 times in Roseburg—all of which means bigger and better business.



3 G. W. Young and Son Assist Us in Making the Selection of a Lot

Platted lines, blocks, lot numbers and additions all sound very unintelligible to me while my husband discussed the location of the lot for our home with Mr. Roy Young, but I can tell you that I had some very definite ideas about where in Roseburg I wanted our home to be. But after all that is the purpose of the real estate agent—and Mr. Young found the perfect site with a grand view of distant mountains and still close to the city center, all at a very reasonable figure. Many times I had told my husband that before we placed a stick of timber for the house, we must be sure that everything is completely covered with insurance. The Hartford Fire Insurance Co., represented by Young and Son in Roseburg, is an old line company and one that we felt secure in placing our policy with.



4 Frank Coen, Designer, Plans and Specifications

We found that a house plan was considerably more than a few lines on a piece of paper, that our house was designed and tailored to our living, working, recreational and entertainment habits. Our house has a personality of its own in that it is cheerful, comfortable and up-to-date. It was also planned to come within our means to pay. We never dreamed that the plans for our house could be so complete in every detail. Mr. Coen must have spent many hours of work and employed a great deal of experience and training to have adapted our rough sketch into such a beautifully designed home. Now we actually know what our house will look like when completed. As we left, our attention was attracted by the different drawings of other Roseburg homes and business buildings designed by Mr. Coen. We recommend him to you for interpreting your dreams of your home into reality.



5 Commercial Abstract Company Gives Splendid Abstract Service

Mr. J. E. McClintock, president of the Commercial Abstract Company met us at the door and very graciously relieved us of a big worry by explaining just how, after the search is made for liens of whatever financial obligations are outstanding against a piece of property were made and everything is in order, they then record the deed and issue an abstract. An abstract is a very formidable looking document at first glance, but it is really a story of the ownership from one party to the next of a piece of real estate. The abstract service as offered by the Commercial Abstract Company certainly saves the prospective owner from many a headache and worry by taking care of everything for him.



6 Douglas Abstract Co., Inc., Also Gives Accurate Abstract Service

We stopped in for a consultation with Mr. W. F. Harris of the Douglas Abstract Co. also. He showed us how very important it is that the records of all deeds be kept very accurately and that every care be taken in their recording. There is also title insurance which gives you final assurance that your lot is your own without any possible chance for old liens to rattle a defiant challenge about liens that you did not know existed. We greatly appreciated Mr. Harris' careful explanation and went on our way toward building a home with a feeling of definite security after completing arrangements for the abstract.



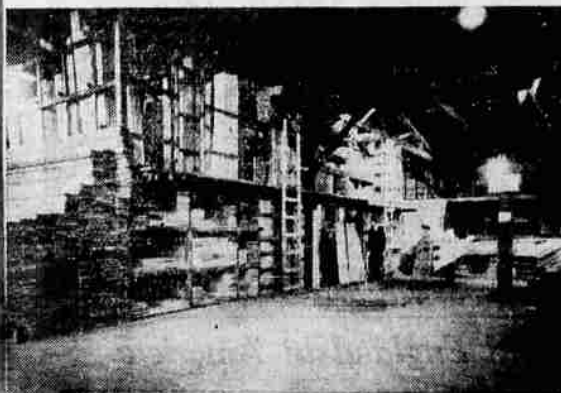
7 John Runyan, General Contractor and Builder, Helps us Plan our Home

Whether to put the living room across the front or the side, how many windows, cupboards in the closet, a place for my ironing boards—all of these "little things" that make a home were listened to patiently and attentively by Mr. John Runyan. Then we were shown houses already completed and houses on paper until we had a combination of ideas that were perfect for a very liveable house. Mr. Runyan took just as much interest as though the house were his own and many times called to our attention savings in construction that we would never have thought of. He was our "right-hand" man until the house was ready to move into.



8 Page Lumber and Fuel Co. Furnish Lumber for Our Home

For the first time in our lives, we visited a lumber yard with the intention of buying lumber for a home. Miss Margaret Page took a keen interest in suggesting details that we had overlooked. Mr. E. M. Page took us all through the lumber yard and the supply department. We agree heartily with the Page Lumber and Fuel Co. that of all the people in the world, Oregon home owners should stipulate that they select their lumber from the greatest industry in Oregon. The Page Lumber and Fuel Co. have a slogan which we were greatly taken with: "Honest Lumber to build them, Paint to Beautify them and Fuel to heat them." And I almost forgot to tell you about their patented fireplace called the heatulator. It gives you all the beauty of a fireplace, and the warmth of a circulating heater. We left the lumber yard with the feeling that we had found real friends to help with the building of our home.



9 Coen Lumber Company Makes Ordering Lumber Easy

We consider that our call at the Coen Lumber Co. was well spent, indeed, for in addition to being shown the difference in grades of materials for our home, we had the opportunity to see the mysteries of the mill working department. Right in the heart of their large displays of lumber, lath, flooring, molding, shingles and scores of other building materials, this interesting department is a busy beehive. Here, we ordered our kitchen built-ins, windows and doors and the other "made in Roseburg" items for finishing a home. How in the world can they ever figure how much lumber it will take to build our house, we asked ourselves. However, Mr. A. St. Coen soon made short work of it for, as we walked about the lumber mill and designated the grade and kind of lumber we wished, he had it all down in black and white. This very large concern was extremely helpful with expert advice and up-to-date suggestions. We were pleased to note that all their lumber and materials were under cover and dry—Mr. Coen explained that even their common lumber is kiln-dried, a decided advantage in any kind of construction.



10 Cabinet Built-ins at Coen Lumber Co. Hold Interest of Wife

My husband almost gave up hopes of ever getting me away from the Coen Lumber Co. when I found their models for kitchen built-ins already set up in the office and even painted in delicate pastel colors suggested from their complete stock of paint. It is almost incredible to believe that such strictly useful and yet compact cupboards can be designed to give such an attractive appearance to a kitchen. While I was admiring the different styles and trying to establish my preference, my husband and Mr. Dick Coen were over in the other part of the office proper completing the selection of hardware, roofing, ceiling, and wall finish. These were all arranged in such a manner that even I was tempted to stay and buy. We left the Coen Lumber Co. with the feeling that our home was practically built.



11 Churchill Hardware Co. Sell Us Sherwin-Williams Paints

Someone said that the part of our homes that we have to see and live with every day is not the house itself—but the paint. We were especially anxious to find paints in suitable colors and of highest quality. We found Mr. Tom Wharton, at Churchill Hardware Co., was just the man we wanted to see because his long years of experience enabled him to give us a quick and dependable estimate. We spent a most enjoyable time there discussing color schemes, the proper paint for each particular part of the house and the proper methods of application. Besides the paint, and the many household utensils that I was just dying to purchase for my new kitchen, Churchill Hardware store well deserve their reputation as ironmongers, for they carry a most complete stock of builders hardware and tools.



12 J. S. McDonald, Electrician, Installs Our Wiring Equipment

"Mac" McDonald, as he is known to his friends, settled a matter that had been worrying me a great deal of late after reading about fires in homes, caused by a short in incomplete wiring or improper installation of live wires. But he started about the job of installing the wiring in such a workmanlike and painstaking manner that all of my fears were put to flight immediately. There are plugs in the floor nothing that are scarcely visible, but that are located in every conceivable wanted place. The light fixtures are neatly placed with a thought for the greatest sight efficiency. You may rest well assured that when Mr. McDonald drives his truck up to your home loaded with ladders and tools that the job will be completed just as neatly perfect as it is possible for it to be done.



13 "The Roof Over Our Heads" is Certain—tent from Denn-Gerretsen Co., Inc.

That old saying that a home is no better than its roof was never so plain as it was after Mr. W. H. Gerretsen of Denn-Gerretsen Co., Inc., told us about the difference in the covering for homes. The first thing to do is to select the type of roof most suitable for your home, then determine the quality. In this it is best to rely upon an established firm. The proper method must be used in applying the "top to the house." Experts agree that this is very important and Mr. Gerretsen clearly demonstrated the wrong and right methods. Speaking of covering, Mr. Gerretsen brought to our attention that Certainteed paint was especially prepared to withstand the attacks of sun and rain on the exterior of the house. The enamel for woodwork, for furniture and for dozens of places about the house has a fine close finish that is hard to excel.



14 Montgomery Ward & Co. Have a Very Attractive Display of Paint

Even if we had not been "paint" minded, we would surely have been attracted at once upon entering the Montgomery Ward store to their very fine display of row on row of every kind of paint from enamel to porch paint, paint brushes, already painted samples and all manner of paint supplies. Mr. Gordon Hibbs, salesman for the paint department, met us with such a nice smile and such an ironical note that there was nothing left for us to do but buy. While we were there, we decided to go upstairs and select our bathroom and plumbing fixtures. This was a part of it all which we had dreaded for we expected the prices to be plenty laid in our pocket book. We chose the very latest matched pattern for all the bathroom fixtures, and when the total was added to the other plumbing supplies we needed, we could scarcely believe our ears at the very reasonable price for the whole thing. We were surely very pleasantly surprised.



15 C. W. Sinniger Sheet Metal Works Sells us a Montag Furnace

If there is anything I despise it is to try to live comfortably in a house that is poorly heated and full of cold draughty corners. But the minute my husband and I laid eyes on the neat compact Montag furnace and heard the details of how it operates, Mr. C. W. Sinniger had little trouble in securing our order for one to be installed in our new home at once. The exterior is painted in light green with dark green trim, the interior is scientifically built and tried out to guarantee the maximum of warmth all over the house, with the minimum of fuel expense. In case we wish to finish the basement of the home into a play room, the furnace is not an eye sore for our finishing plans. The heat spread through the house is automatically controlled so that the housewife does not need to spend all of her energy running down to the basement to stoke the furnace. Mr. Sinniger also manufactures sheet metal equipment such as rain spouts, pipes, and many special orders.



16 Montag Range is Favorite at Judd's Furniture Store

What kind of a range to buy? That has been a question that has aroused much discussion in our family, but which was quickly settled for us after we had listened a few minutes to Mr. J. M. Judd's sales speech. And we both will gladly admit that the Montag range is one of the most built and finished ranges we've ever looked at. The big advantage to the cook is that it heats up quickly with an even ready to base biscuits by the time they are mixed up. The fire box is heavily reinforced so that you need not worry about it burning out in a few years. The range is finished in a choice of several colors of hard finish enamel that defies wear. The Kelvinator refrigerator nearby attracted our attention and we spent some time in examining it carefully before we made our first decision on refrigerators. Then we decided the selection of linoleum from Mr. Judd's fine stock of Gold Seal. I almost had to shut my eyes and make a blind choice of pattern for the kitchen, for they were all just perfectly marvelous patterns. The plain marble effect was easier to choose for the bathroom.



17 California Oregon Power Company Shows a Modern Electric Kitchen

Says the Better Half "The kitchen is one room in the house where I work for 365 days in the year and I want to plan it myself, so while you are paying our light bill I'm going to talk to Mr. Henry Zachariassen, sales manager for the California Oregon Power company about a modern electric kitchen." Mr. Zachariassen showed us the appliances for a Model Electric Kitchen on display in their office with all of its conveniences. I never realized before what science and engineering had done for the housewife and I resolved then and there that I was just indeed that I had taken the time to investigate these appliances and labor saving devices. He suggested to me that my slogan should be "Do It Electrically," and my husband agreed perfectly when he saw the dishwasher. These appliances can be purchased, he said, under the FHA loan plan.



18 Let the Maytag Washer Do It, Advises the Radio Music Store

Reading the electric clothes washer essential part of home equipment and that we could buy it under the FHA plan, too, we decided to see the Maytag Washers at the Radio Music Store while we were on our shopping tour. When Mr. E. A. Gross greeted us at the door, we listened to words in explaining that we wanted to see the new Maytag Washer. He indicated the new 1325 model washer on display and then proceeded to show us the inside workings, part by part, and explained the simplicity, economy and efficiency of the Maytag. We were very much impressed and agreed to see him again before we made any definite arrangements. The new Norge refrigerator attracted our attention for some time. They are a most stylish model, and have you ever heard about the radiator? It is the sole mechanism of the freezing part and consists of only three moving parts which have very little friction on account of a steady lubrication. That makes the entire freezing mechanism practically everlasting. We were glad that we found out about this and shall think it over before we decide which refrigerator to buy.



19 "Ask the Lady Who Uses It" is the Slogan of the Southern Oregon Gas Company

As we entered the Southern Oregon Gas Company, we were smilingly met by Mr. Parr, the manager. He just seemed to sense that we were particularly interested in a gas range. The range he showed us was beautiful. Really, it would not have been out of place in the living room. He demonstrated it thoroughly. I was impressed with the quick heat produced by its gas, so necessary in cooking, and the many other advantages that I was tempted to place my order at once. Mr. Parr told us that his company had sold scores of similar ranges in Roseburg and that many of these were sold on the easy monthly payment plan of FHA. He also showed us an Electrolux gas refrigerator. My suggestion to all housewives is that before you make a selection of your kitchen equipment, by all means call upon the Southern Oregon Gas company. Ask them to tell you, just as they did us, about using gas to cook with.



20 Dotson's Home Appliance Store Features Fairbanks-Morse Conservador Refrigerator

There was a real surprise in store for us at the Home Appliance Store. We had heard a lot about the Fairbanks-Morse Conservador and wanted to hear more, but we did not really expect to see such a compact space arrangement as we found in this special refrigerator. We asked Mr. Donald Beasley to explain the superior merits of the electric range and the refrigerator which he did so satisfactorily that we were thoroughly convinced that we could not spend our money in better advantage. He Fairbanks-Morse line also includes Washing Machines, Ironers and Radios. American Beach Radios and a very smart collection of smaller electric appliances. We assured him that we would be back again when our home was finished to complete the purchase of our electric furnishings for our new home.