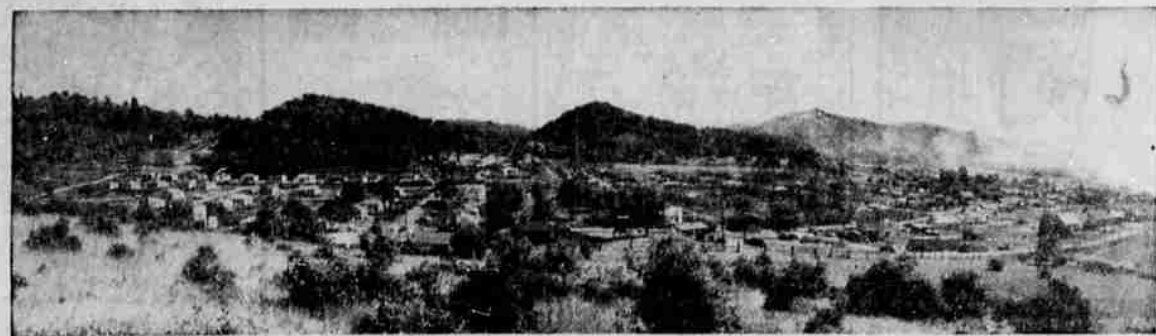


CLOVERDALE PARK OPENS FOR INSPECTION SUNDAY



PANORAMA VIEW OF CLOVERDALE PARK SHOWING ITS BEAUTIFUL SETTING.

Cloverdale Homes All Have Many Outstanding Features

The new homes at Cloverdale Park have modern conveniences never before offered in houses of this price range. Careful planning and buying has made it possible to include outstanding features.

About half the homes have modern design, heatator fireplaces that not only add a cheerful effect but actually give off lots of heat. The living rooms are spacious and well placed view windows afford plenty of refreshing sunshine. A dining alcove adds to the living room—the dining area may be expanded into it.

Bedrooms

The master bedrooms are large enough for twin beds and have ample closet space. Other bedrooms, although slightly smaller, are not crowded. In the three bedroom houses, the third bedroom makes a fine combination den and guest room or will serve as an excellent nursery.

Bathrooms

The bathrooms have separate electric heaters to take off the chill on cool mornings, tiled floors, built-in medicine cabinets and combination tub and shower units with a shower head that not only directs the spray but can be adjusted from a fine sprinkle to a deluge of water.

Storage

Storage space for linens and brooms is provided in the closets. The attic is easily accessible via a unique stairway. Approximately 100 feet of flooring is laid in the attic for storage of possessions not used all the time. A hall closet for guests' wraps is included, too.

Kitchens

The kitchens are large enough to allow plenty of working space and yet everything is conveniently located. Adequate cabinet space is provided below and above the drain boards. A whole row of drawers for utensils is under the covered drainboards. Mixing faucets, electric outlets for stoves, refrigerators and appliances are standard equipment, as are tiled floors.

Utility Rooms

Adequate space for laundry, ironing and drying equipment is provided in the utility room off the kitchen. A deep tub is installed.

Heating

Since the houses are completely insulated on all sides, above the ceilings and below the floors, the heat loss is low. The heating plants are oil-fired, forced air with cold air returns. As the cold air returns to the unit, spun glass filters remove dust, dirt, grease and smoke. This should make housekeeping easier.

An automatic electric water heater that will keep forty gallons of water hot and ready for use is also installed in the utility rooms.

Beautiful Floors and Wall Coverings

The floors are either parquet oak or asphalt tile and the interior decorating is outstanding. Washable, hand-blocked wall paper harmonizing with off-white and colors creates a modern, attractive effect.

Easy-Open Windows

Gone are days of hammering windows open and closed for home owners in Cloverdale Park. The window sash may be lifted or dropped with one finger. They are called "Lock-wood non-stick floating sash" and operate on springs instead of weights. All windows are weather-stripped and are provided with a new type aluminum screen that may be opened by loosening two thumb screws at the bottom. Copper screened doors on front and back entrances are also installed.

Attractive outside door lamps—both front and rear—and door bells are provided.

Downspouts and gutters are of non-rust aluminum. The outside walls are covered with a variety of materials including narrow or wide siding and shakes. All are kiln dried and primed before being installed. Some of the houses have overhanging eaves, some trellises and some shutters, depending on the style and design of the architecture. There are fourteen different plans being used. All lots are drained, graded and grassed.

The driveways as well as the streets are paved with genuine plant mix paving. Sidewalks are concrete.

The beautiful rolling terrain has been divided into large lots with house arrangements so every window provides a magnificent view. A 26,000-gallon reservoir and a pumping station have been installed on the hill above the village to assure adequate water pressure.

Sewerage is disposed of in a private sewage disposal plant near the site to eliminate the necessity of septic tanks.

The water, sewerage and streets have been paid for—there will be no assessments needed to cover their cost.

MAYOR FLEGEL TO CUT RIBBON OFFICIALLY OPENING VILLAGE

Many Local Firms Help to Construct Cloverdale Homes

Much of the fine workmanship and materials in the Cloverdale Homes must be credited to local firms as many of them took part in the construction.

A large portion of the lumber was furnished by the E. K. Wood Lumber Company and the kitchen cupboards and other cabinets were made by the City Lumber and Building Supply Company.

The cement was furnished by Premix Concrete and Ideal Concrete, both of Roseburg. The streets are being paved by Roseburg Paving.

Trowbridge Electric Company is not only doing all the wiring—but supplying the electrical fixtures, too.

Plumbing and heating is being put in by Harris Plumbing and Heating Company and Terps Plumbing and Heating Company—both local contractors. Ken Overton is installing sheet metal work.

Jack May has landscaped the model homes now being shown. Most of the hauling has been handled by the Flegel Transfer and Storage Company.

Unions Supply Labor A great many local men have taken part in the construction as carpenters, painters, etc., and local trade unions have cooperated to furnish the necessary men.

At 2:30 o'clock Sunday afternoon, several hundred people are expected to witness the official opening of Cloverdale Park by Mayor Al Flegel at the main entrance.



MAYOR FLEGEL

"Housing has been a serious problem here in Roseburg," said the Mayor recently, "and I consider it a pleasure to take part in the opening of Cloverdale Park. Roseburg needs more homes built with permanence, good construction and beauty. We have a fine city with modern facilities... now we need fine homes for our people to live in."



Herbert Ketell, President of Roseburg Homes, Inc., the developer of Cloverdale Park, has had over eighteen years of experience in the construction field.

Prior to the war he built hundreds of home and apartment buildings in southern California. When war was declared, he managed the erection of one of the country's largest home construction projects in Vancouver, Washington. 3,250 dwellings were included in this job. In 1947 and 1948 he constructed 450 houses for the General Electric Company of Richland, Washington. During this time he built several hundred homes in the Los Angeles areas in villages similar to Cloverdale Park.

"When we were building some 3,000 homes during the war, I dreamed of someday building fine homes at low cost by using the savings developed there," says Mr. Ketell. "Cloverdale Park is an answer to this dream. We have put fine quality and great value into these homes."

TRACT OFFICE OPEN DAILY

The real estate firm of Fies & Clute have opened an office on the tract and will have personnel on hand every day to show the homes. Those unable to attend the grand opening of Cloverdale Park are invited to visit it any day.

Guides will be at the village every day from 10 A.M. to 9 P.M. to show visitors through the model homes and exhibit homes under construction.



ARCHITECTS DRAWING OF ONE THREE-BEDROOM HOME.

Fourteen Different Plans To Choose From in Village

MANY DIFFERENT STYLES

In an effort to make Cloverdale Park a beautiful village of individual homes the developers commissioned Arnold Southwell, one of Portland's leading architects, to prepare fourteen different styles of homes. He spent considerable time in developing plans for homes that would be highly livable and yet would fit into a harmonious combination.

One of the advantages of buying a home in Cloverdale Park is that all the homes in the development are new—there are no old dwellings or shacks. This will keep the value of the properties from decreasing rapidly.

Various styles of roofs, gables, doorways, windows and exterior finishes are offered. Some have overhanging eaves, some trellises, some shutters, some siding, some shakes and many other architectural variations.

their home should be built will find one to suit their taste.

Quite a few of the residences were sold before completion and several are already occupied. From present indication, it is expected that all the Cloverdale homes will be spoken for before they are completed.

Local Stores Furnish Homes

The model homes to be viewed will be furnished by Jasse Furniture Store, Modern Furniture Store, the Marshall-Wells Store, Trowbridge Electric and the Roseburg Venetian Blind Factory.

These local merchants will completely furnish the models so visitors can get a better idea of how they will look when occupied.

Roseburg Homes, Inc., and Roseburg Merchants offer \$1,000.00 IN PRIZES

FOR PEOPLE VISITING CLOVERDALE PARK

Several visitors to Cloverdale Park will receive gifts of useful furniture, appliances and Venetian blinds from the developers of the village. It costs nothing to be eligible—nothing must be purchased. To be eligible a person only needs to fill out one of the tickets at the model homes.

The prizes to be given include a Westinghouse Laundromat Automatic Washing Machine, a Bendix Clothes Dryer, a Zenith Console combination radio and phonograph, a set of venetian blinds for a five room home and a five piece junior dining room set.

The prizes will be on display in the model homes with the other furnishings.

Provision for escorting several thousand persons through the homes is being planned with guides to explain the many outstanding features of the new homes.

Everyone is invited to visit the Cloverdale Park homes whether interested in purchasing or not.

FIES AND CLUTE HANDLE SALES

Fies and Clute, local real estate brokers are the exclusive agents for Cloverdale Park. They have been in the real estate brokerage business here in Roseburg for several years and have built up a large following during this time.



BUD FIES AL CLUTE

Recently Fies and Clute opened up new offices just one block west of the post office and across the street.

Offices will also be maintained at Cloverdale Park. The Cloverdale Park office will be open from 10 A.M. to 9 P.M. seven days a week. The phone number is 1366.



TYPICAL TWO-BEDROOM HOME.

CLOVERDALE HOMES COST ABOUT \$2,000.00 LESS THAN COMPARABLE NORTHWEST HOMES

A survey of home building costs in the Northwest has shown that the new Cloverdale residences cost about \$2,000 less than similar homes in this area. Multiple construction, large purchases of materials and methods learned through extensive experience, has made it possible for the builders to erect a better home for less money.

Where Cloverdale Park homes sell for \$7,800.00 and up—equally well constructed houses of the same size would cost about \$10,000 to \$12,000 here in Roseburg. In Portland it is estimated that the cost would run even higher.

An example of how mass purchases can save money is demonstrated in the windows. A savings of about 50% was made by purchasing completely fabricated windows and frames with the glass and weather-stripping already installed. Besides costing less, these windows have a special sash balance that makes it possible to open or close them with one finger.

Purchasing lumber in large quantities and cutting it to size at a central place, has permitted the use of better grades at a lower cost and increases the accuracy of construction.

All homes are being constructed under the watchful eye of the FHA and must meet their rigid specifications.

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Paved Streets, Restrictions For Cloverdale Park

Before the Cloverdale Development is completed all the streets will be paved with genuine plant mix paving as will be all driveways. The streets as well as sewer and water connections will be paid for by the builders.

All grading will be completed and lawns will be planted with grass so the occupants won't be smothered with dust as is so often the case when new homes are constructed. It is believed that the type of persons who will be attracted to Cloverdale Park will plant beautiful gardens and spend considerable time fixing up their yards.

Deed Restrictions

Regulations to keep factories and businesses out of the area are enforced by deed restrictions as are limits on the kinds of animals that may be kept.

\$500.00 DOWN PAYMENT BUYS CLOVERDALE HOME

Cloverdale homes are within the reach of everyone. The only down payment required is \$500.00. FHA payments as low as \$18.50 can be arranged.

All the houses now being constructed in Cloverdale Park will receive FHA approval so monthly payments spread over a period of up to twenty or twenty-five years are possible.

The balance may be paid off in convenient monthly payments which include taxes, insurance, etc. Sewers, streets and light connection will be completely installed and paid for by the builder so there need be no further assessments.

Prominent Citizens Have Already Bought Homes In Cloverdale Park

MANY WELL-KNOWN PEOPLE HAVE PURCHASED HOMES IN CLOVERDALE PARK. HERE ARE SOME OF THEIR COMMENTS:

SHIRLEY McLAUGHLIN, U. S. National Bank

"The beauty of the homes, the attractive lots with beautiful views and the environment prompted me to choose a Cloverdale Park home. It's the kind of neighborhood in which I want to raise my family."

DOUGLAS GREMEL, Roseburg Lumber Co.

"Every window in my new home has a beautiful view and the whole development is well planned."

JERRY HARKIN, Manager, The Outdoor Store

"Our whole family is enthusiastic about our home in Cloverdale Park."

C. E. MANNING, Douglas County State Bank

"These homes are built the way I would build one—using the best of materials. The views are excellent, too!"

M. D. YODER, General Secretary, Y.M.C.A.

"Cloverdale homes have features I've never seen in homes at these prices."

WILLIAM G. GARVIK, Sales Representative, Swift & Company

"I like having all the conveniences of a city plus the picturesque rural surroundings, so I bought in Cloverdale."

MRS. M. L. SNETHEN

"I like the way every little detail has been carefully planned for economical construction as well as convenience and beauty."

MRS. GEORGE GREENBERG

"Roseburg has needed fine homes like these for a long time. The Cloverdale Park people are to be congratulated, I'm happy to be a home owner there."

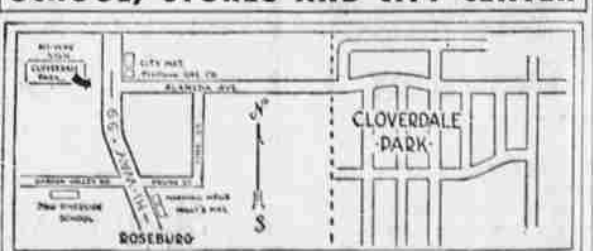
Roseburg Homes, Inc., and Roseburg merchants offer

\$1,000.00 IN GIFTS — FOR — CLOVERDALE PARK GUESTS

Every person visiting Cloverdale Park who fills out one of the blanks will have an equal chance to win one of the big gifts. There is nothing to buy—nothing to write. These are the prizes:

- Westinghouse Laundromat Automatic Washer
- Bendix Clothes Dryer
- Zenith Console Radio and Phonograph
- Venetian Blinds for a Five Room House
- Five Piece Junior Dining Room Set

CLOVERDALE PARK CONVENIENT TO SCHOOL, STORES AND CITY CENTER



Situated in a fertile valley overlooking the city, Cloverdale Park is just five minutes from the center of Roseburg. No matter which way you turn a magnificent view is to be seen.

To the west is a breathtaking panorama of the city, miles of beautiful country and glorious mountains. Yet, within a matter of minutes by car or bus, you are down town.

To reach Cloverdale Park drive north on Pacific Highway 59 and turn right at the Cloverdale Park sign. (Pd. Adv.)