

Carstens Furniture Modernized



BEFORE AND AFTER remodeling scenes of Carstens Furniture Store are pictured here. Not only has the front been given a facelift, but the interior renovated. (Pictures by Photo Lab)

Business On Cass Street Is Completely Renovated

Carstens Furniture Store has joined the ranks of up-to-date modern appearing businesses. A brand new front adorns the south side of Cass Street while the inside of the store has been completely remodeled in new colors

and display methods. The remodeling idea was started some time ago, "with the eye to bringing the store up to date with new colors, new display ideas and show windows — all with the desire to give the people of Roseburg a thoroughly modernized store."

Carstens' wife, Flossie and his son, William, are also stockholders in the company.

New Space Added
A total of 25 per cent additional space has been gained in the remodeling, giving room which will be used to advantage in displaying overstuffed furniture and other items.

The gain in space was accomplished through extending the balconies and removing the warehouse from the rear sales floor.

One innovation incorporated in the new store, are "see through" backgrounds for display windows, that enhance the appearance of the display and also allow the customer to see the entire depth of the store.

Expanded Business
The store first started as a general merchandise store and continued as that until Carstens entered into partnership with McKane, when the household wares were sold out and the store became dealers in furniture only. In 1944 McKane was in ill health and Carstens purchased the store and has operated it ever since.

The new store front is in metal



to give it a new modern appearance, and a newly designed neon sign has been placed on the front.

The office has been moved from the left side to the center near the main sales floor. It has inlaid linoleum of a wood-grain style.

Plate Glass Front
The plate glass front is of solid glass, rather than the usual glass panels.

The entire interior is done in soft pastels to blend with the natural color of the displays. The entrance angles into a doorway — another innovation of modern design.

The heating system of the newly-renovated business has been entirely revamped. In the new system air is circulated by a large blower in a forced air system. The store has done away with air ducts on the walls.

The process known as "cracking" obtains approximately twice as much gasoline from a barrel of crude oil as was formerly obtained by straight distillation.

Congratulations

CARSTENS FURNITURE

Your new store is a fine addition to Roseburg. We are glad to have had a part in its completion.

We were happy to be selected to do the interior painting and decorating. Fuller Paints were used throughout the store.



Congratulations

To

CARSTENS FURNITURE



Your new store is a fine achievement and we take pleasure in adding our congratulations and best wishes to the many others.

We are very happy to have had a part in the realization of this fine new store.

NEW STORE FRONT AND ALL GLASS FURNISHED AND INSTALLED BY

ROSEBURG GLASS COMPANY

729 Miller

Dial 3-5178

BEST WISHES

Carstens Furniture

It was a pleasure to be of service in the remodeling of your store. Our best wishes on your Open House!

We manufactured and installed the new Carstens Furniture sign which you will see on the new store front.

HUFHAM SIGNS

430 N. Jackson

Dial 3-6023

BEST WISHES!

We are proud and happy to have had a part in the remodeling of your store. We performed the necessary sheet metal work.

TOZER'S HEATING & SHEET METAL WORKS

314 W. Cass St.

Dial 3-4266

BEST WISHES

Carstens Furniture

ON YOUR OPEN HOUSE

There's a new, brighter look at Carstens Furniture and we are happy to have had a part in making it possible.

New Lighting Fixtures and Electrical Wiring furnished and installed by



136 N. Jackson

Dial 3-5521

OUR COMPLIMENTS

To

CARSTENS FURNITURE

Completion of your fine new store marks another milestone in the growth of Roseburg and offers a new shopping pleasure to the buying public.

We are very happy to have been selected to furnish the design for the new building as well as perform the general contract work.

TODD BUILDING CO.

Commercial-Industrial-Residential DESIGNING and CONSTRUCTION

North Umpqua Road & Patterson Dial 3-5596