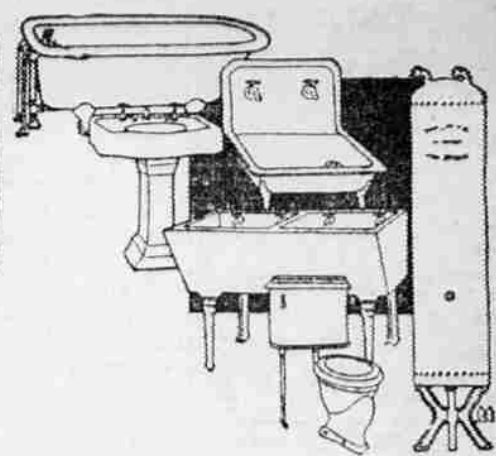


# HOME BUILDERS

## PAGE



Medford Must Have More Homes

# BUILD NOW!

The one great need in Medford and the Rogue River Valley today is more homes! From all parts of the country comes the insistent demand for places in which to live. People want homes, they need homes, they are clamoring for homes! Why don't you, who live in rented houses, build homes for yourselves? And you, who have money to invest, why don't you build houses and get the benefit of the rents?

Rents are higher today than ever before in the history of the nation. If you are a renter you want to escape this abnormal condition. If you are a landlord you should take advantage of these opportunities and secure more houses to rent. In either case the answer is—BUILD NOW!

Lumber prices have fallen and building is now possible upon an economic basis. Rents have not decreased and will not as long as the country is a million homes short.

The situation offers a splendid opportunity for the investor and to the rent payer. BUILD NOW and take advantage of it.

Ask your contractor to re-figure your contemplated home upon present prices. You will be surprised in the difference in cost.

You, who are now living in rented houses, pay out in rent each month practically as much money as would build you a home and pay for it entirely! You are only losing by waiting! If you would BUILD NOW, instead of continuing in the rent payers' rut, you would soon have a home paying actual cash dividends in rental saved.

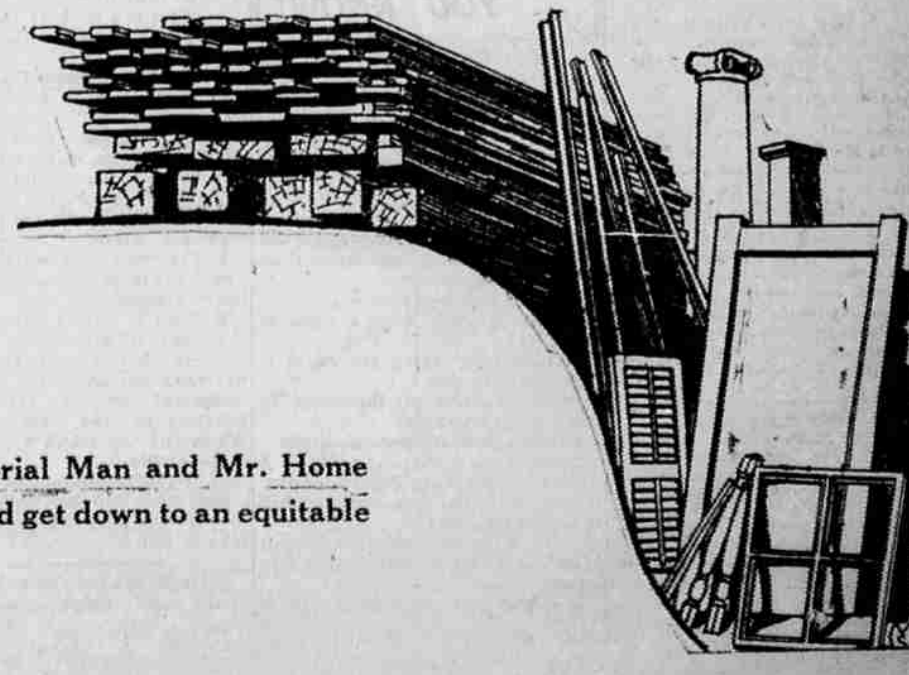
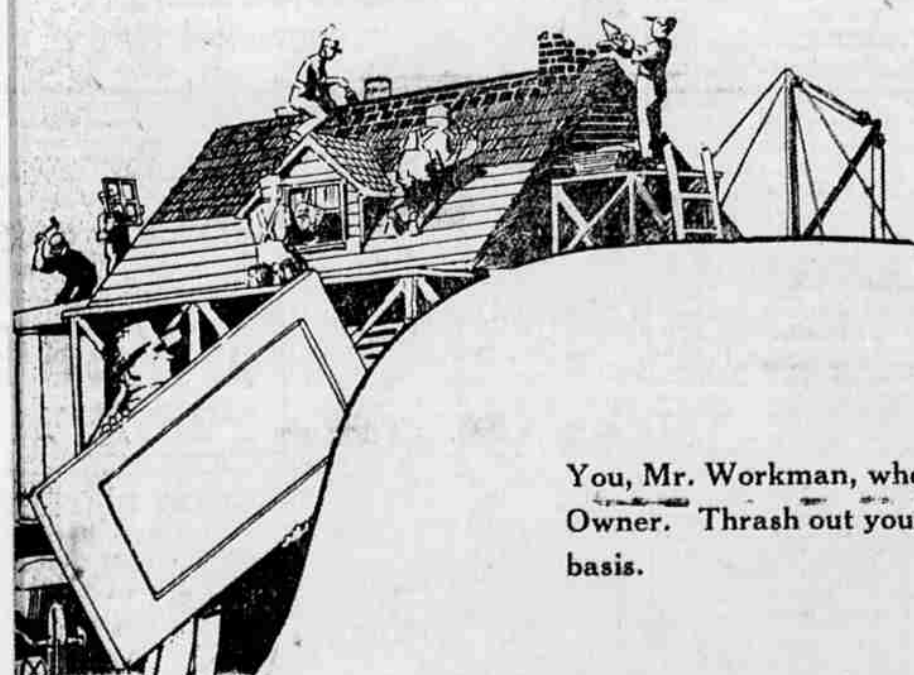
Moreover it is your obligation as a husband and father to provide your family with a pleasant, comfortable, secure

shelter for the years to come. You owe your little ones the happiness and joy and safety of a home of their own TODAY and the memories of that home in future years. In building your own home you can build where you wish and how you wish. You can build according to your own desires and preferences and to suit the tastes and wishes of yourself and your family.

Building your own home is not only a sound business investment but it serves as an excellent plan for saving money. Paying for a home gives you a real reason for saving and supplies you with a tangible objective as a check to unreasonable spending.

Improved property is always salable. It is also recognized as valid collateral in any business transaction and serves as stable security in any emergency.

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You, Mr. Workman, who have labor to offer, meet Mr. Material Man and Mr. Home Owner. Thrash out your differences, call a spade a spade and get down to an equitable basis.