

BORROW NOW TO BUILD OR MODERNIZE

TO PRESENT and PROSPECTIVE HOME OWNERS LET UNCLE SAM HELP YOU!

On these pages appears an illustrated and personalized story of how Medford'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. Harry A. Pinneo Build and Modernize Their Home with an FHA Loan... Follow Them on Their Shopping Tour!

VISIT

The Business Firms on These Pages for Detail Information or The Jackson County Better Housing Committee at The Chamber of Commerce



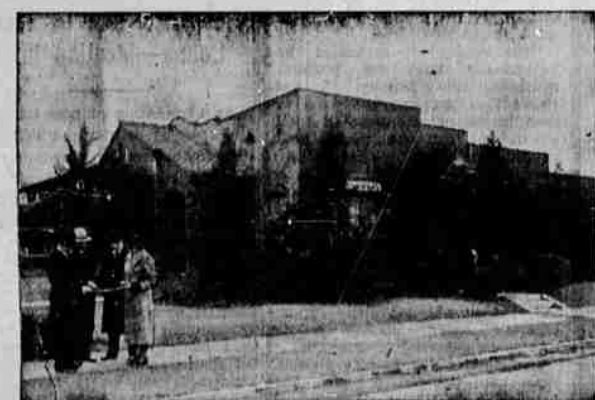
Medford Federal Savings and Loan Association Explains FHA Loan

Well, I know you've been wondering why we have been wearing that haggard expression. The fact is—that we have been sick—tired of our home. All it has is four walls and a roof. We've been reading about the Better Housing Program in the two papers and we have decided to build a new home now. Then we are in the office of the Medford Federal Savings and Loan Association, 126 E. Main St. at the desk of J. H. Fletcher, secretary-manager, who tells us that building materials will never be cheaper and that we will be helping the government. In its effort to put men to work; that a dollar spent for new home construction would circulate ten times in Medford and help restore prosperity. He said that his institution is behind the government in its housing program and that it has ample funds to lend to qualified borrowers for this purpose.



Charles A. Wing Agency Inc. Sells Us a Lot

After leaving the bank we walked over to The Charles A. Wing Agency Inc., 109 East Main Street, where we were introduced to Mr. Wing who, in his private office, brought out maps showing many desirable lots in the Rabbiton Heights. Mr. Wing told us that they had just recently acquired a number of lots in this addition, and were prepared to build new homes. It did not take us long to select our lot. The necessary papers were drawn up and Mr. Wing gave us advice on how to finance the building and construction of our home. See Charles A. Wing Agency Inc., to Buy Your Home.



E. G. Whiteside & Son Contractors and Builders Build Our Home

We then consulted E. G. Whiteside & Son, Contractors and Builders, Route No. 1, who not only assisted us in making all the changes necessary for convenience but took us out to the Model Home they recently built. The Model Home, Mr. Whiteside showed us was the ideal home for us. He was certainly enthusiastic about this particular house, and even more enthusiastic about the possibilities of building a new home under the FHA single mortgage plan. In fact he told us that he was planning on building a number of homes in Medford. He also told us that he would gladly furnish all estimates without charge.



Mayor George W. Porter Gives Us Figures on Building

Numbered among our friends were all the officials of the six lumber yards and before buying the lumber and building materials, etc., we thought it advisable to consult them. So here we are off to see Mayor Porter, of the Porter Lumber Co., 234 South Fir Street. In a jiffy we were talking to Mr. Porter, telling him we wanted figures on building materials for our new home. He informed us that his company carries a complete line of building materials. That it is a "builder's bureau of information." He told us that he would gladly give us the information wanted and that it would be a pleasure to serve us.



Big Pines Lumber Co. Has a Large Lumber Stock to Select From

Continuing our shopping spree, we drove to 32 West Sixth Street, where Mr. H. A. Thierolf, President of the Big Pines Lumber Co. showed us beautiful and durable arrangements which can be had through the use of lumber and who took us into his storage yard where we viewed his complete stock, which included lumber for every purpose. Mr. Thierolf then explained that his slogan was "Everything in Building Material." He also told us how The Big Pines Lumber Co. is cooperating with the builder who finances under the Federal Housing Plan.



Woods Lumber Co. Explains the Difference in Roofing

Well, I always thought a roof was just something to keep out the rain and snow, but I had a surprise coming at the Woods Lumber Company, East Jackson at Genesee Streets. Mr. Harold Woods was at the door to welcome us when we arrived. What he told us about the history of roofs was a revelation. This was the first time I was ever introduced to modern, improved roofing. Mr. Woods explained that the Woods Lumber Company acted as distributors for the El Rey Asphalt shingles and other types of roofing. He further stated that he carries a complete stock of lumber and building materials and could furnish us with all our needs, including Fuller Paints, and builders hardware.



Timber Products Company Sells PABCO Paints

We have heard so much about Pabco Paints, and needing paint for the house, our next stop was at the Timber Products Co., North Central, where we were greeted with a pleasant smile by Mr. Bruce Bauer, the manager, who in a short while convinced us that we had reached the place where our paint could be purchased. He then explained that they also handled Pabco Roofing, Lumber and Building materials. He then told us that we should build our new home now, for it would help the local industry, put more men back to work and further the return of prosperity.



Economy Lumber Company Shows Building Material

"Where does the family go from here?" "Let's see, I have a list," replied the Mrs., fumbling among the hairpins, chewing gum, letters, and at cetera in her purse. "We're going to the Economy Lumber Co., North Pacific Highway, and see Mr. R. O. Stephenson, the president." Well, we went. And I got another surprise. I thought a lumber yard just sold lumber, nails, paint and hardware. But this one was different. The Economy Lumber Co. not only sells building materials, lime, cement, brick, built-ins, doors, and windows, builders hardware and supplies but gives valuable technical service to prospective home builders. Mr. Stephenson told us that his company sold the well advertised Certain-Ford Paints and Roofing.



"Our Next Step?"

We See Masonry Insulation and Flooring at the Medford Lumber Company

Checking our list we found that the items we were most interested in at this time were insulation and flooring, so quite naturally we thought of the Medford Lumber Company, Third and Fir Streets, since they specialize in these items. Mr. W. H. Roberts, the manager, was glad to show us their complete line of Masonry Insulation and Flooring, and before leaving his yard we also inspected his large stock of Lumnal Insulation Paints, Pioneer-Flintlock Roofing, builders hardware, lumber and other building materials.



E. G. Trowbridge Shows Us a Model Built-In Kitchen

Continuing our journey to the Trowbridge Cabinet Works, Corner Tenth and Orange Streets, we were met by Mr. E. G. Trowbridge. After being shown his modern shop, he took us to his home and showed us how lumber may be used in the construction of well-planned built-ins, which mean so much to the housewife. We were so favorably impressed with the built-in kitchen and built-ins in other parts of his home, that we decided to go no further. In his shop he showed us specifications and plans of all types of built-in equipment. He also mentioned that he manufactures frames, windows, sashes, doors and could furnish us with quality plate glass. His slogan is "Everything in Woodwork."



Modern Plumbing & Sheet Metal Company Shows the Latest in Plumbing Fixtures

The selection of our bathroom and plumbing fixtures was one thing we thought would be hard to do, as we had been told that all nice fixtures you see in the ads are high priced, but you can imagine our pleasant surprise to find so many beautiful types and new designs within the reach of our pocketbook at the Modern Plumbing & Sheet Metal Co., 404 East Main Street. We selected one of the latest matched patterns for all the fixtures in the bathroom which included a Tub and Pedestal Lavatory. The well-informed Mr. H. C. Williamson, who waited on us, gave a complete explanation of the importance of good plumbing in home construction as well as valuable pointers in properly selecting bathroom fixtures and modern plumbing. Mr. Williamson then had Mr. J. E. Erickson, his partner, show a complete heating unit suitable for our new home.



People's Electric Store Sells Lighting Fixtures

Attended next with the shopping fever the head of the house took us to 214 West Main Street, where in the People's Electric Store, the genial A. B. Cunningham greeted us. There we were shown a most complete stock of modern electrical fixtures and supplies. He smiled at our surprise when we saw the small amount of our bill. He explained that the operating expense of their store was so low that it gave them an opportunity to offer savings to the home builder. He also mentioned that the FHA plan permitted them to install electric wiring and modern fixtures in old homes that were being modernized. We were surprised to learn that trends in lighting have changed completely in the last few years tending to make homes more comfortable, and are slight safer. Mr. Cunningham told us that when we started to furnish our home we should not forget that his firm sold Westinghouse electric refrigerators, washing machines, toasters and electric stoves; that they also carried the equally famous Elin electric washing machines, toasters, as well as Hotpoint and Westinghouse electric stoves and Spark Oil Burners.



Hubbard Brothers, Inc., Show Sherwin-Williams Co. Products

"Now what?" I inquired. "What would you think of me if I came down town without rouge or lipstick?" she demanded. "You wouldn't even walk with me. Well, a rouge needs paint, too. I'm buying Sherwin-Williams paint for the interior of our home because I know they are among the best to be had. This company has been making paints for years and I've asked some of Hubbard Brothers' customers about their products and I haven't found one person who didn't boast them. Does that mean anything to you?" "Yes, it means that we are buying S-W Paint." I merrily replied.



California-Oregon Power Co. Shows a Modern Electric Kitchen

Here 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 Mrs. Margaret Kush, home demonstrator, of the California Oregon Power Co. About this modern electric kitchen she showed us the Model Electric Kitchen on display in the office, with all of its electric conveniences. I never realized before what science and engineering had done for the housewife and I received them and there, that white life may begin at home for some people it was going to begin for me with an Electric Kitchen. My slogan is going to be "Do it electrically."



Cook With Gas Is the Slogan of the Southern Oregon Gas Corporation

As we entered the Southern Oregon Gas Corporation display room, 200 West Main Street, we were met by an affable and genial office manager, Mr. E. E. Chappin. He just seemed to sense that we were particularly interested in a gas range. The Wedge-wood Gas 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, so necessary in cooking, and the many other advantages that I was tempted to place my order, even though we are not yet ready to move into our new home. Mr. Chappin told us that his company had sold hundreds of similar stoves in Medford and that most of these were sold on the easy monthly payment plan of FHA. He also showed us an Electric Gas refrigerator, a Keefe & Merrill Gas Range, Perfined Water Heater, and Electric Floor Heater. 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 Corporation.



Montgomery Ward & Co. Sell a Ward Electric Refrigerator

Next on our tour was Montgomery Ward & Co., 117 South Central, where Mr. C. O. Harrison, department manager, was right on the job, when we walked in telling him that we were in the market for a new electric refrigerator. Mr. Harrison told us that we should always say Ward's and there would never be a mistake for electric refrigeration. The fine display of Ward's Electric Refrigerators on display in their store is worth seeing. There are several models from which to choose. This fine display reminded me of the terrible condition of our old ice box, so naturally, we bought a Ward's after Mr. Harrison showed and told us about its various features, particularly its fast freezing of ice cubes, desserts, frozen storage, etc. Just like the other firms in the city the Montgomery Ward & Co. sell electric refrigerators, washing machines, stoves, paint, roofing and plumbing on FHA terms.



C. D. Bean, Incorporated Sells a Maytag Washer

Realizing that it is more economical to do washing at home, especially when the family is small, just too, we decided to see the Maytag Washers and Ironers at the C. D. Bean, Inc., 229 East Main Street. Upon our arrival there, Mr. Bean, the manager, came up to us and we missed no words in explaining what we wanted to see the new Maytag Washer and Ironer. He brought out the new 1936 washer and showed us the inside workings, part by part, and explained the simplicity, economy and efficiency of the Maytag Washer and how we will have a Maytag Washer and Ironer at our new home when completed. In addition to Maytag electric washing machines his firm sell trouble electric irons, General Electric Flatplate Ironers, General Electric refrigerators, American Oil Burning Stoves, General Electric kitchen ranges, dishwashers and washing machines, all of which may be purchased on the easy monthly payment FHA plan.



T. E. Daniels Outlines a Complete Insurance Program

"Well, that's all," Muriel announced. "We're through now, inside and out. Well, it's been a glorious day, Harry, and you'll say so yourself when you see how the house will look." "Oh, we're through, are we?" I inquired. "Well, we aren't—we have one more place to go. 'What in the world?' Muriel began. 'We're going to see T. E. Daniels, of the McClurdy-Daniels Insurance Agency in the Medford National Bank Building.' I mentioned. 'After spending all that money on the home, we ought to do something to protect it, hadn't we?' We were seated in Mr. Daniels' office in a few minutes, and I explained our problem in a few crisp business-like words. He helped us figure out fire, and other lines adequate to cover the valuation of the home. I had talked with Mr. Daniels before, because our automobile policy is with his company. I had also seen him at the time when the folks had a fire which called for an adjustment. The claim was paid promptly. That's one advantage of dealing with a firm which gives friendly, personal attention to its clients. In a few minutes, we were back in the car headed for home.