

Incomes Up

Family Aim

FHA Loans Spur Home Improvement

Standards Of Living Going Up

With U. S. national income at an all-time peak, employment figures steadily maintained at the highest level in the history of this country, and savings deposits swelling, economic exponents anticipate that 1957 will see a dramatic acceleration in the current strong upward trend of American standards of living.

The increased leisure made available by the shorter working hours now prevalent in most fields of industry and business acts as a further spur to families to lift the level of their planning with a view to giving new scope and pace to their lives.

The trend toward better living embraces families in every walk of life and is reflected in every phase of their living, from housing to apparel and from automobiles to sports and hobby equipment. In the sweep of this movement, many of the so-called luxuries of yesteryear are fast taking on the guise of necessities for the average family.

Today's increased emphasis on family life, sometimes known as "togetherness" has placed the home well up on the list of projects that many families will undertake in 1957 with a view to stepping up to their living.

Operation Home Improvement, last year's successful national program, is forging ahead in 1957.

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Operation Home Improvement, which have been postponed for years, can be effected without further delay by means of FHA Title I Loans, which are available through most banks and savings and loan associations. A simple application form, when filled in by the home owner, is processed by the lending agency

Giant Strides... to BETTER LIVING in 1957!



Keeping pace with America's quickening tempo, families of Medford and throughout the Rogue River Valley are stepping happily forward to better living in 1957. Long-cherished plans are being brought to fulfillment, new projects launched to make homes more attractive and liveable, new interests developed . . . for the greater enjoyment of family life. Homes hereabouts are being modernized, expanded, remodeled, redecorated, re-furnished. New rooms are being added, fireplaces installed, bathrooms and kitchens modernized, swimming pools planned. New lighting and modern electrical appliances will make the 1957-model home so much more pleasant; new insulation promises year-round comfort, along with up-to-the-minute air conditioning.

. . . So, why not call a family council right now to decide what can, should and will be done to "better the living" of all concerned? Since "home is where the heart is," that's the best place to start your planning . . . Operation Home Improvement is a national movement, but in its individual applications it is as varied as the special needs of the families it seeks to serve.

Geared to this forward surge for Better Living in 1957 are Medford's business concerns and financial institutions . . . ready with everything to help you make your own Operation Home Improvement dreams come true . . . now!



**BETTER YOUR LIVING—
JOIN IN OPERATION
HOME IMPROVEMENT**

