America's Fastest Selling Homes are

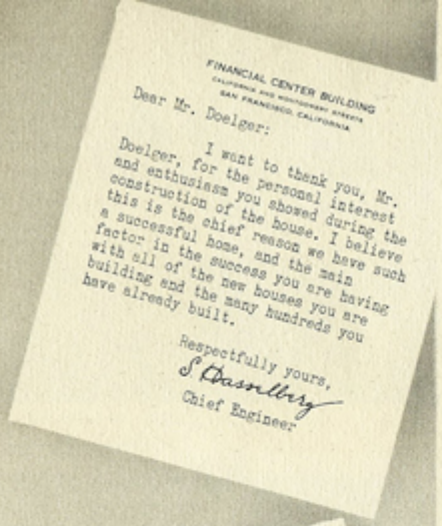


Built by

DOELGER

320 JUDAH ST. OVERLAND 2100

Sparkling modern homes in San Francisco's Sunset District where sand dunes once ruled.

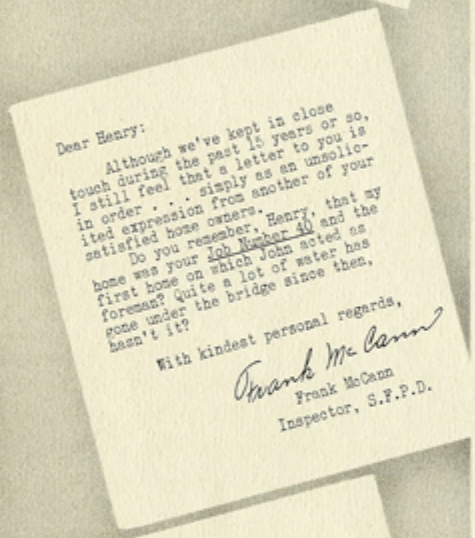


FINANCIAL CENTER BUILDING
CALIFORNIA AND MONTGOMERY STREETS
SAN FRANCISCO, CALIFORNIA

Dear Mr. Doelger:

I want to thank you, Mr. Doelger, for the personal interest and enthusiasm you showed during the construction of the house. I believe this is the chief reason we have such a successful home, and the main factor in the success you are having with all of the new houses you are building and the many hundreds you have already built.

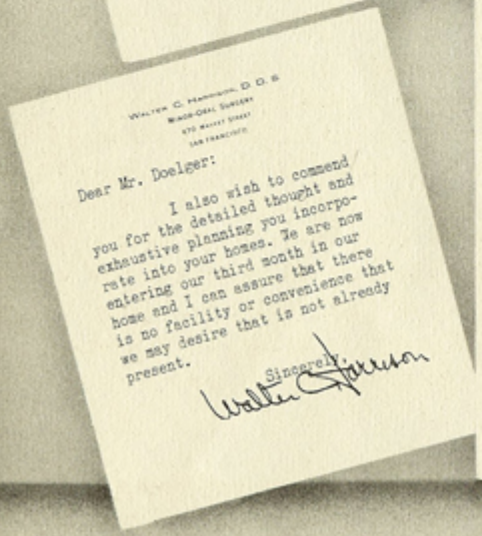
Respectfully yours,
S Dasnellberg
Chief Engineer



Dear Henry:

Although we've kept in close touch during the past 15 years or so, I still feel that a letter to you is in order . . . simply as an unsolicited expression from another of your satisfied home owners. Henry, that my home was your Job Number 40 and the first home on which John acted as foreman? Quite a lot of water has gone under the bridge since then, hasn't it?

With kindest personal regards,
Frank McCann
Frank McCann
Inspector, S.F.P.D.



WALTER G. FRANCISCO, D.D.S.
MAXILLO-ORAL SURGERY
870 MARKET STREET
SAN FRANCISCO

Dear Mr. Doelger:

I also wish to commend you for the detailed thought and exhaustive planning you incorporate into your homes. We are now entering our third month in our home and I can assure that there is no facility or convenience that we may desire that is not already present.

Sincerely,
Walter G. Francisco

There is no mystery about Henry Doelger's sensational rise to America's largest home builder. He simply builds more quality into his homes at a lower cost. And by "quality," we mean room arrangements planned for greater efficiency . . . . built-in conveniences including spacious cupboards and closets . . . . more floor space per room . . . . planned placement of doors and windows, allowing for changes in furniture arrangement . . . . and a variety of smart exterior designs, constantly being increased for the sake of individuality.

Neither is it a mystery why it is possible for Henry Doelger to offer so much in each home at a moderate cost and still "come out on top." Quantity buying is the answer. By the tremendous savings effected in the purchase of building materials in carload lots, Henry Doelger is able to build and sell a far better home at a lower cost than ordinarily could be done by smaller builders.

A staff of qualified engineers and draftsmen work continually for the possible improvement of floor plans . . . . for new features which will be added to the already large number of helpful innovations identified with Doelger homes. Individual lots are studied for view, location, and direction of sunshine, and homes capitalizing upon these advantages are planned for them.

Among the best-known features first perfected by Doelger are:

- Patio
- Pullman Breakfast Nook
- Reverse Floor Plan
- Daylight Kitchen

Doelger's moderate-priced homes are located from Fifteenth Avenue in Golden Gate Heights between Lawton and Quintara streets to the Beach. Near by are schools, churches, a thriving shopping center, and adequate transportation facilities.

One or more Doelger furnished display homes are open at all times, showing the wide variety of floor plans available and the comfortable livability achieved throughout. Visitors are cordially invited to inspect and compare these homes at all stages of construction.

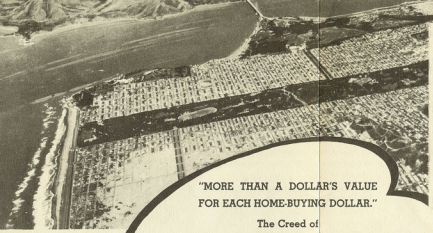


From the rank of a small unknown contractor in San Francisco to the title of America's Largest Home Builder—all in a brief 15 years—that is the almost unbelievable climb Henry Doelger has made.

From a one-room office at Eighth Avenue and Judah Street and one office employee in 1926 to his present spacious modern quarters and an organization of some 26 members and 7 crews of carpenters totaling 300 men, Henry Doelger has grown through his own initiative.

His conviction that a city offering boundless opportunity to thousands had a definite need for homes priced for the modest salaried man, and in this belief he was not mistaken. Today, with the construction of more than 2,500 homes behind him—425 of them built and sold in 1939—and an approximate 600 to be built in 1940, Henry Doelger continues to go forward, striving for still greater efficiency, style, and economy in his homes.

Like the 24-karat guarantee on gold, HENRY DOELGER, INC., is your assurance of unmatched quality and style in homes.



Here is a noteworthy example of Doelger's modern streamline design—an increasing favorite with home buyers.

"MORE THAN A DOLLAR'S VALUE FOR EACH HOME-BUYING DOLLAR."

The Creed of

HENRY DOELGER

That's a rule from which Henry Doelger has not deviated in his building practices—that of giving more than is expected. He knows that a home is one of the most cherished acquisitions of a lifetime and so plans and builds them for your lasting security.

A spectacular view of the once barren Sunset District — scene of Henry Doelger's gigantic home-building program.

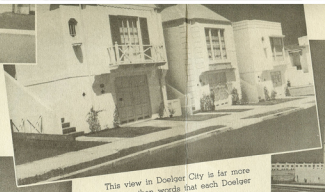
Planned appropriate to individual location, many homes are built to include rear living rooms with windows framing a glorious Pacific view.





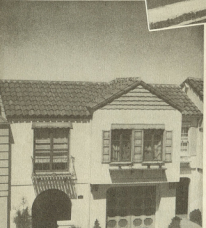
Designs of Doelger homes are as future owners had planned them. Originality is foremost in all Doelger building.





Doelger homes, carefully planned by a staff of experts, offer the home buyer compact room arrangement, up-to-the-minute conveniences, and built-in features.

This view in Doelger City is far more convincing than words that each Doelger home has a distinct personality.





BUDGETS ARE NO SECRET SORROW

The greater part of America cheerfully acknowledges that it "lives on a budget," and its request for well-constructed, moderate-priced homes has been answered by Henry Doelger. There is a Doelger home to fit your family and your pocketbook. They are FHA inspected, approved, and available on FHA terms.

Homes situated on choice corner lots are in constant demand—and are sold long before completion.

All homes are constructed with special emphasis on light, easy accessibility to rooms, and accurate placement of doors and windows, allowing for future furniture rearrangement.

HENRY DOELGER

America's Largest Home Builder

320 JUDAH ST. PHONE OVERLAND 2100



DOELGER CITY

From 26th to 36th avenues between Noriega and Quintara streets

Pictured is a striking group of homes, representative of others being completed each day by Henry Doelger. They are the outgrowth of a boyhood dream that one day the desolate sand dunes of the Sunset might be replaced by trim modern homes, owned by "Mr. and Mrs. Average San Franciscan," and that he would have a part in this vast undertaking.

A drive throughout the Sunset District illustrates what his 15 years of home building have meant. These 2,500 Doelger homes are not only a remarkable development, but one of the most modern communities in the entire United States, which has been given the unofficial title, "Doelger City," by its proud residents.

You will find the people living in this "city within a city" friendly folks in the average income group, for that, too, has been a Doelger goal: to build *moderate* priced homes for *moderate* income families,

Today you will find, besides homes, that schools, churches, shops, and markets also have come to Doelger City. And each week brings the beginning of additional blocks of convenient, modern homes. Truly, this is where *real living* is being enjoyed—real living that can so easily be yours!

Start today on the road to financial independence by owning a DOELGER home . . . . homes that are built to last!