

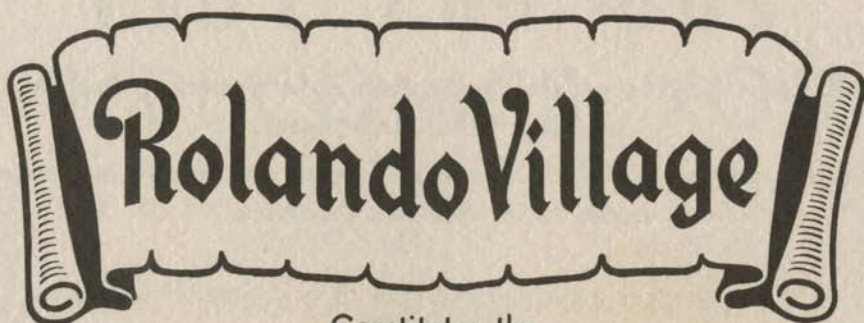
# Rolando Village

DESIGNED FOR BETTER LIVING



*This booklet contains*  
Attractive floor plans  
selected by Leading  
Architects and Builders

*Now Available to an Eager Public*



Constitutes the

# GREATEST HOMESITE VALUE

IN SAN DIEGO

Astounding **LOW OPENING PRICES** have definitely and deservedly made **ROLANDO VILLAGE** the fastest growing residential district in San Diego.

Located in the heart of San Diego's **SUNSHINE BELT**, this **NEW DISTRICT** of bright **NEW HOMES** has captured the heart of a home-loving public.

Careful planning—modern methods—adequate financing have made possible the offering of **ROLANDO VILLAGE HOMESITES** at prices that defy comparison. These prices mean quick sales—quick sales mean more new homes. More new homes add value. Lots are selling fast. **Buy now before prices advance.**

## **ROLANDO VILLAGE CO.**

6525 El Cajon Blvd.

Talbot 2171

# THE FHA PLAN

This plan aims to provide better homes for American families at prices within their means.

Monthly payments include Principal, Interest, Mortgage Insurance, Local Taxes and Fire Insurance.

The following is a typical example of a 25-year FHA loan in Rolando Village:

Appraised value of homesite and new home.....	\$5,000.00
Down payment.....	500.00
FHA INSURED MORTGAGE.....	4,500.00
MONTHLY PAYMENT (approximately).....	36.00

(This low monthly payment of \$36.00 is estimated for ROLANDO VILLAGE ONLY.)

## The FHA Plan Offers Utmost Protection

Home plans must meet definite property standards and requirements before FHA insurance is allowed.

FHA appraisers visit the site of the proposed home, or, if it is already completed, visit the home itself. All possible factors that might affect its value or usefulness are given the most careful attention.

When a new home is being constructed, periodic checks are made and the entire project is subject to FHA inspections.

This protection is a safeguard to both the borrower's investment and his physical comfort. It assures him a home that is suitably designed and structurally sound, built of good materials, protected against shoddy workmanship, and checked for compliance with plans and specifications.

# **Rolando Village Co.**

## **WELCOMES YOU**

WE ARE PROUD of this opportunity to offer you homesites in this UNEXCELLED LOCATION, at prices considerably below the cost of installation of the improvements, already in and paid for.

WE ARE PROUD of having made possible the creation of a new district in which you can build a home of your own.

WE ARE PROUD of the stamp of approval placed on this development by F.H.A., and all other local home loan institutions including banks and insurance companies.

WE ARE PROUD of the gently contoured lots; the gracefully curved streets; the careful planning; the protective restrictions; the size and shape of the homesites; the climate; the panoramic view; the character of surroundings — IN FACT

WE ARE PROUD of it all.

**You Too**  
**Will Be Proud To Say**  
**"I Live In Rolando Village"**

For it is an address you'll be proud to claim

*Distinctive Designs* - - - -

**Moderate Cost**

**High Quality**

COMPLETE BUILDING SERVICE

Designs, Financing, Construction

Your inspection of our buildings is invited

**JENKINS CONSTRUCTION CO.**

3540 EL CAJON BLVD.

T-2367

*If It's Concrete*

Call

**LEON**

**CEMENT  
CONTRACTOR**

Maximum Quality

Minimum Cost

**ERNEST F. LEON**

**RANDOLPH 4316**

*Ideal  
Nursery*

LANDSCAPE SPECIALISTS

Ornamental Rock,  
Fertilizer, Top Soil,  
Rock Gardens

**SPRINKLING  
SYSTEMS**  
To Fit Your Need

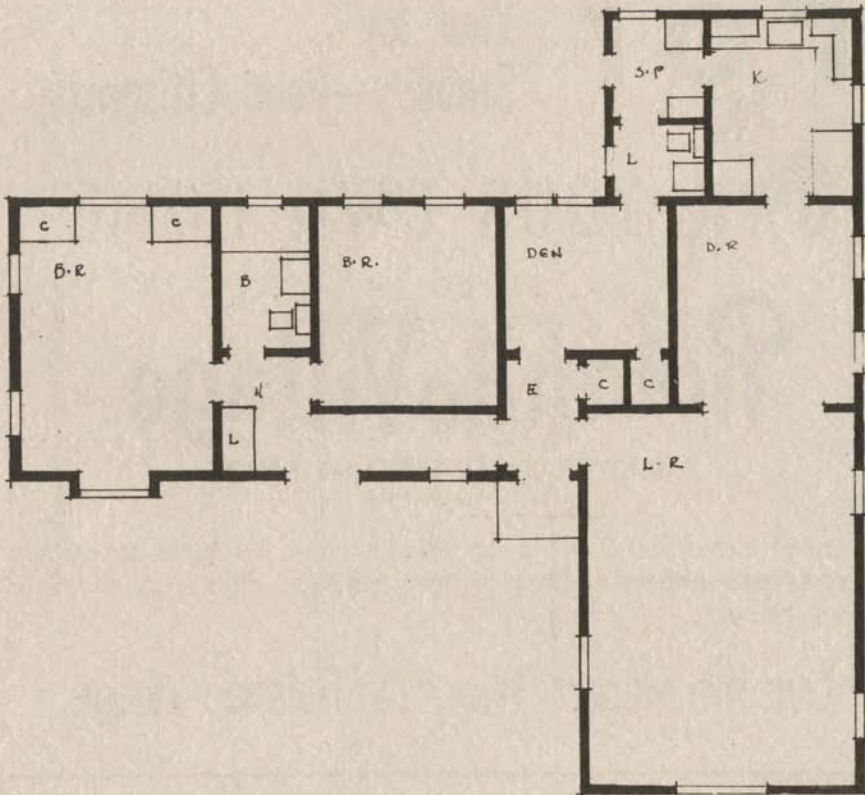
Talbot 2671

5132 El Cajon



Plan 51500

Typically Spanish, this home has a special allure  
Estimated monthly payment  
Including lot—FHA \$47.52





**For** Their Happiness  
Your Joy  
Stability—Good Citizenship

**OWN YOUR OWN HOME**

BUILD IN

**Rolando Village**

AWAY FROM TRAFFIC HAZARDS

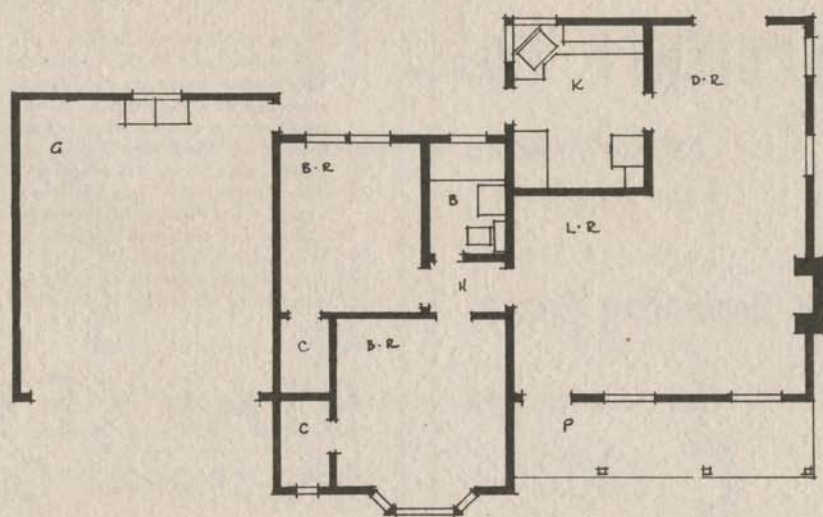
Choice of either San Diego or La Mesa schools. La Mesa school bus picks up and returns children without charge. Also very close to State College.

**Live the Modern Way... In Rolando Village**



Plan 5865

Set well apart from the living room are the two bedrooms  
Estimated monthly payment  
Including lot—FHA \$29.23





# Donald I. McKillop

General Contractor and Builder

*Specializing in Distinctive Homes*

203 Bank of America Bldg.

Phone Franklin 6683

## University Ave. Furniture Co.

Complete Home  
Furnishers

Terms If Desired  
Free Decorating Service

Call Jackson 5165

1003  
University Ave.

## Modern "One Stop" LOAN Service

Contractors! Home Builders! We can offer you 4½% temporary construction Loans on your F.H.A. conditional commitments. Very small cost and monthly payments as low as \$6.60 per month per \$1000, plus taxes and interest. Also construction and refinance Loans for Homes, Apartments, Courts and Business Property at Low rate of interest. Save time and money by using our convenient "One Stop" Loan Service.

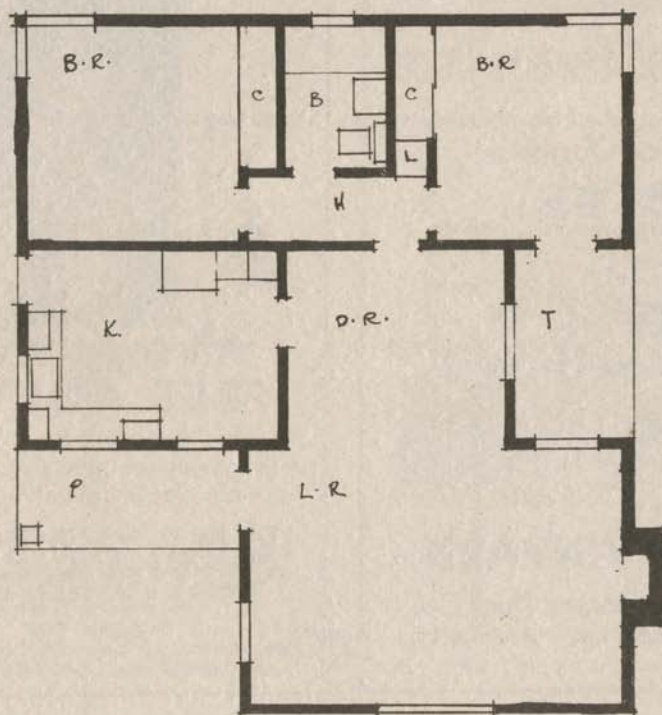
## STARKEY INVESTMENT CO.

Phone  
M. 6117

4th Ave. at B



Plan 5974  
Convenient front kitchen and compact arrangement in a modified  
California Monterey feature this plan  
Estimated monthly payment  
Including lot—FHA \$32.38



# Pay Rent to Yourself - - -

The Klicka Lumber Company welcomes the opportunity through F. H. A. and other long-term loans, to give financial assistance to you for:

## Building a Home... Building for Income

Monthly payments, no more than rent, which you can afford. Ask us for further details without obligation.

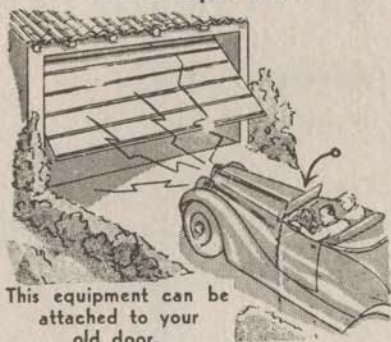
We are as near as your telephone

# KLICKA

# LUMBER CO.

3933 30th Street, San Diego  
TELEPHONE J-5171

Install an  
**Overhead Garage Door**  
Radio, Electric and  
Hand Operated



This equipment can be  
attached to your  
old door.

## FRED VINYARD

Overhead Garage Door Co.

1905 Pacific Blvd.

Franklin 1932

Calls received 7 a.m. to 9 p.m.

Just what I want...!



Ask Us For Your  
**FREE COPY!**

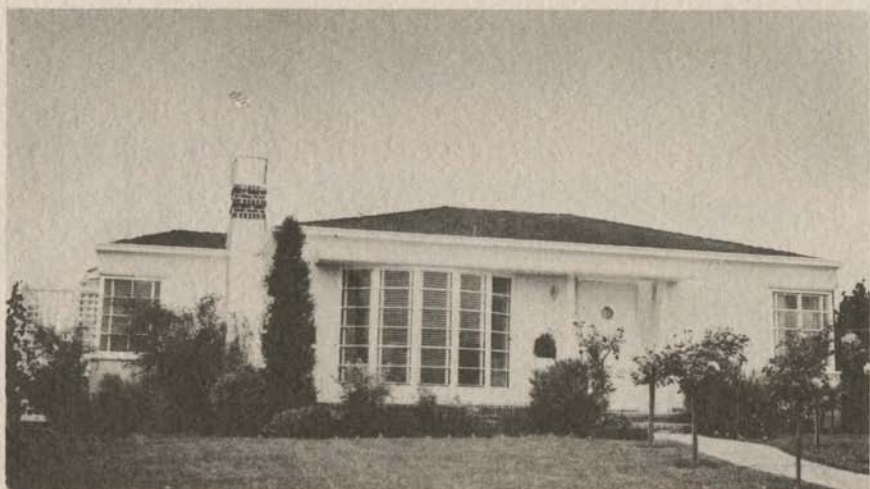
A richly illustrated book packed  
with unusual—yet practical—direc-  
tions for interior decoration.

## FRAZEE'S

PAINT - WALLPAPER

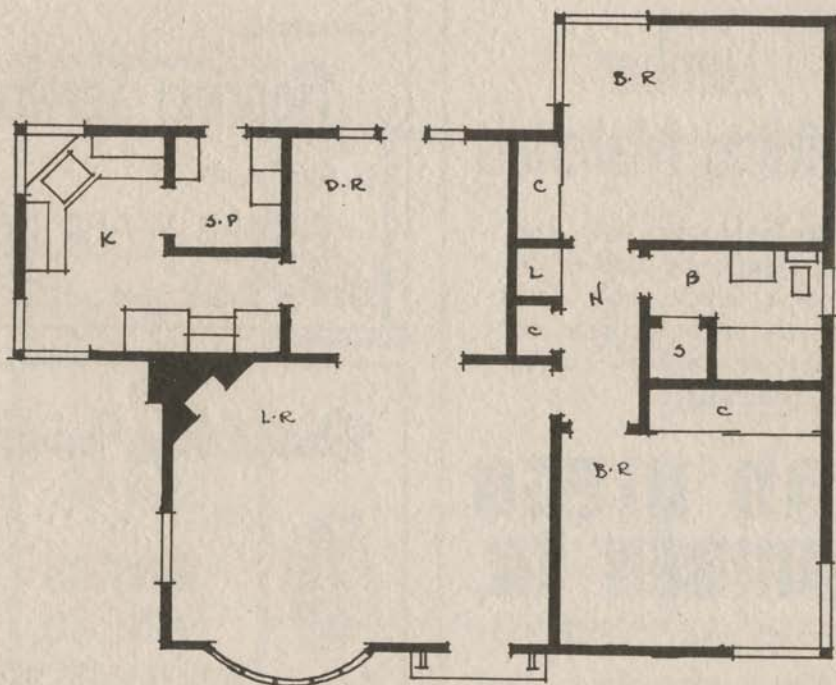
Broadway at Tenth -  
Franklin 6207

Headquarters for Sherwin-Williams Paints  
and Imperial Washable Wallpapers



Plan 5908

This type of home appeals to many. Plenty of light for the living room.  
Estimated monthly payment  
Including lot—FHA \$30.47



# VERL R. HOUSTON

**General  
Contractor**

Economy . . . Quality

Specializing in Federal Housing Construction

Minimum Overhead . . . Minimum Cost

Verl R. Houston

Randolph 5706

## Lumber Building Materials

Our large stock and years of experience assures the Home Builder and Contractor of immediate delivery on materials exactly as specified.

**SAN DIEGO  
LUMBER CO.**

170 Sixth Ave. Main 4131

Quality Lumber Since 1869

Complete

## Flooring Service

Jackson 4640

**FULLER FLOOR CO.**

2322 El Cajon Blvd.

*Dutch Boy Paints*

Exclusively  
by



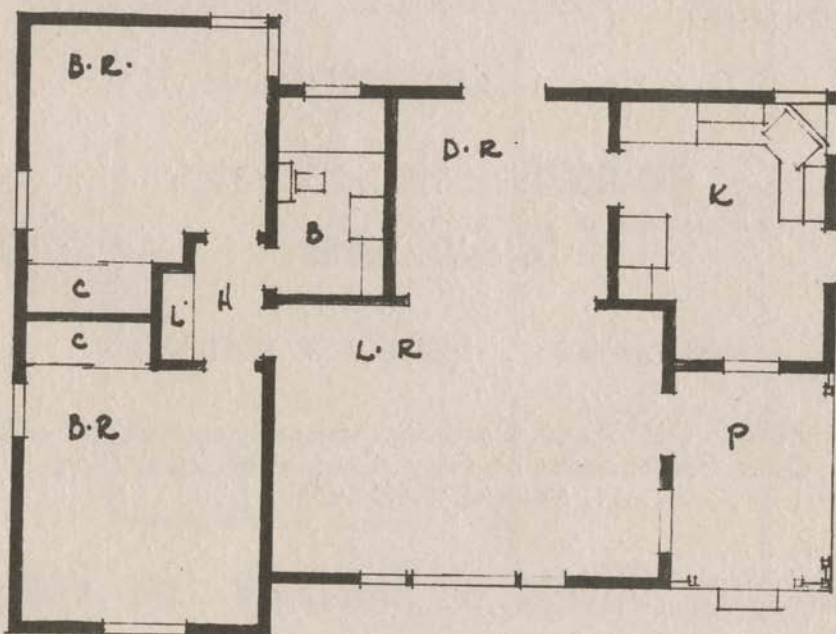
**WINSTON  
PAINT CO.**

R-0661 4028 El Cajon Blvd.



Plan 5875

A touch of the modernistic distinguishes this home  
Estimated monthly payment  
Including lot—FHA \$29.52



*Be wise - -*

Build Your Home in a New District

# **ROLANDO VILLAGE**

offers you

**San Diego's Greatest Value**

**YOU DO NOT NEED MUCH CASH**

YOUR FHA  
PAYMENTS

} ONLY \$8.00 per thousand

YOUR CHOICE }  
HOMESITES

LESS THAN COST OF IMPROVEMENTS\*

Large lots with frontages from 50 to 80 feet.

**No Bonds... No Back Taxes**

**No City Taxes**

**ALL CLEAR . . . READY FOR BUILDING**

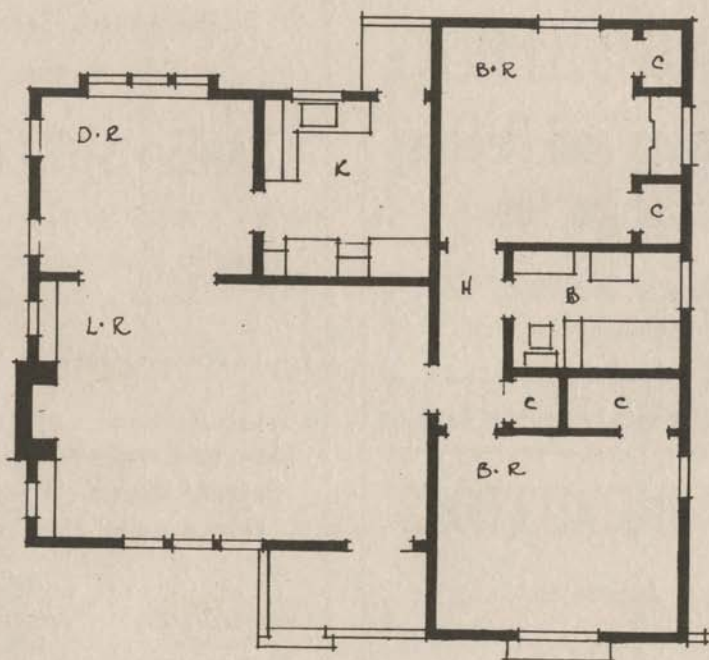
\*All utilities: Gas, Water, Electricity, Sewers, Telephone, Sidewalks,  
Curbs, Paved Streets, Parkways, Ornamental Street Lights  
**IN AND PAID FOR**

**Homesites Offered at Amazingly Low Prices**



Plan 51025

This beautiful little home has been admired by many  
Estimated monthly payment  
Including lot—FHA \$33.84





# • FLOORS •

Now you may have permanently beautiful Floors by the Dura-Seal process. Satin smooth; easy to keep clean; economical to maintain; never become brittle, crack or chip; improve with age rather than deteriorate. Let us be your insurance against inferior workmanship.

Licensed Contractor for  
**DURA-SEAL**  
"The LIFETIME Finish"  
Imitated but Unequaled

CORONADO 877  
RANDOLPH 7060

## WORDEN FLOOR CO.

659 I Ave., Coronado

### HAROLD STEPHENS

#### Plumbing and Heating Contractor

Complete Repairing and  
Remodeling Service

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Water Heaters Sales and Service

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#### NEW INSTALLATIONS

Estimates

3850 Chamoune Ave. R-3828

Quality and Service  
Our Mottor

### SPANISH STUCCO CO.

Office and Factory

Pacific Boulevard at Palm  
San Diego, California

Telephone Jackson 5411

Manufacturers of Interior and  
Exterior stucco, Waterproof  
stucco paint, Lime putty.

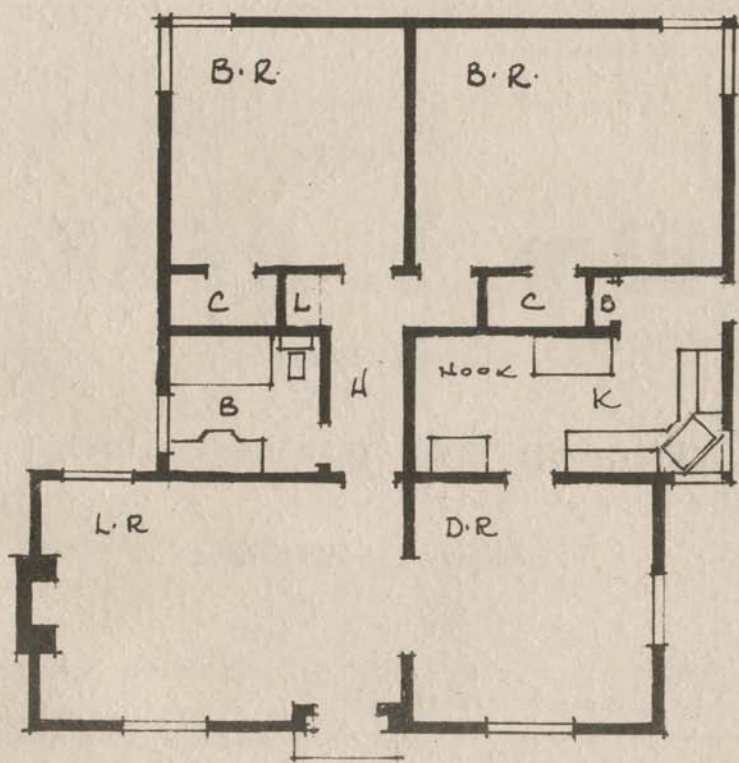
A. C. SHEPHERD  
Manager  
Res. Phone B-5026

WYATT INGRAM  
Sales Manager  
Res. Phone B-5448



Plan 5927

Living and sleeping rooms are completely separated  
 in this unique floor plan  
 Estimated monthly payment  
 Including lot—FHA \$31.02



# White-Sanders Development Co.

General Real Estate

Home Builders

Subdividers

Randolph 2696

3292 El Cajon Blvd.

All Electric Light Standards in Rolando Village  
Re-wired by

## **Wm. L. NEAR**

Electrical Contractor

**WIRING, FIXTURES, MOTORS AND RADIO**

Estimates Cheerfully Given

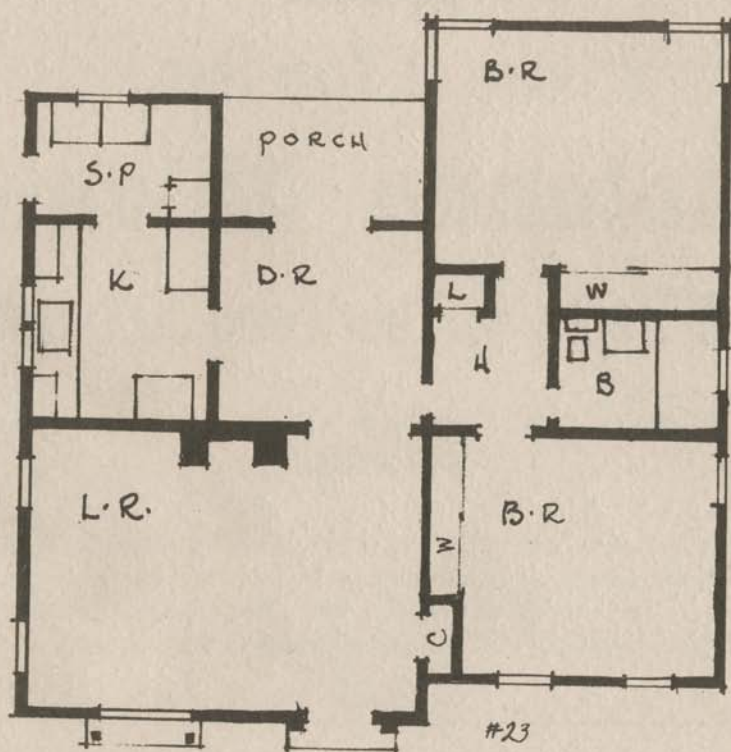
4935 Brighton Ave., Ocean Beach

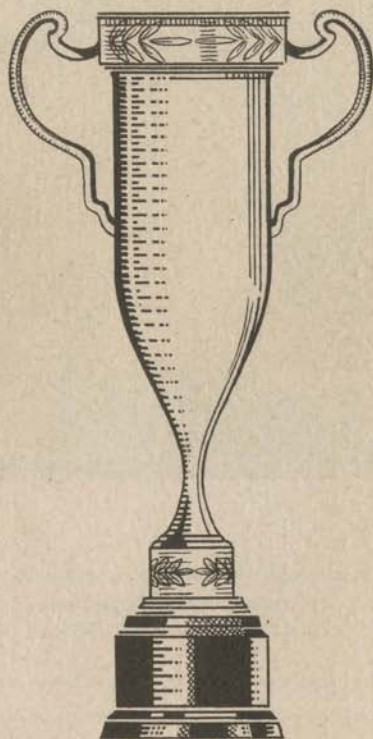
Phone Bayview 4883



Plan 5904

Here is a compact, convenient arrangement of rooms  
Estimated monthly payment  
Including lot—FHA \$30.36





A Home of Your Own in  
**Rolando Village**  
Is a Trophy to Your Good Judgment

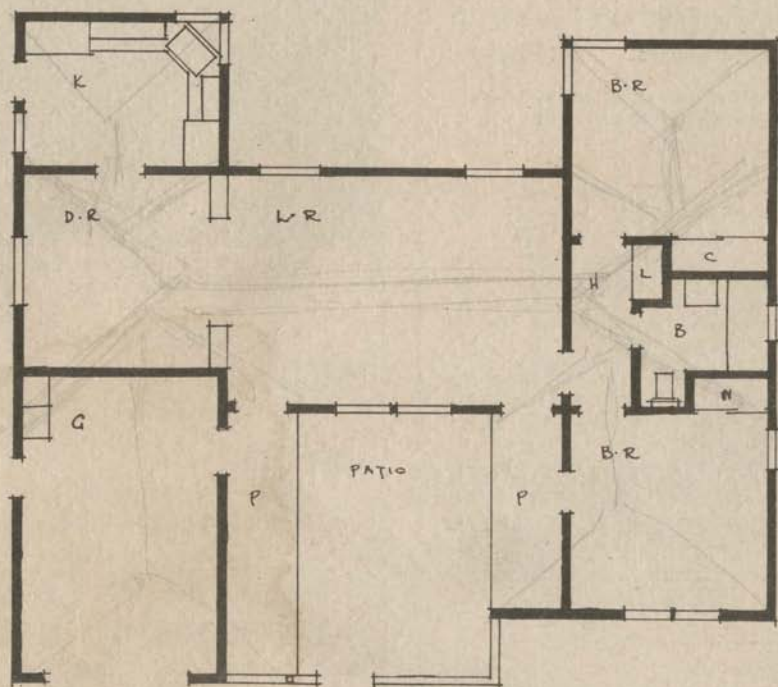
*Why?*

Because a new home deserves a new district. Rolando Village is a new district. Its architectural restrictions are your assurance of continuous desirability and future value. You know that your neighbor's home will add rather than detract.



Plan 5900

The patio of this attractive home is in reality an outdoor living room  
Estimated monthly payment  
Including lot—FHA \$30.24



Home Plans Beautiful

EDW. A CABALLERO

General Contractor

Personal Supervision on All Work  
Makes My Prices Possible

2951 A Street

Franklin 5583

Money Available for Loans to  
Build . . Improve . . Refinance

Outstanding features of our long-term  
monthly installment loan:

1. Moderate cost.
2. Low interest rate.
3. Convenient monthly installments.
4. No future expense for commissions, title search, recording or other fees. Your loan is automatically paid off by installments.
5. Loan applications are acted upon immediately and there is no red tape or delay in getting funds.

Why not consult us  
before making or re-  
newing your loan?



CHARLES K. FLETCHER, Pres.

945 Seventh Ave.

F. 6417



Monster Ocean Log Raft Entering  
San Diego Harbor

SINCE 1906

QUALITY

Grade marked and dry lumber

SERVICE

FHA loans arranged  
Our escrow service free

**BENSON**  
**LUMBER CO.**

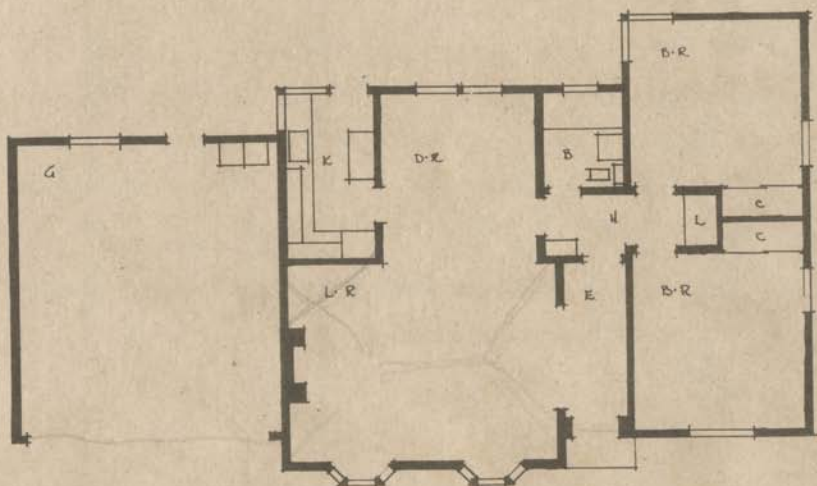
P. O. Box 2150

San Diego, Calif.



Plan 5910

Note the two-car garage and large living room  
Estimated monthly payment  
Including lot—FHA \$30.52





## *Consult Your Contractor About Rolando Village*

He will tell you of the advantages you and your family will enjoy by locating in this newest homesite development.

He will explain the importance of building where there are no adverse influences.

He will inform you of the opportunity of owning your own home made possible by the government's FHA low-cost, long-term loans.

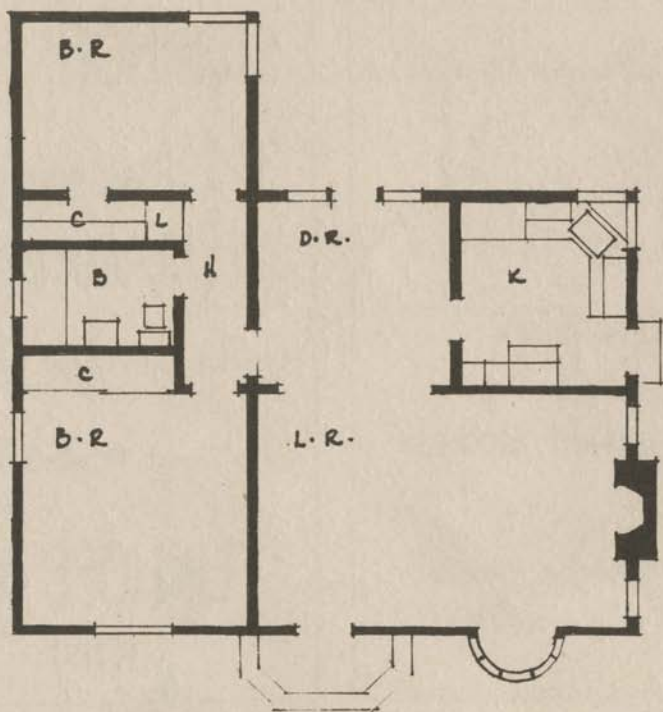
He will describe the exacting demands as to protective restrictions, convenience, livability and accessibility, size and spaciousness of homesites, etc., made by the government for your protection under FHA Title 2 loans before approval of such a loan can be secured.

He will show you how Rolando Village homesites meet and even exceed these FHA demands.



Plan 5868

This beautiful two-bedroom house is cleverly designed  
 Estimated monthly payment  
 Including lot—FHA \$29.32



# **G. W. CONVERSE**

General Building Contractor

SPECIALIZING IN RESIDENTIAL CONSTRUCTION

*Livable Homes of Tomorrow*

Sketch and Plan Service

**FHA Financing**

Phone Randolph 1121

Office 3901 El Cajon Blvd.

Talbot 2400

## **MEL TROOP**

Draftsman

and

Designer of Homes

2920 El Cajon Avenue  
San Diego, California

## **STEINHOFF BROS.**

Plastering  
Contractors

Plastering San Diego for 15 Years

Finest Workmanship

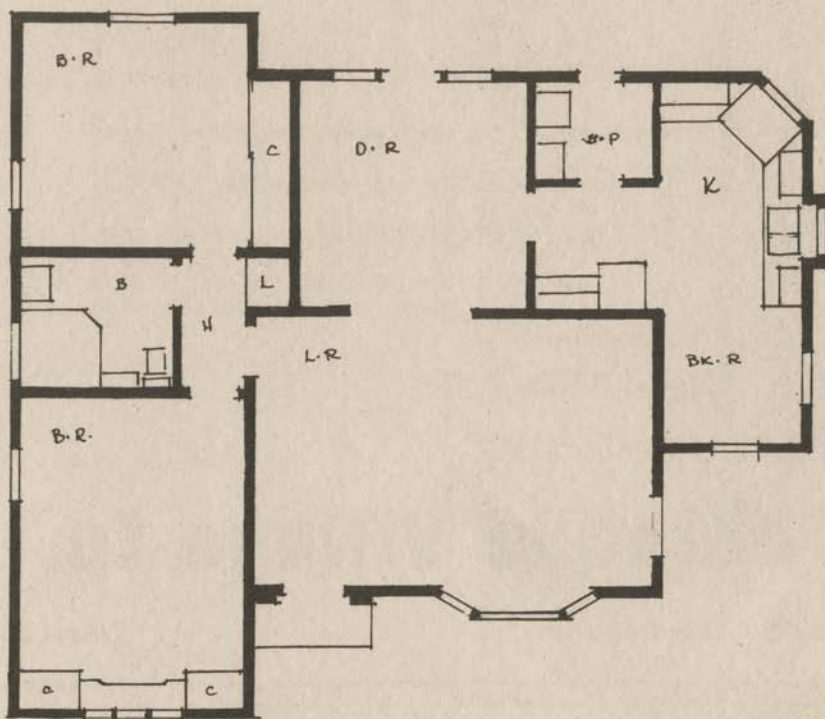
## **STEINHOFF BROS.**

R-3832



Plan 51050

An ideal home for a corner or inside lot  
 Estimated monthly payment  
 Including lot—FHA \$34.56



*A Man's Home  
Is His Castle*

and

Real Estate is the Foundation  
of all Wealth

The purpose of this Booklet is to assist you in realizing that consuming ambition—to own your own home.

All factors are favorable . . .

FHA solves the financing problem;  
Construction costs are reasonable;  
Rolando Village homesites are ideal, and  
surprisingly low in cost.

Now is the time to act!

**Rolando Village Co.**

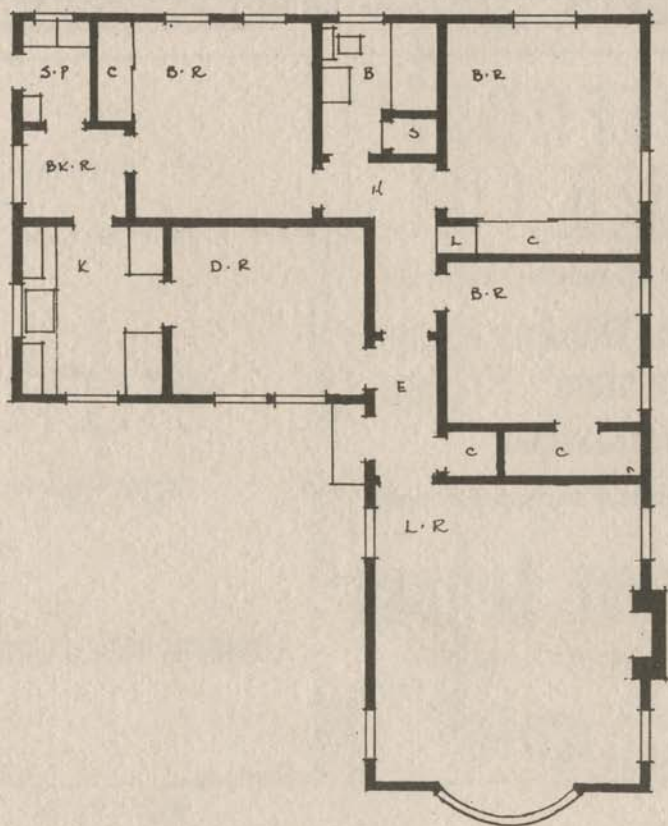
6525 El Cajon Blvd.

Talbot 2171



Plan 51145

Note the skillful arrangement of the three bedrooms  
 in relation to the rest of the house  
 Estimated monthly payment  
 Including lot—FHA \$39.29



*It pays you* so many ways to *leave all to*

**T.J. LORDS!**

● **Commander** and Mrs. **Clark**  
Robt. W.

**Say:**

*Dear Mr. Lords:*

*We want to express our appreciation of the fine co-operation, you gave us in building our beautiful home.*

*The price was reasonable, the workmanship fine, and best of all there were no extras.*

*We shall recommend you to our many friends*

● Thruout San Diego County, thrifty home builders attest to the wisdom of building the 'San Diego-Building' way.



**FREE** advisory service, helpful ideas, distinctive treatments, room arrangements that make for magnified conveniences, comfort and charm. Complete service from homesite selection to the completed home of your dreams.



**FINANCING-AID.** Long-term, liberal, economical building-loans arranged to enable you to build for less than rent. Just another unit of helpful service.



Complete building service. Advanced construction principles... skilled craftsmen... savings thru volume purchasing power of selected materials passed on to you.

**San Diego Building Service**

**4030 ELCAJON BLVD.**

**LIGHTFOOT LUMBER CO.**

All Kinds of Building Materials  
Sherwin-Williams Paints  
and Painters' Finishes

MILL WORK

3 Minutes from Rolando Village

**LIGHTFOOT LUMBER**

COMPANY

7010 El Cajon Blvd.  
Phone La Mesa 6081

3271 University Ave.

Phone Randolph 9477

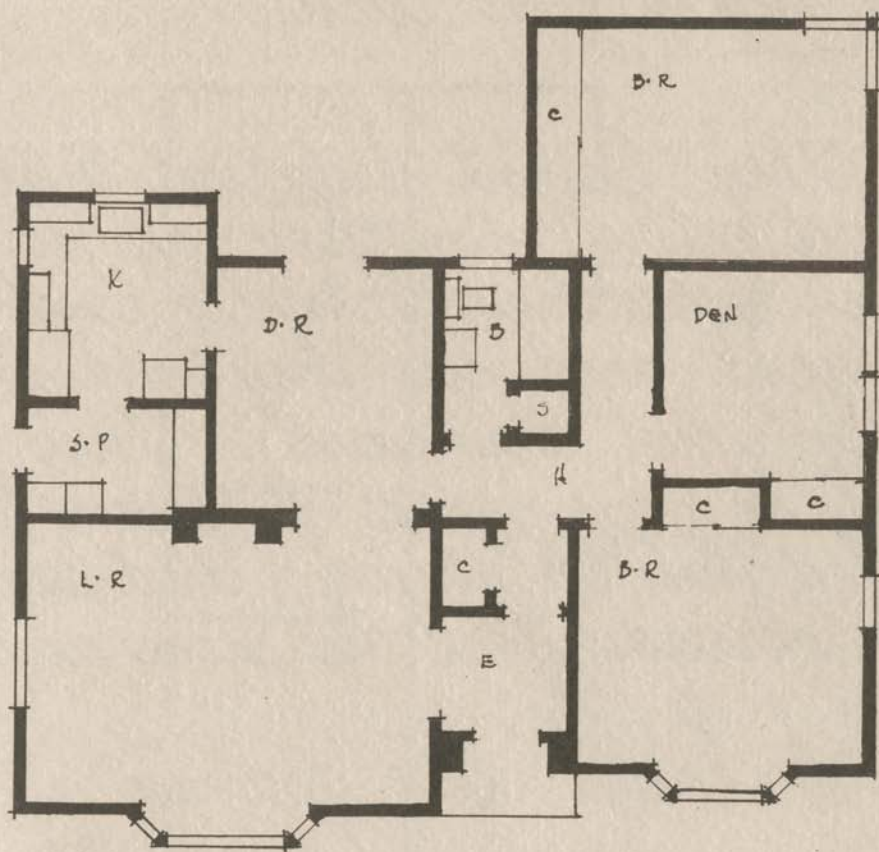
**STEETLE**

General Metal Contractor

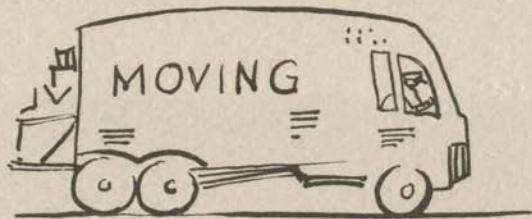


Plan 51240

The den is easily convertible into a third sleeping room  
Estimated monthly payment  
Including lot—FHA \$40.03







Yes we are moving into a home of our own in Rolando Village — Mary and Bill have convinced us they have found a wealth of health, a lifetime of happiness, and enjoy the latest trend in smart, cheerful and harmonious living.

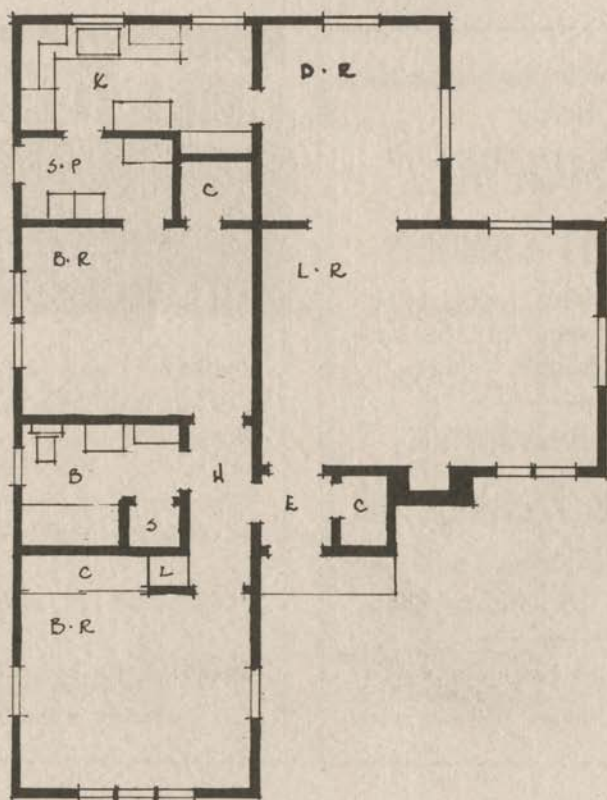
They havent disturbed their budget either! for they pay no more than they formerly paid in rent, and now they have exactly what they want. They feel so very proud of having fulfilled their life's dream. And say! We already feel the same way.

So-Long! See you in  
Rolando Village



Plan 51010

Typically English homes such as this are growing in favor  
 Estimated monthly payment  
 Including lot—FHA \$33.40



# John L. McDonough

Building and Financing

Homes designed to fit both your needs and purse

Phone Randolph 7314

Prices of Homesites

## In **ROLANDO VILLAGE**

are bound to increase with the unusual volume of building activity in this highly desirable residential district. Don't hesitate! Select your homesite now.

Get in line with the progressive builder

### Use "MADEWELL" Built-in Cabinets

See our cabinets which are installed in many of the new homes in Rolando Village.

Inspect them and call

### La Mesa Planing Mill

4784 Nebo Drive, La Mesa  
PHONE LA MESA 983

We are completely equipped to manufacture any type of cabinet, including Store and Restaurant Fixtures. Estimates gladly given.

## McNEIL'S

### PLUMBING HEATING REPAIRING

Architects and builders of the OUTSTANDING homes in San Diego and vicinity avail themselves of the beauty and efficiency of plumbing and heating by McNeil's.

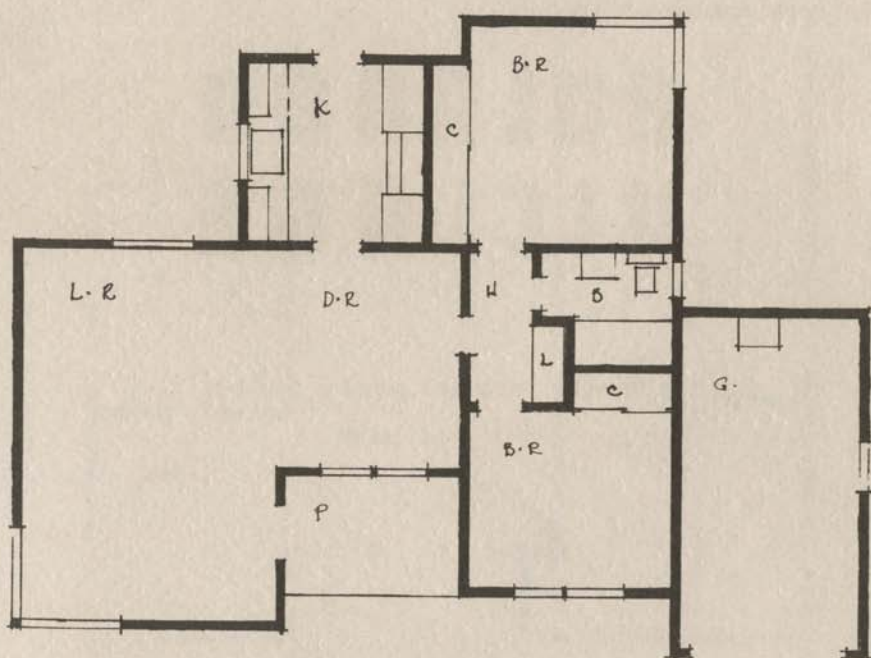
TALBOT 2101 4202 UNIVERSITY

"Quality in the concealed plumbing"

—Beauty in the fixtures."



Plan 5900-A  
 Here's a compact arrangement, with garage attached  
 Including lot—FHA \$30.24



Choice, Large  
Homesites

as low as

**\$350**

in

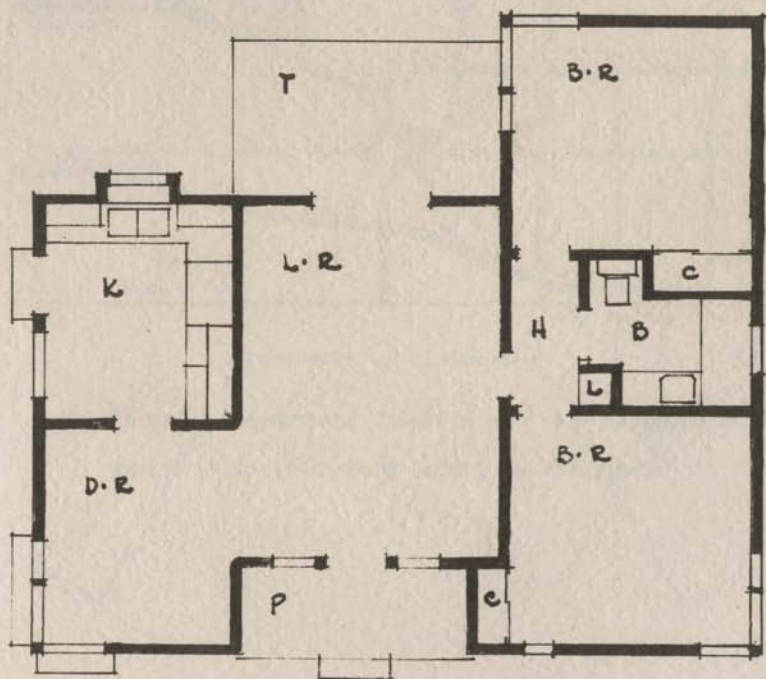
**ROLANDO  
VILLAGE**

Sidewalks, curbing, paving, utilities  
all in and paid.



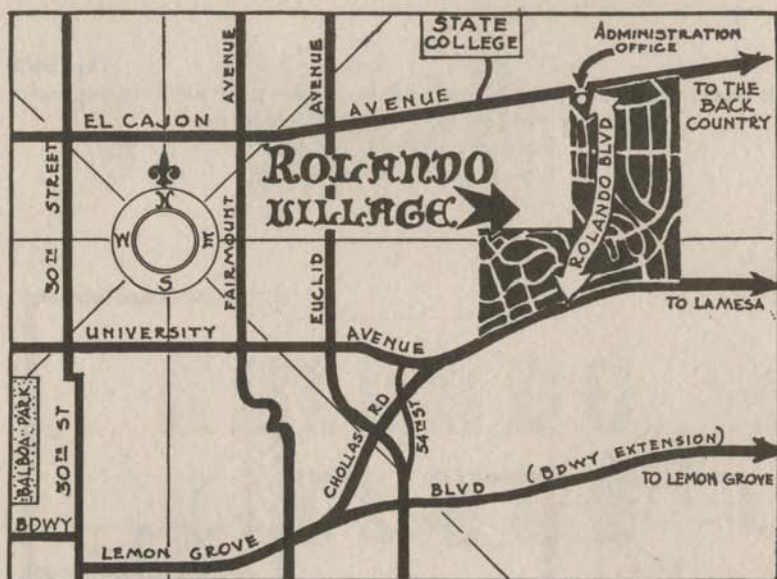
Plan 5800

This homey five-room home layout offers a floor plan which incorporates every comfort the housewife could use  
Estimated monthly payment  
Including lot—FHA \$23.36

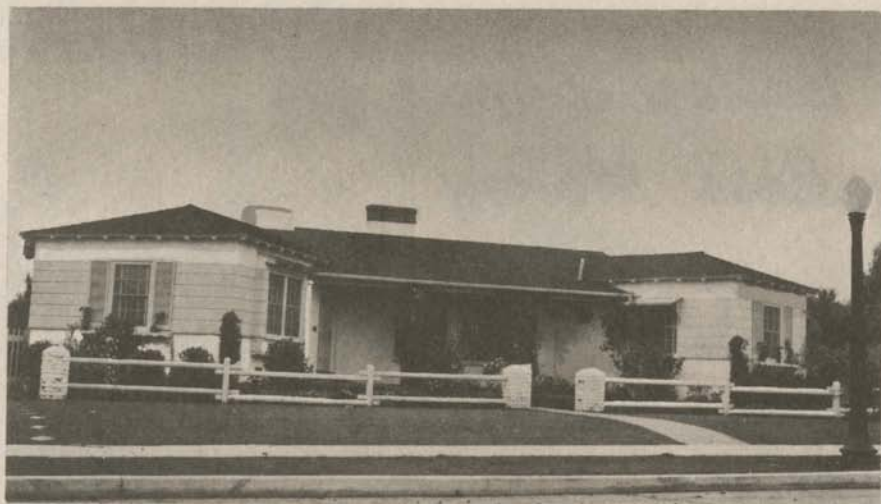


*"Be Glad Tomorrow That You  
Bought and Built In  
Rolando Village Today"*

How to Get to Rolando Village

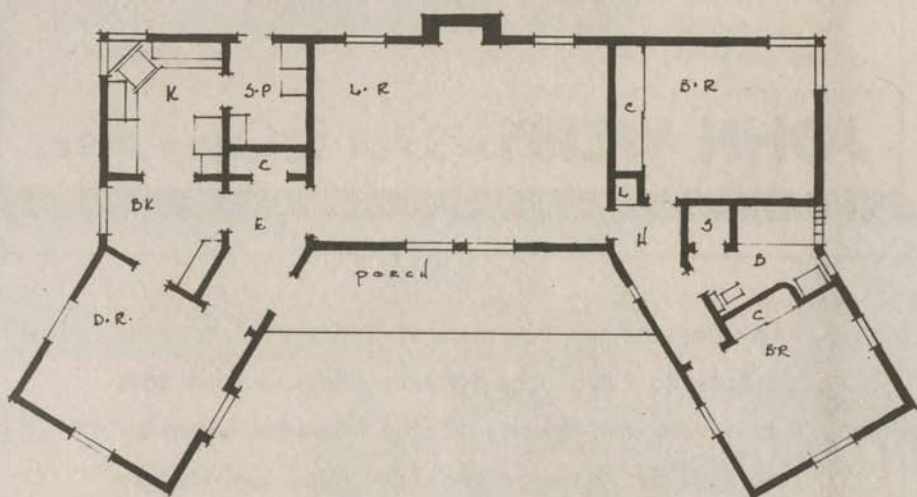


Investigate the year's finest Investment Opportunity  
Homesites at prices that defy comparison



Plan 51034

This California-ranch type home is skillfully laid out  
 Estimated monthly payment  
 Including lot—FHA \$34.10





*Better Homes for  
Less Money*

# JOHN WEISS

General Contractor

3701 El Cajon Ave.

Randolph 1179

---

*See my Model Homes in Rolando and  
compare my construction methods*

---

WISE PEOPLE ARE LIVING IN  
"WEISS" BUILT HOMES

**JOHN WEISS - 3701 El Cajon Ave.**

To safeguard the purchases of homes and homesites in Rolando Village, the Rolando Village Co. furnishes its buyers with Policies of Title Insurance issued by Union Title Insurance and Trust Co., San Diego's oldest and largest title insurance company.

# More Home . .



## for Less Money

**WHY?**

Because of our large-scale buying and production facilities—because of our experience gained in building more than 750 homes, enough to comprise a small city—because of our years of leadership in the development and use of new methods, new designs and new materials. Whether you are building a modest cottage or a country showplace, your Dennstedt home will save you real money from first to last, by reason of lower first cost, less expensive upkeep, and greater resale value.

THE ORIGINAL  
**DENNSTEDT CO.**  
3761 FIFTH (2 blocks south of University)  
Telephone JACKSON 5176



**\$23<sup>78</sup>** per month!  
Imagine building the home you've always wanted, for no more than you now pay in RENT. You can, here! May we show you?

