



## Local Advertising

Houses and silos pre-manufactured in Sumner were shipped to the Western and upper Central areas of the country.



The main device used to reach the consumer was a massive 90 page catalog that displayed pictures and floor plans for over 70 different homes. Each had a detailed list of the lumber and building materials that the consumer would receive plus information on building the home themselves or having a local carpenter do the work.

There was an additional catalog just for the silo line.

Locally HLF sold pre-manufactured houses in the Tacoma, Seattle, Sumner area and also did a brisk business selling doors, windows, columns and trim to local builders.

One of their favorite local publication for advertising was the "Ranch" a twice a month publication based in Kent that catered to the building and farming trade.

Nationally the catalogs were promoted to the consumer with ads placed in newspapers and farm journals.



FROM FOREST TO The Hewitt - Lea -

Funck Co. carries in stock at all times enough lumber to permit filling orders in 24 to 48 hours.

We guarantee that all

materials sold will be



The old-growth yellow fir trees from which Hewitt-Lea-Funck Co. lumber and millwork are made grow to be 300 feet high or even taller, and as much as 12 feet in diameter. The general run of the timber is very large, the average thickness of the logs being at least 4 feet. Such trees make the finest lumber.

listed and illustrated lumber, millwork and other building materials which are offered direct to consumer at prices which include just one small profit over cost of manufacture. The Hewitt-Lea-Funck Co. officers control not only the saw-mills and planing mills, millwork factories and shingle mills, in which its products are manufactured, but the actual forests from which the logs are cut, and the logging railroads which transport the logs to the mills.

#### ALL MATERIALS SOLD ARE STANDARD GRADE

better, grade for grade, than are sold in local yards. All listings are according to standard grading rules. We list No. 2 stock as No. 2, Second Quality as Second Quality, rather than give fanciful and deceptive names that fool the buyer. For an example of this, note illustration and prices of 5-Cross-Panel doors, where we give honest quotations on two grades.

ONE MILLION DOLLARS The capital stock of the Hewitt-Lea-Funck INVESTED IN BUSINESS Co., invested in the

business, is One Million Dollars, but the personal assets of its officers greatly exceeds this sum

Lumber, Millwork, Shingles and other Building Materials, made in the Hewitt-Lea-Funck Co. Sawmills and Millwork Factories and sold Direct to User at One Profit Prices

FAIR TERMS THAT SAVE The Hewitt-Lea-Funck Co. sells for cash. All sales 

1. Cash with order required on sales \$25.00 or less.

2. One-third cash with order, balance on delivery. These and terms which follow apply to sales over \$25.00.

3. \$50.00 cash with order, balance on delivery.

4. Where customers are known to us, we ship materials without advance deposit. In all cases where any part of price is to be paid on delivery, we require a letter from banker advising that the money is on deposit to complete payment.

You take absolutely no risk in ordering materials from the Hewitt-Lea-Funck Co. Everything we sell is guaranteed absolutely as represented or money refunded. The National Bank of Commerce, Seattle, or any mercantile agency, will tell you we are responsible.



The illustration at the right shows how very attractive is a home in which Hewitt - Lea - Funck Co. millwork is used. Our stock is complete and the quality high grade in every instance, while directto-user selling makes prices low. We can supply anything you need, and can make special articles to order on short notice.

The Hewitt - Lea -Funck Co. millwork factories are equipped with the latest and most improved machinery, which en-ables the company to sell at the lowest figures, direct to user, millwork of very high grade. The machine here illustrated is used for making oldgrowth fir columns.

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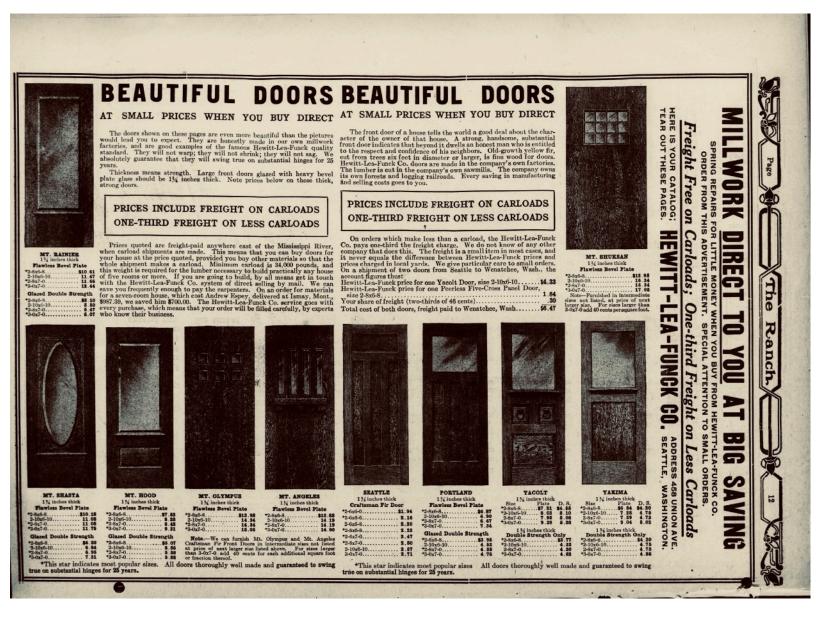
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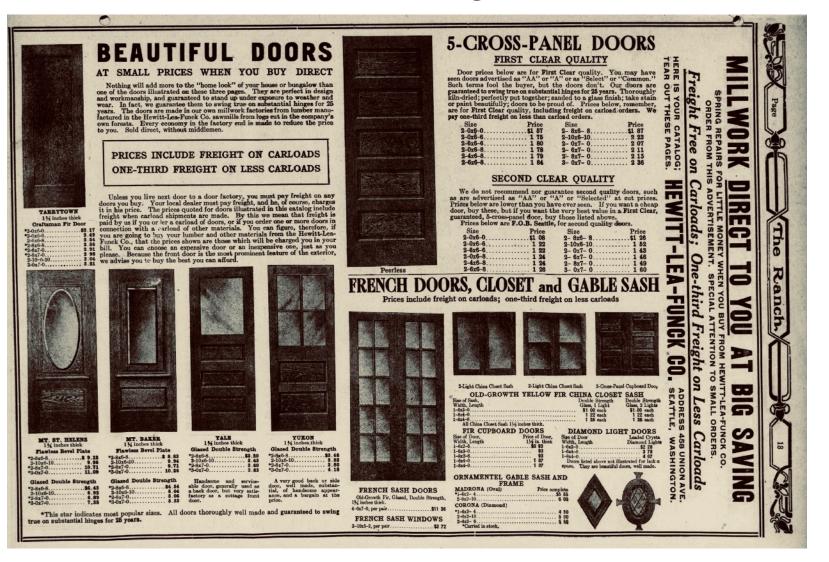
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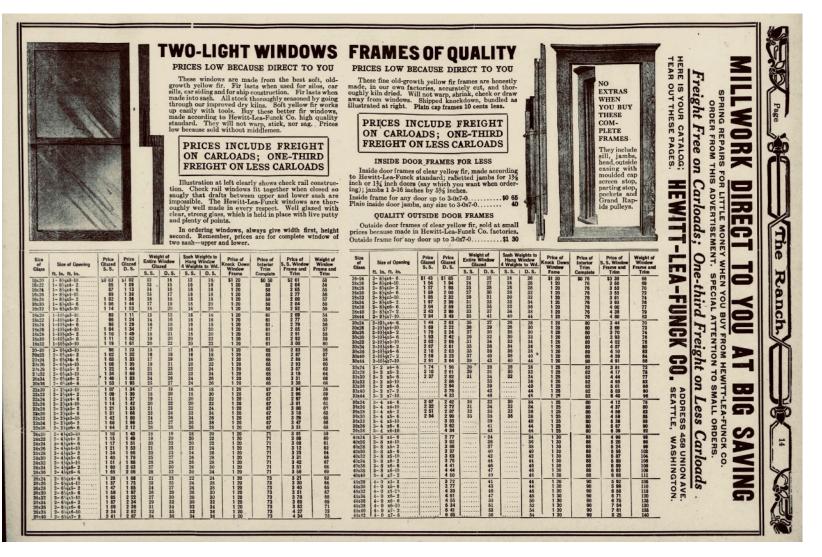
















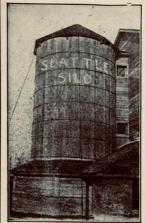
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Lumber, Millwork, Hard-

ware, Paint for this barn, F. O. B. Seattle

Howard W. Bird of Flaxton, N. D., wanted a barn. He sent a rough sketch showing his ideas, and we prepared plans for him, allowing

him the cost when he ordered the lumber. He saved \$150.00 and got a barn built of old-

growth yellow fir, just as he wanted it.

\$630.62

IMPROVED SILO BIG BOOK DIRECT TO YOU OF PLANS BIG S SEATTLE SILOS are honestly made of Douglas Fir staves manufactured in the Hewitt-Lea-Funck Co. mills from logs cut in forests owned or controlled by officers of the company. They have improved doors, so constructed that the door bars and bars which connect the hoops

Write today for delivered price on the size of silo you are considering. Then you'll know positively that there is a chance for you to make a big saving by buying your silo direct instead of through an agent. Send for interesting silo literature, which tells you silo facts you should know.

Howard W. Bird's barn

at Flaxton, N. D.

Width 44 ft.

Depth. 64 ft.

**BARN FOLDER FOR 4 CENTS** 

Get this folder for the newest and best in barn plans. Every barn designed after ideas of prac-tical farmers. Shows Hewitt-Lea-Funck Co. famous gambrel-roofed barn.

PLANS TO ORDER, \$10.00

day for Copyrighted Plan Sheet. Free.

HEWITT-LEA-FUNCK CO. 458 Union Ave. J. T. Smith's Silo at Heron Lake, Minn. Seattle, Wash.

form a ladder.

A better book than architects sell for 50 cents to \$2.00. Shows illustrations of more than 100 homes, from actual photographs, and figures WRITE FOR PRICE ON SIZE YOU WANT showing every item of cost, together with guaranteed quotations of Lumber, Millwork, Hardware, Paint, Electric Bell for each home. No extras

FPLA

If you are considering building a house, now or later, by all means get this better Plan Book. It was prepared by practical architects and builders for the use of practical people who want full value for their money. Houses from three rooms to nine BUILD A FIR BARN BIG SAVING ON LUMBER WHEN YOU BUY DIRECT rooms, and costing from \$750.00 to \$3,500.00

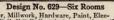
> For \$2.00, instead of \$25.00 to \$200.00, charged by architects, we sell you plans and specifications for any house shown in the Plan Book. These are practical plans, and will save their small cost many times in the savings they point out. Money paid for plans allowed as credit on orders for materals Send Ten Cents today for your copy of the Plan Book.



We draw practical plans, just as you want them, for \$10.00 a set, and allow credit for this Design No. 405-Four Rooms amount when materials are ordered. Send to-









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