



Architect, WM. EDGAR MORAN

We will build this Beautiful Home complete in every detail — no extras - no worry — for \$16,000.

By our plan it is as simple and easy to have a fine house built as it is to buy a fine automobile.

Why do you dread building? Is it not because of the prospect of countless interviews with architects, builders and salesmen; of half understood plans to be passed; of specifications to be O. K.'d; of fears that, after all, the house may not be properly built and that the cost may be far greater than you intended?

We will show you detailed plans of a home that is ideal in arrangement and construction and which represents the best thought and artistry of prominent architects. We agree to construct this house for \$16,000, complete in minutest detail—ready for occupancy—not a single penny for extras.

We have never built a cheap or poor house. We guarantee that materials will be of the finest, that workmanship will be of the quality that is found only in the costliest type of homes. The price is less than you would almost certainly pay by the old method.

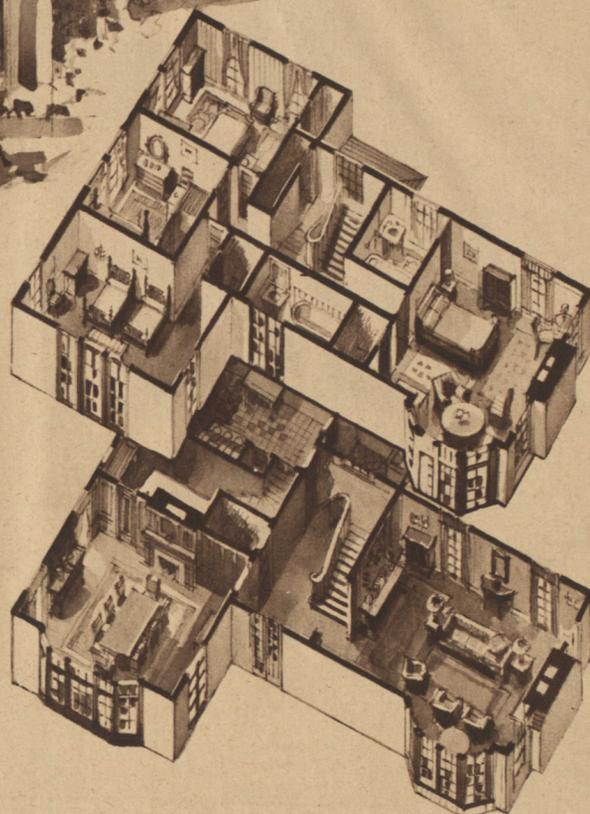
You will have the satisfaction of living in a house without a fault—a house that will not deteriorate—a house scientifically designed, superbly finished and impressive in its beauty and elegance.

Possibly you have individual preferences as to design. We can satisfy you. It's the cubic contents of a house which determine its cost. The cost of a larger house will be in proportion.

The graphic floor plans above will give you some idea as to the arrangement of this house, but cannot, of course, convey an adequate impression of its fine proportions or the richness of its finish.

The first floor has a large living room with handsome fireplace, hall, dining room, butler's pantry, kitchen and back hall.

The second floor has four bedrooms and two bathrooms, with ample closet room. Servants' rooms are on the third floor.



Natco Hollow Tile This house is built of eight-inch Natco Hollow Tile—the form of construction which renders office buildings fireproof and practically indestructible. Perfect insulation results from the hollow form, which gives a blanket of dead air in the walls. The house will be cool in summer and easy to heat in winter. Vermin are excluded. The walls cannot burn.

Edison Portland Cement The outer surface is Stucco, made of Edison Portland Cement, a product of the Edison Laboratories, tinted to suit owner. This finish is permanent. It needs no repairs, no painting and no attention. Age improves it. Foundations, basement floor and all masonry work are made of Edison Portland Cement, properly mixed by expert masons.

Truscon Waterproofing Paste Stucco Walls, foundation walls, basement floor and outside concrete work are waterproofed with Truscon Waterproofing Paste, which renders concrete permanently waterproof and prevents the weakening effect of dampness.—A dry cellar is assured.

Armco Iron Sheet metal work on the roof—gutters, flashings, down spouts—are of Armco Iron, which because of its purity possesses remarkable rust resisting properties.

Cedar Shingles Creodipt Cedar Shingles are used because of their long life. The shingles are Creodipt, rendering them waterproof and preventing decay or deterioration.

Tiger Brand Lime Plaster work throughout the house is made of Tiger Brand hydrated lime, giving a hard, polished surface which is painted according to tint desired in master's sections.

Southern Pine Partitions and floor framing are Southern Pine, thoroughly seasoned and so constructed as to allow for equal vertical shrinkage and expansion throughout the house. Southern Pine is the best wood available and is always satisfactory.

Neponset Florian Sound Deadening Felt All floors are lined with Neponset Florian Sound Deadening Felt. This insulates the house against dampness, keeps it cool in summer and warm in winter, deadens sound and prolongs the life of the house. It is vermin proof and will not dry out or rot, lasting as long as the building.

Oak Floors The finished floors of living room, hall and dining room are of finest white oak, carefully laid and polished. Beautiful floors are the most distinguishing feature of an elegant interior.

White Pine Exterior Mill work is White Pine, which withstands exposure to the weather without warping, splitting or opening at the joints.

Morgan Doors Morgan Doors are used throughout. They are not only artistic in design but are so constructed that they do not swell or shrink and always open freely. Bed room doors are mahogany finished. Door in master's bed room has full length mirror.

Murphy Varnish and Enamel Woodwork in Service Sections to be left natural is varnished with Murphy Univernish. This varnish has the virtue of being impervious to boiling water, and will not turn white under constant scrubbing. It possesses a surface having the durability and hardness of glass and is absolutely sanitary. Floors in master's sections are finished with Murphy Transparent Floor Varnish, the toughest and finest quality that is made. Flat trim in master's sections is finished with Murphy Undercoat and White Enamel, composed of the finest varnish and pigments.

Interior Finish The finish in master's sections is white pine, and North Carolina Pine is used in service sections. The dining room is wainscotted, with a handsome fireplace.

Yale Hardware Yale Hardware of a dignified design, in harmony with the English architecture of the house, is used throughout. There is no single detail in home building of greater importance than the selection of hardware which is beautiful, reliable and enduring.

The Yale Hardware used, from impressive front door to serving sections, is not only rich in artistic merit, but what is even more important, its interior mechanisms are so finely constructed that they will operate perfectly during the life of the house.

Yale Cylinder Locks on outside doors offer the best security against intrusion, for there is no instance on record of a burglar picking this type of lock.

Standard "Sanitary" Bath Rooms Bath rooms are furnished with "Standard" Porcelain Enamel fixtures of the most modern design and of the best quality. Bath tub is of the "built in" type which prevents all dirt accumulation and makes possible a sanitary cleanliness. Really fine bath rooms are among the most impressive features of a home.

Mosaic Tile Bath Room floors and side walls and fixtures are Mosaic Tile made by the Mosaic Tile Co., either in white or colored tile. This insures absolute cleanliness and gives a beautiful finish.

National White Lead Outside woodwork is painted with National White Lead and Linseed oil. This finish is the most durable and weather resisting that can be applied.

Ideal Boilers The Steam heating plant consists of an Ideal Square Boiler, with American Radiators throughout.

This boiler is made entirely of cast iron and will outlive the house. It turns every pound of fuel into the largest amount of warmth for the rooms above. It is of ample size to heat every portion of the house in coldest weather and is easily and automatically regulated for mild weather.

This boiler insures economy in fuel, freedom from repairs and an absence of trouble.

American Radiators American Radiators are attractive in design and are scientifically constructed to give free circulation, maximum radiation and tight joints.

Byers Pipes Byers wrought iron pipes are used. These resist corrosion and rust and will last as long as the building.

Keasbey & Mattison Co. 85% Magnesia Insulation Boiler and all steam pipes are thoroughly insulated with Keasbey & Mattison 85% Magnesia. This prevents the loss of heat in basement, insures an even distribution of warmth throughout the house and realizes greatest economy in fuel.

Electrical Equipment The installation of electric wires and fixtures is in accordance with the most modern practice and only the finest and safest materials are used.

Habirshaw Insulated Wire Habirshaw Insulated Wire is used exclusively. It is of superior quality and is positively safe. Every foot is carefully inspected.

Sheraduct Conduits Wires are laid in Sheraduct Conduits which are enameled inside and out and are perfectly and permanently protected from deterioration. This eliminates all chance of fire from electric spars.

The house is equipped with base plugs and all modern electrical conveniences in switches. Fixtures are of fine quality in harmony with the decorative plan.

Lorillard Refrigerators A Lorillard Refrigerator is installed in the house as a permanent fixture. It is of the finest construction; scientifically insulated, is lined with opal glass and has heavy brass or bronze hinges and lock which are rust proof. The ice is put in from outdoors. There is a connection with drain pipe.

In the foregoing paragraphs we have presented a brief analysis of a perfect home. We shall be glad to show you completed architect's plans and detailed specifications, either of the home illustrated or of several other types of houses, some costing the same price and others costing more.

GEORGE SYKES COMPANY, Inc., Established 1907 70 EAST 45th Street (Grand Central Terminal Office Building) SPECIALIST IN THE BUILDING OF COUNTRY HOMES

Sykes Built of Quality Products