

Book Number Two Price One Dollar

Artistic Modern

HOMES

220 **ASSOCIATED** *New*
Broadway **ARCHITECTS** *York*
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Artistic Modern

HOMES

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Departments

This book is devoted especially to modern homes, mostly detached houses. This is by far the most important department of our business and to it a corps of experienced and competent architects exclusively devote their abilities. We undoubtedly give greater study and closer attention to the planning of homes than any other Architect or architectural concern in America, and at the same time through our "Associated Architects" we are able to give you the expert

services of specialists in the various departments designated and invite correspondence concerning any kind of architectural work anywhere. We furnish plans for any kind of a building, from a Chapel to a Cathedral, from a cottage to a fire-proof sky-scraper, and whatever the work it receives the attention of those specially fitted by skill and experience to best execute that particular class. We operate the following departments:

- 1 Homes—Urban, Suburban and Rural*
- 2 Schools, Colleges and Libraries*
- 3 Churches and Cathedrals*
- 4 Court Houses, Government and Municipal Buildings*
- 5 Theatres and Auditoriums*
- 6 Apartment Houses*
- 7 Hotels*
- 8 Hospitals and Sanitariums*

- 9 Stores, Office and Business Buildings*
- 10 Banks and Financial Institutions*
- 11 Factories and Warehouses*
- 12 Landscape Architecture*
- 13 Interior Decorating*
- 14 Engineering*
- 15 Monumental and Mortuary*
- 16 Jails and Prisons*
- 17 Miscellaneous*

The New Idea in Architectural Practice

The ASSOCIATED ARCHITECTS is a corporation; capital stock \$250,000. We divide the United States into 125 districts, each under the management of a resident Associate and a corps of able Architects. This insures a thorough knowledge of local conditions and competent supervision.

Each Associate will have for his client's inspection thousands of designs of every variety of Architecture as he receives the best designs furnished by all the other Associates. These include not only residences, but every kind of Architecture.

A careful comparison of the plans herein with a like number in any other book will convince you that for originality, completeness, convenience, practicability, beauty of outline and general merit, these are unexcelled.

We do not describe the houses, but present a view of the exterior and a thoroughly practical floor plan and in many cases have included interior views.

Modifications

We do not explain feasible modifications in connection with the plans as most people desire to incorporate in the home their own ideas as to the size and arrangement of rooms, halls, porches, etc. Each individual usually has preference as to the details, finish and appurtenances. In

many cases some designs herein shown may exactly meet the requirements. It is feasible to vary the size and shape of the rooms, using the exteriors shown or some other or to combine features of different exteriors. Sketches such as these are useful in supplying ideas which may be so modified as to evolve a plan suitable to each individual's environments and requirements. One may desire the porch or a room wider, narrower, longer or shorter, a bay or a circle at front or side, or changed from present position, an arch changed to sliding doors or vice versa, a chimney or fire-place added, changed or omitted, basement under part of house only, or other variations made. We can combine the interior arrangement of one house and the exterior treatment of another into a plan to suit.

Frequently one has in mind a house whose appearance or arrangement or both are very nearly what is desired, and a small photograph of the outside and rough sketch of the interior arrangement are sufficient to give us your ideas. In selecting a suitable plan much depends on the number in your family, size of your lot and condition of your exchequer.

Charges

Charges for Architectural services will be quoted on application.

Preliminary Sketches

Most people desire to incorporate in a home features indicating the owner's individuality. To such we advise the submission of rough sketches showing their ideas. These we are prepared to develop in practical form and we would be pleased to quote prices for such services, if you will state your requirements.

No Free Sketches

Especially do we eschew the methods of certain architects who pretend to furnish sketches free, perfect your own ideas without charge, etc. One of two things invariably happens—either you pay in the end far too high for what you receive, or else the architect gives services for nought, and must overcharge other clients to become compensated therefor. Some architects employ the best talent on such sketches and then use boys and apprentices to fill their bona-fide orders, so as to equalize their expenses. It must be obvious to a novice, even, that some one must pay such expenses, and it comes from those who do order plans, either in the way of increased cost or poor service. Our rule is to render no service without compensation, and to accept no pay without giving good value in return, and we charge each client only for the service given him. Then you receive what you pay for and pay for what you receive only.

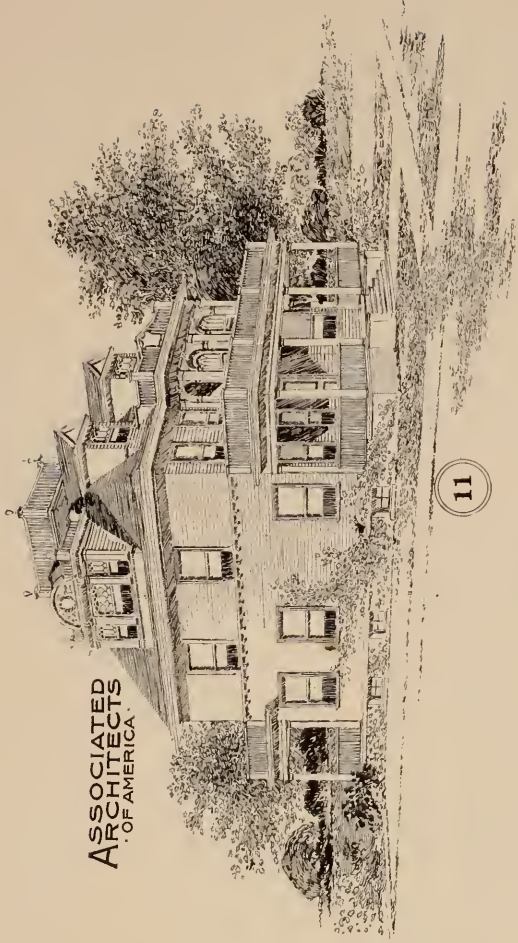
Cost of a House

We have purposely omitted the cost of the buildings.

There is one way and one way only, to determine exactly what a house will cost at a particular time in a given locality and that is to get the actual bids from responsible builders based on complete plans and specifications. The prices of labor and materials vary so much in different places that any other method is only a guess or approximate estimate. It would be useless to quote the cost of building these houses in the vicinity of Greater New York, where prices for both labor and materials are higher than in any other section of the United States, as the same houses can generally be constructed elsewhere for less, and in some sections of the country near the base of building supplies and with a low wage scale the prices can be reduced one half. So quoted prices would be merely relative as between one house and another and based on the same scale of prices for material and labor, and as that varies so would the real cost fluctuate. Mark well this fact; that any house herein shown can be constructed for about the same price on an average in a given locality as a house of same size and class planned by other architects or shown in other books, where the prices quoted are frequently misleading, and often the houses cannot be rightly constructed for the prices stated.

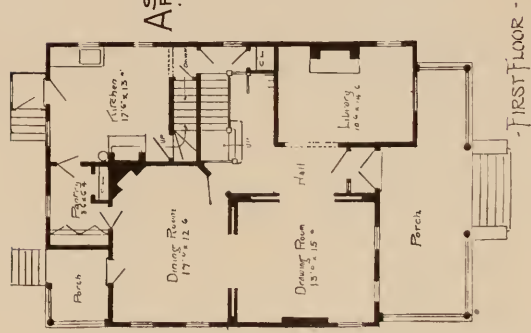
We shall, however, be glad to furnish prospective clients with accurate data concerning the cost of any of our designs and particulars concerning the exterior and interior finish and arrangements, including heating systems, plumbing and other details.

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11

DESIGN NUMBER ELEVEN



- FIRST FLOOR -

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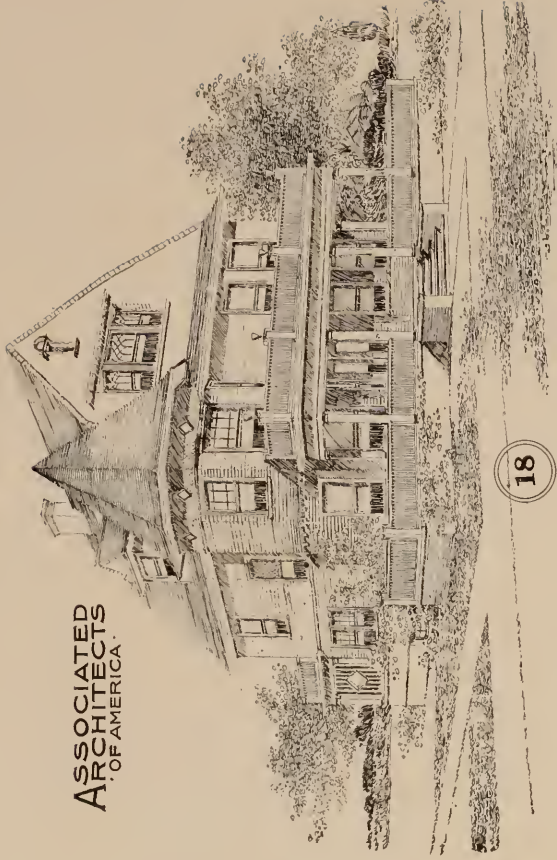
11



- SECOND FLOOR -

Dimensions, 34 x 36 1/2 feet, without library extension or porch

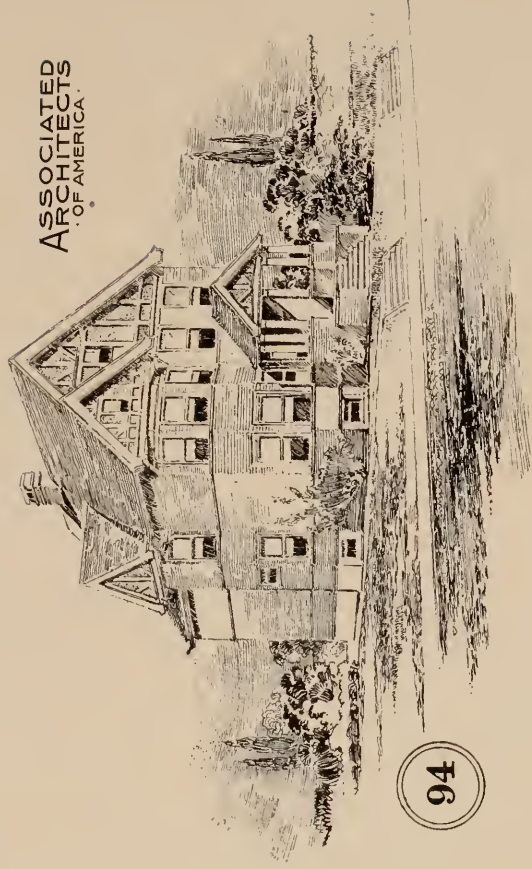
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18

DESIGN NUMBER EIGHTEEN

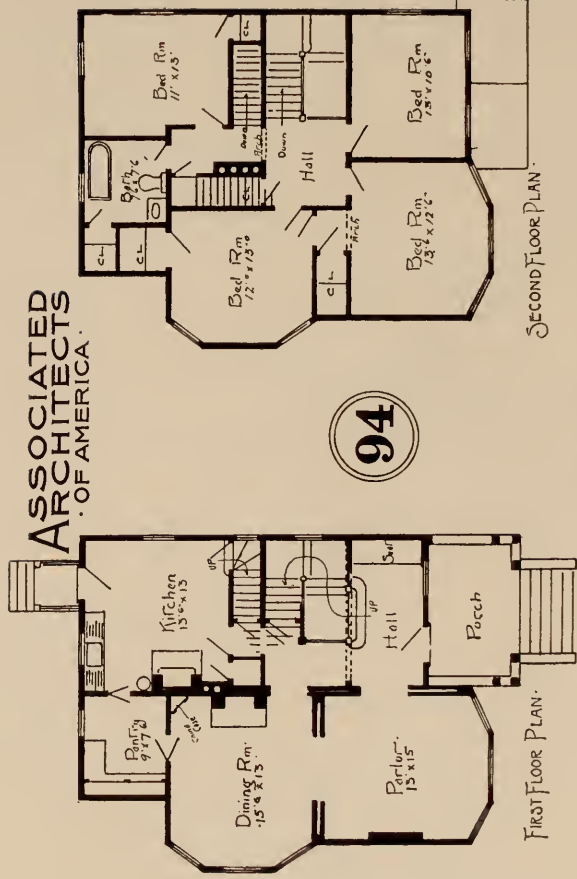




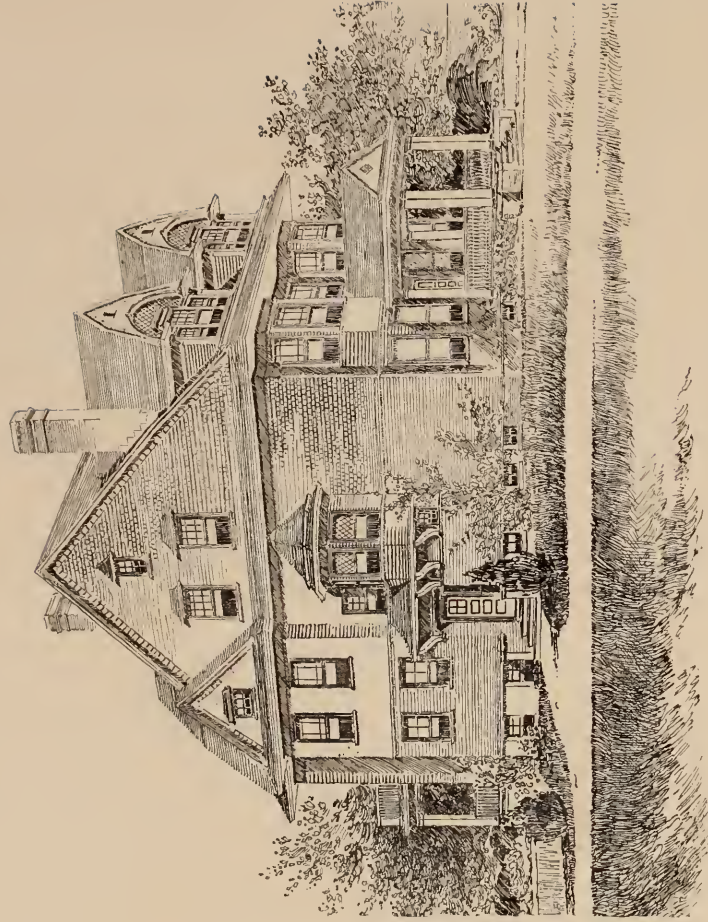
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94

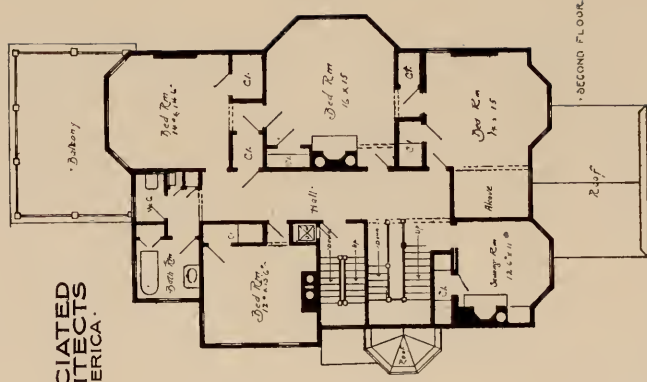
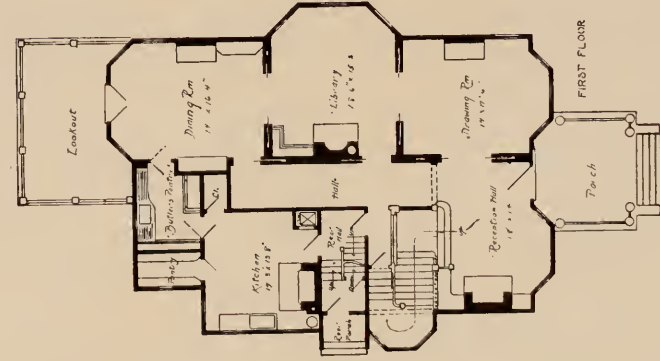
DESIGN NUMBER NINETY-FOUR



Dimensions, 28 1/2 x 36 feet, without bays



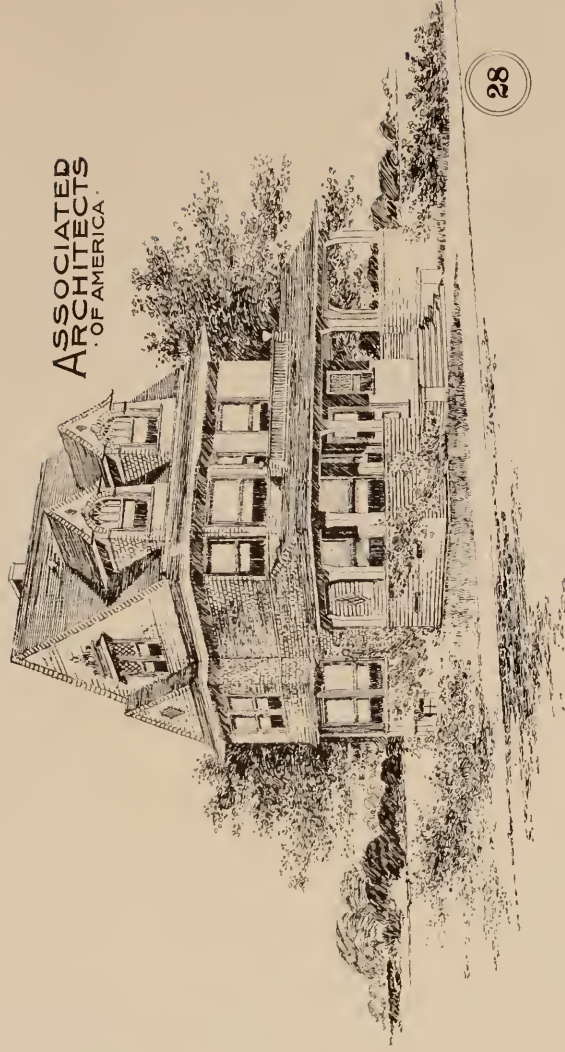
DESIGN NUMBER NINETY-TWO



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92

Dimensions, 36 x 49 feet, without porches or bays



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28

DESIGN NUMBER TWENTY-EIGHT



FIRST FLOOR

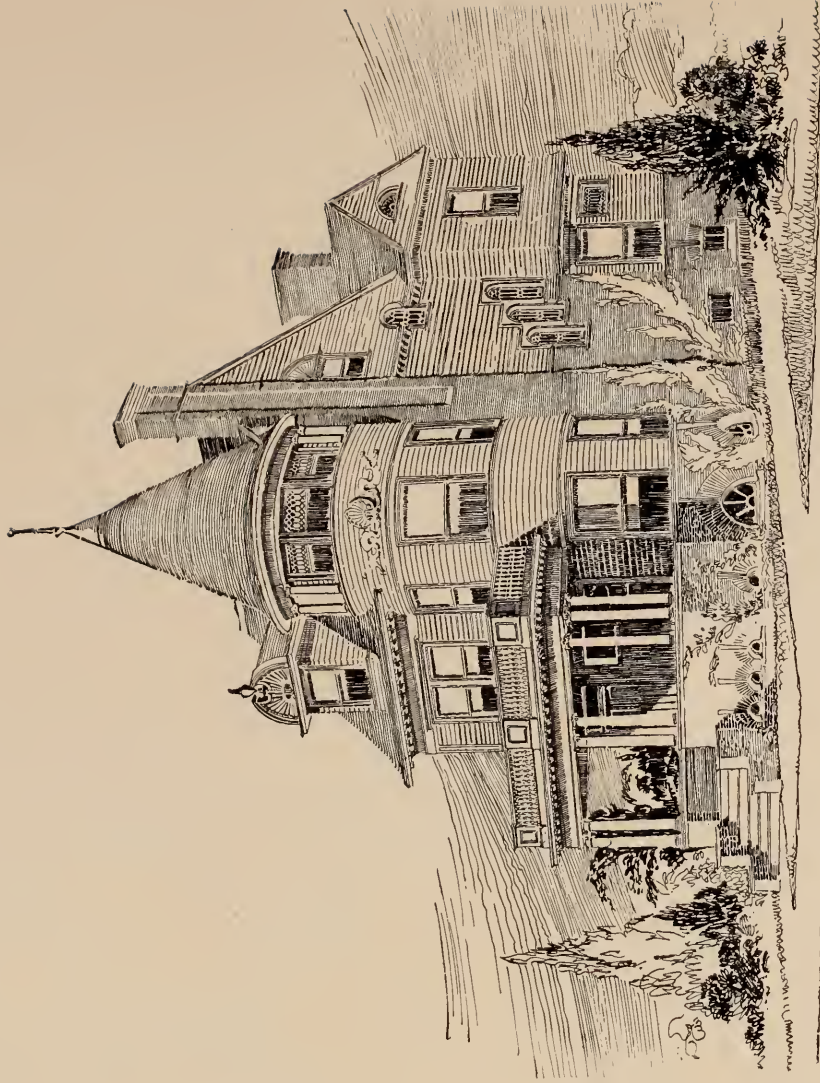
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28



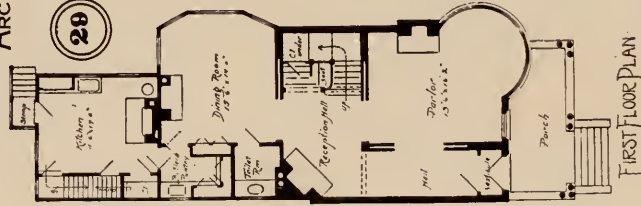
SECOND FLOOR

Dimensions, 23 x 30 feet, without bays, porches or kitchen extension

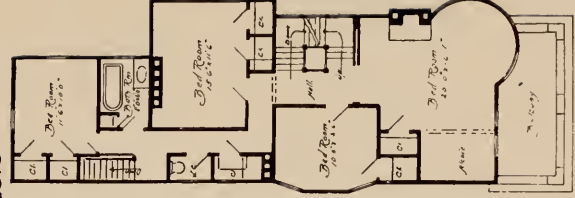


DESIGN NUMBER TWENTY-NINE

ASSOCIATED ARCHITECTS

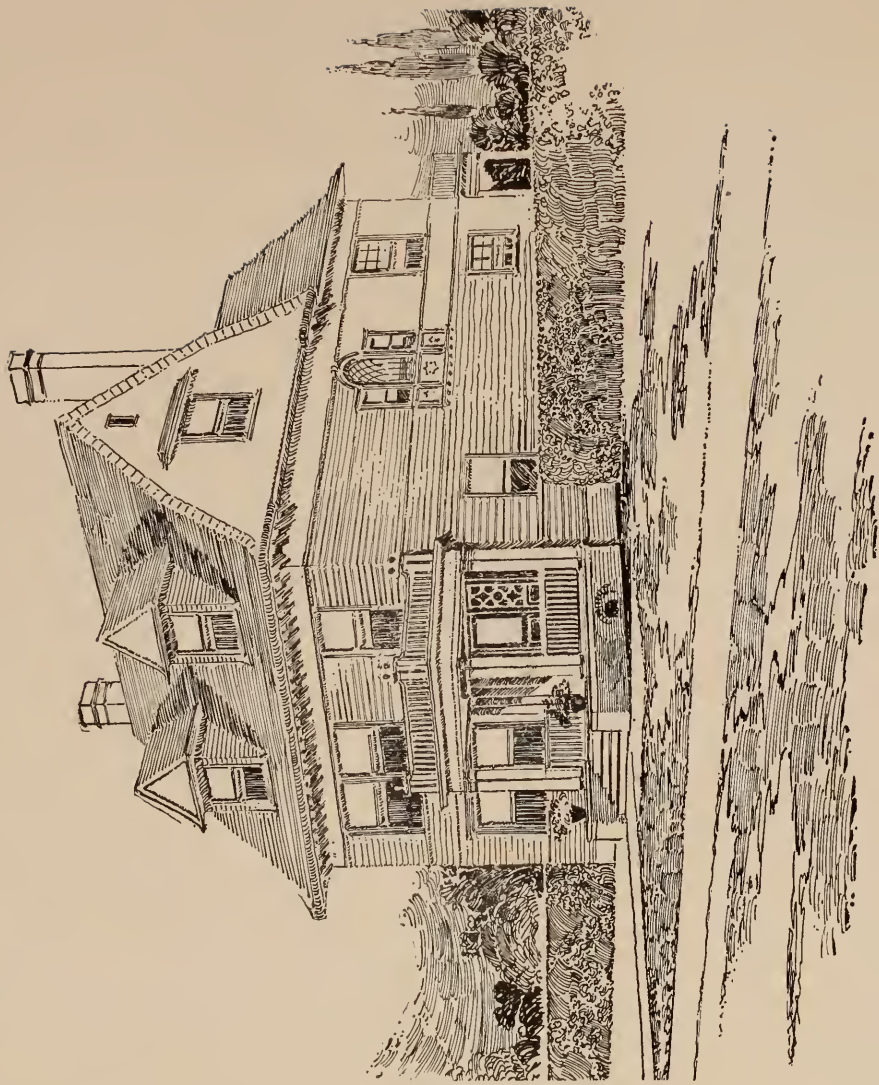


FIRST FLOOR PLAN

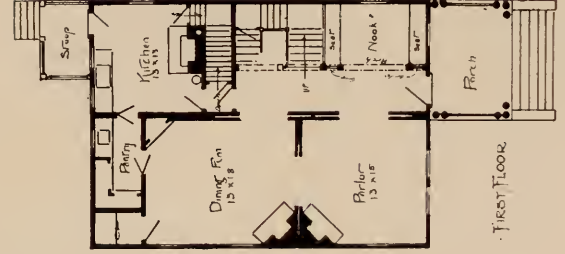


SECOND FLOOR PLAN

Dimensions, 24x43 feet, extension 15½ x 15½ feet

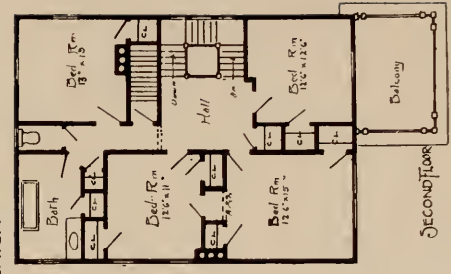


DESIGN NUMBER EIGHTY-THREE

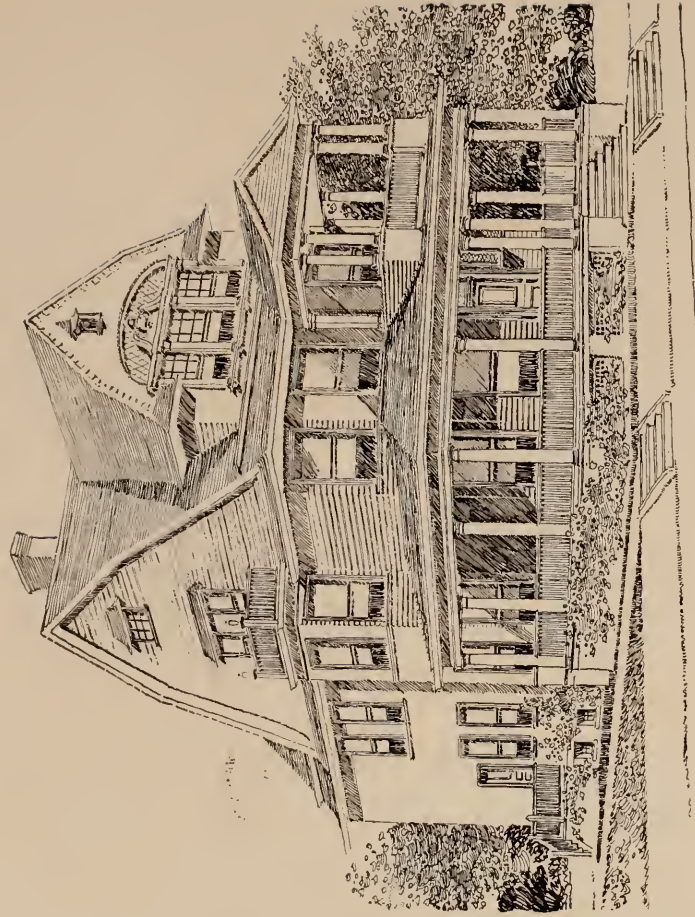


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83



Dimensions, 30x41 feet, without porches



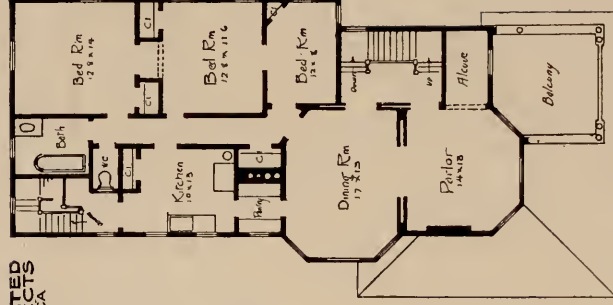
DESIGN NUMBER EIGHTY-NINE

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89

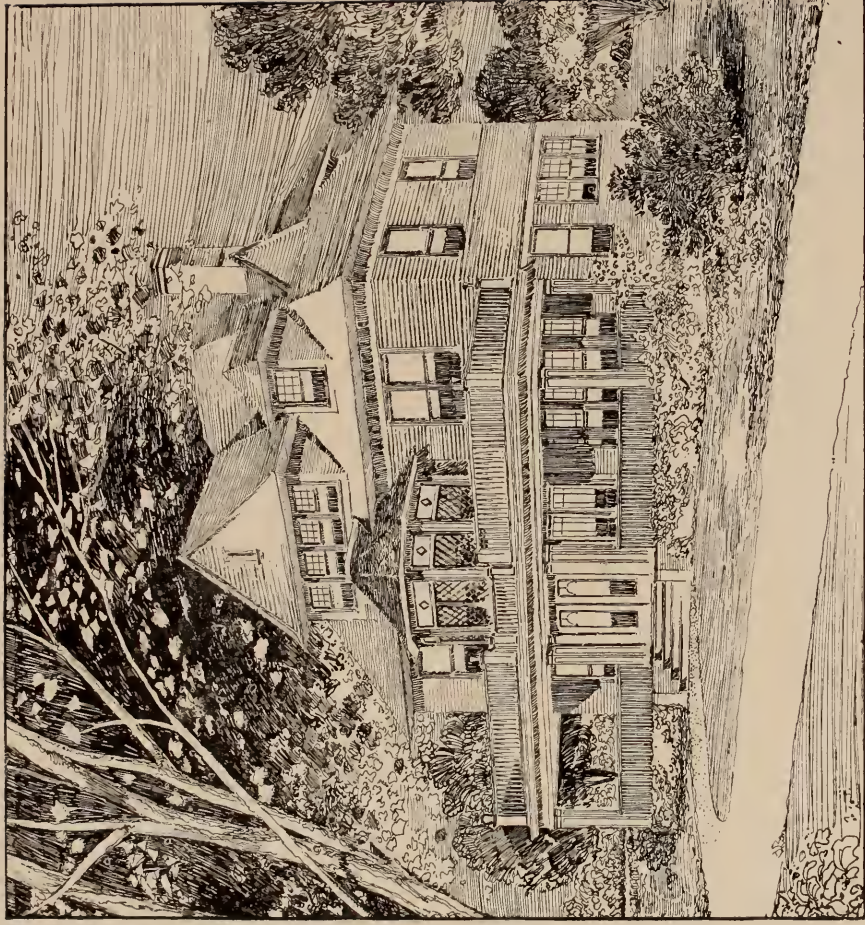


FIRST FLOOR PLAN



SECOND FLOOR PLAN

Dimensions, 28x36 feet, without bays or piazza



DESIGN NUMBER SIXTY-THREE

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FIRST FLOOR

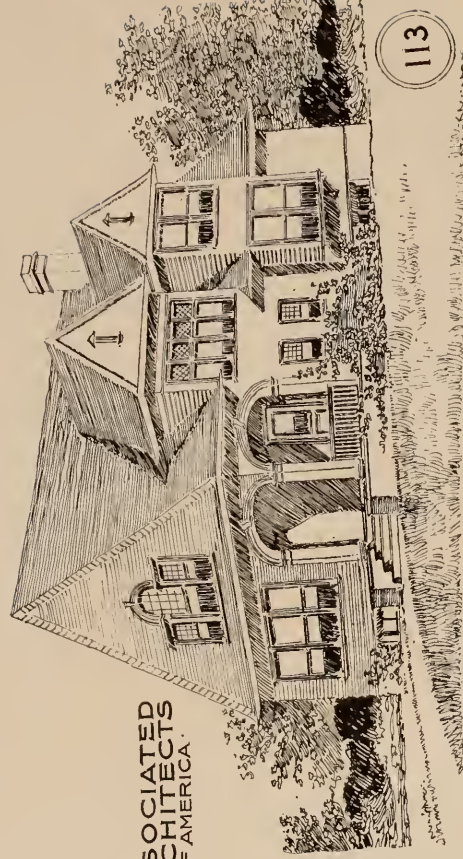
63



SECOND FLOOR

Dimensions, 37 x 30 feet, without porches or bays

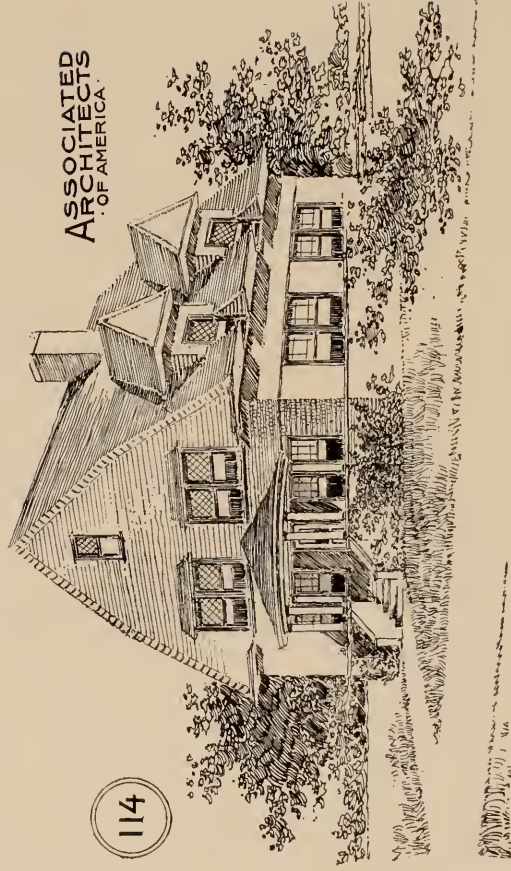
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SKETCH No. 113

(Floor Plans not shown)

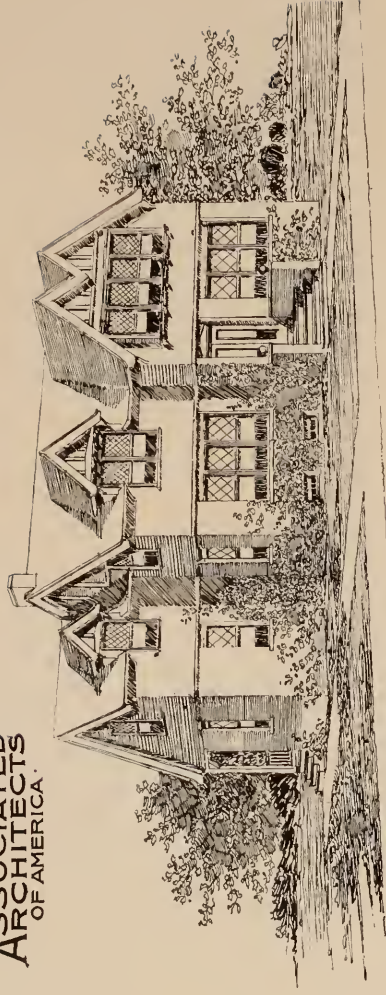
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SKETCH No. 114

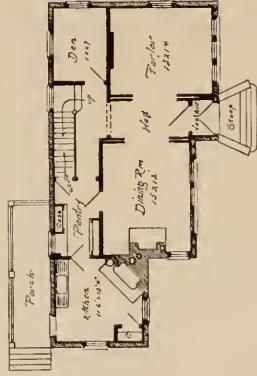
(Floor Plans not shown)

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DESIGN NUMBER FIFTY-TWO



FIRST STORY PLAN.

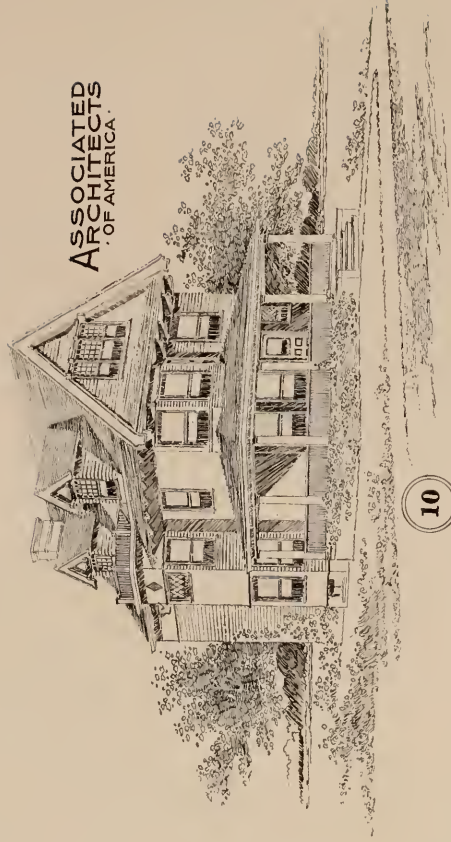


SECOND STORY PLAN.

52

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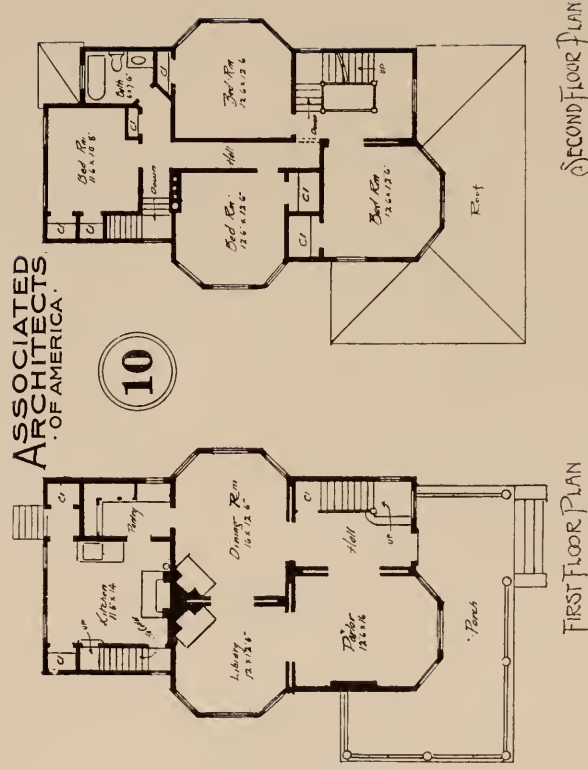
Dimensions, 47x23 feet, without porches



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10

DESIGN NUMBER TEN



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10

FIRST FLOOR PLAN

SECOND FLOOR PLAN

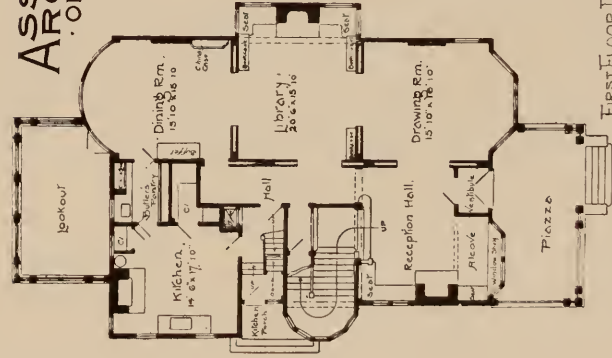
Dimensions, 24x42 feet, without porches or bays

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50

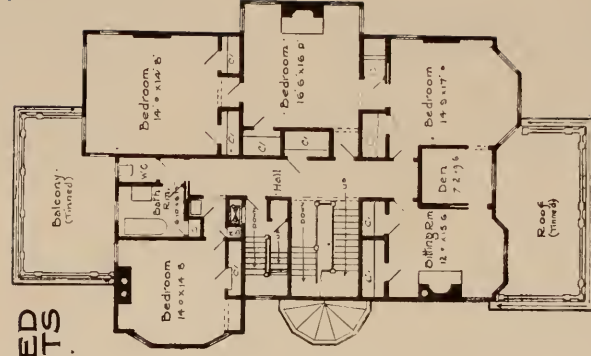
DESIGN NUMBER FIFTY



FIRST FLOOR PLAN

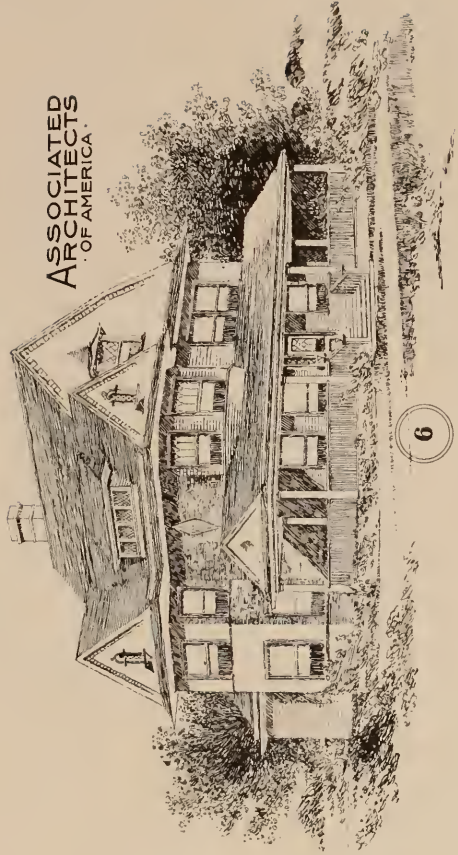
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OF AMERICA

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SECOND FLOOR PLAN

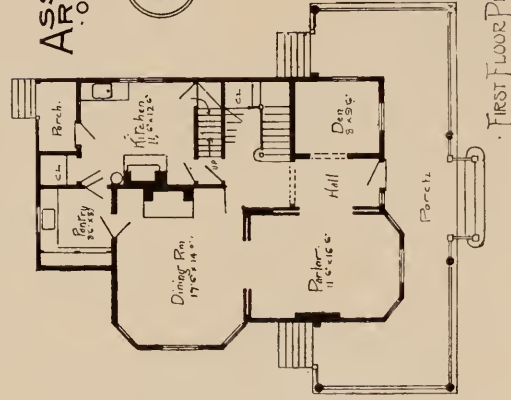
Dimensions, 40 x 51 feet, without porches, front bays or library extension



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6

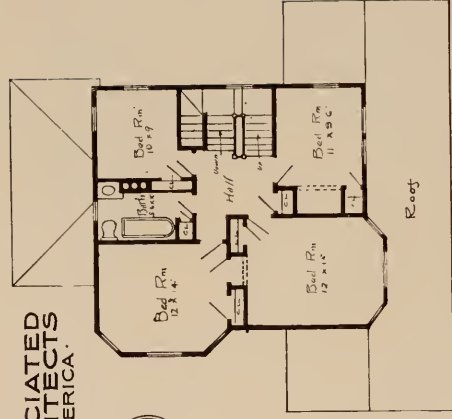
DESIGN NUMBER SIX



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6

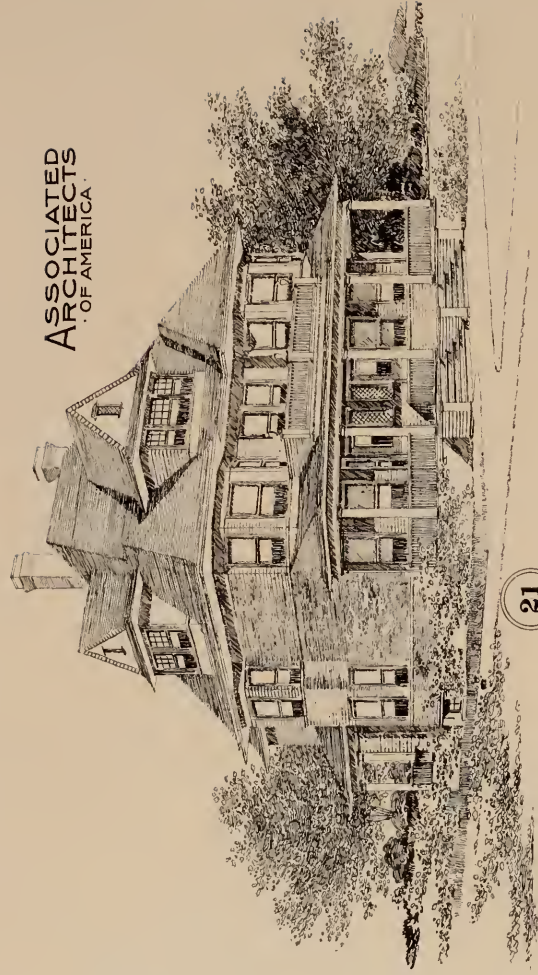
FIRST FLOOR PLAN



SECOND FLOOR PLAN

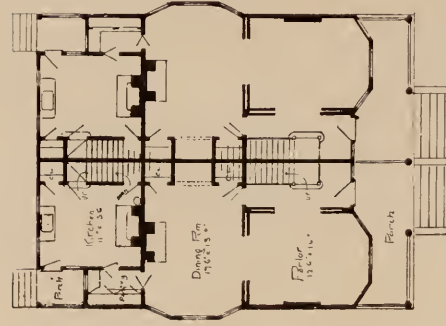
Dimensions, 27 1/2 x 38 1/2 feet, without bays or porches

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DESIGN NUMBER TWENTY-ONE



FIRST FLOOR PLAN.

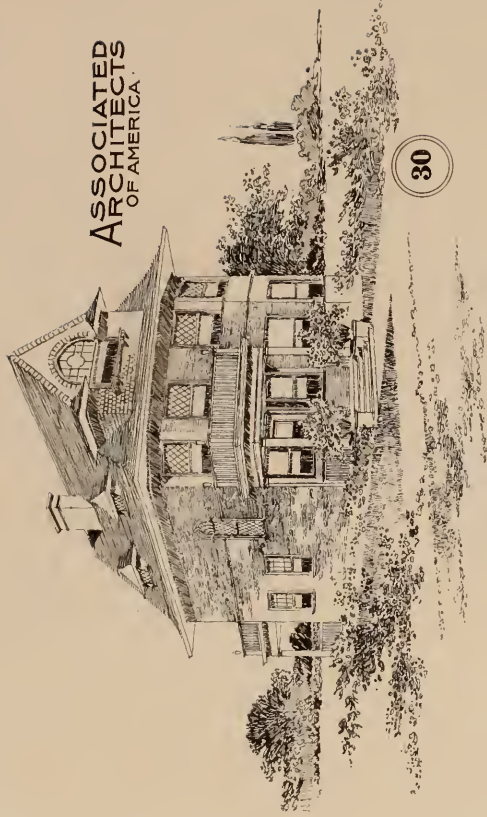
21



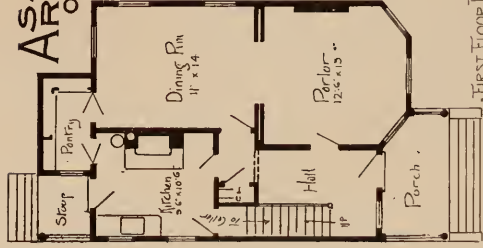
SECOND FLOOR PLAN.

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Dimensions, 30'½ x 42'½ feet, without bays or porches



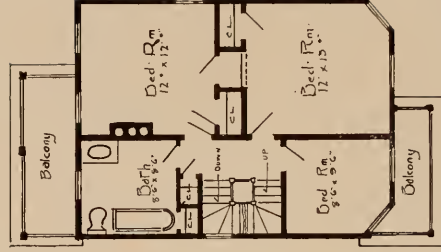
DESIGN NUMBER THIRTY



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30

FIRST FLOOR PLAN.



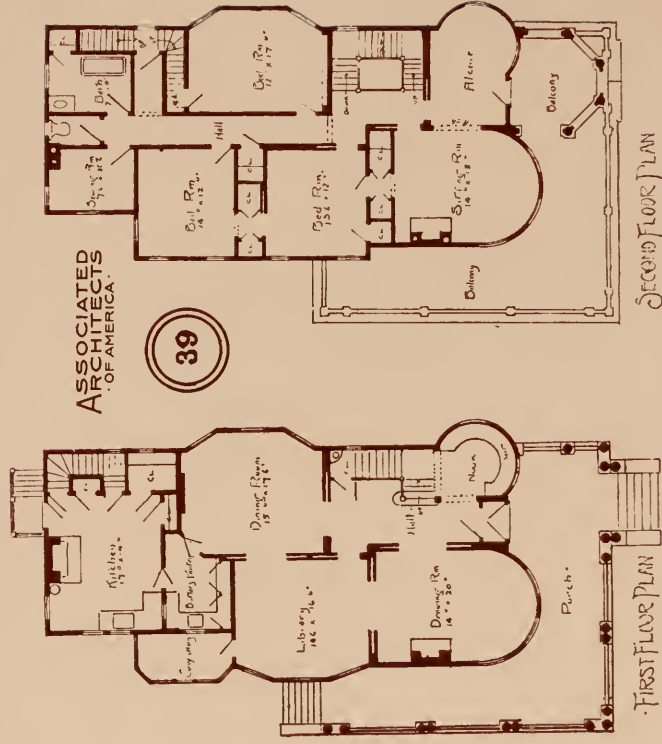
SECOND FLOOR PLAN.

Dimensions, 22 x 34 feet, including pantry extension and bay

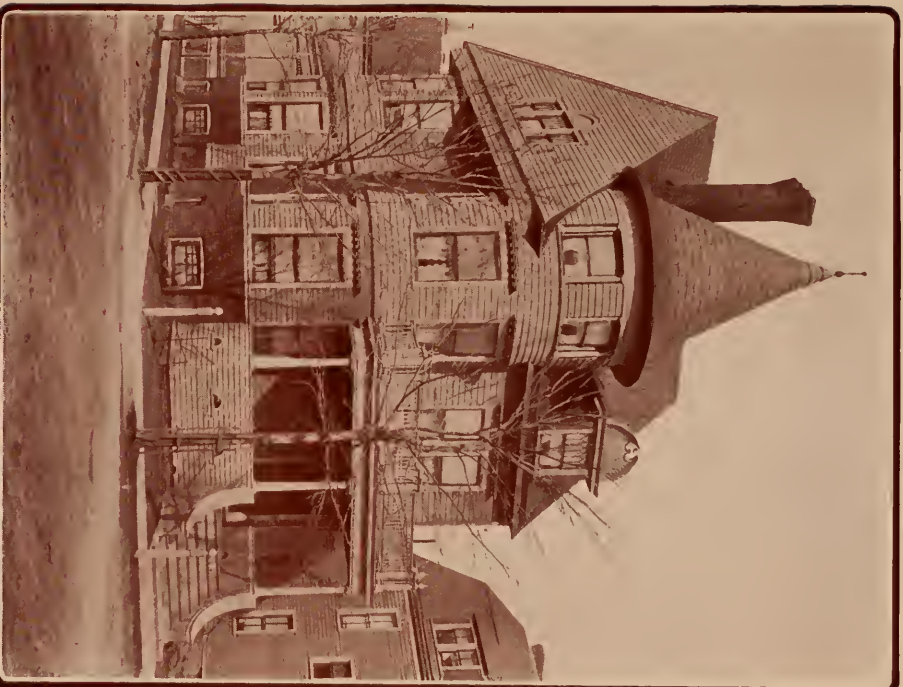


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Design Number Thirty-nine.

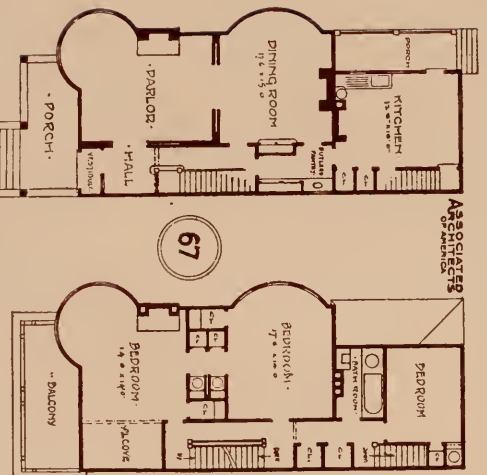


Dimensions: 27½ feet front, not including bays; depth of main house, 44 feet, including bays, not including piazza extension, 23x17 feet.



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Design Number Sixty-seven.



* FIRST FLOOR

** SECOND FLOOR

Dimensions: 22x51 feet, without circles or porch.



AA

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AA

Design Sixty-three. Library.



AA

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AA

Design Ninety-two. Dining Room.

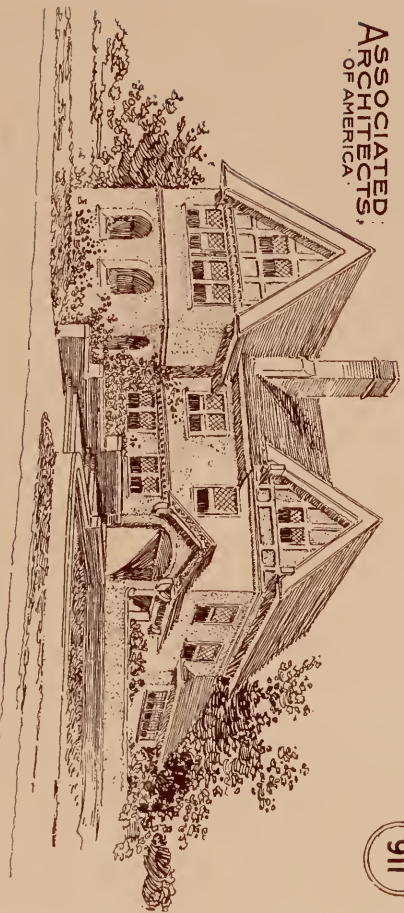


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Design Number Sixty-one. (Second view.)

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911

Sketch Number Nine hundred and eleven.
Floor plans not shown.



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Design Thirty-two. Music Room.



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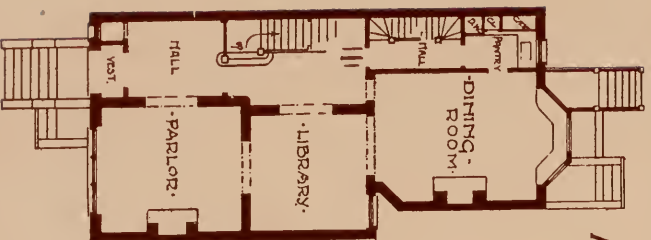
Design Thirty-two. Living Room.



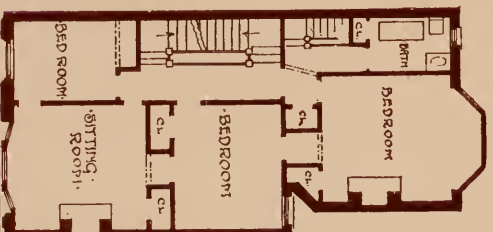
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Design Number Fifty-four.

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FIRST FLOOR



SECOND FLOOR

54

Dimensions: 24x51 feet, without bay.



AA

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AA

Design Thirty-six. Hall, showing Dining Room.



AA

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AA

Design Thirty-six. Hall.

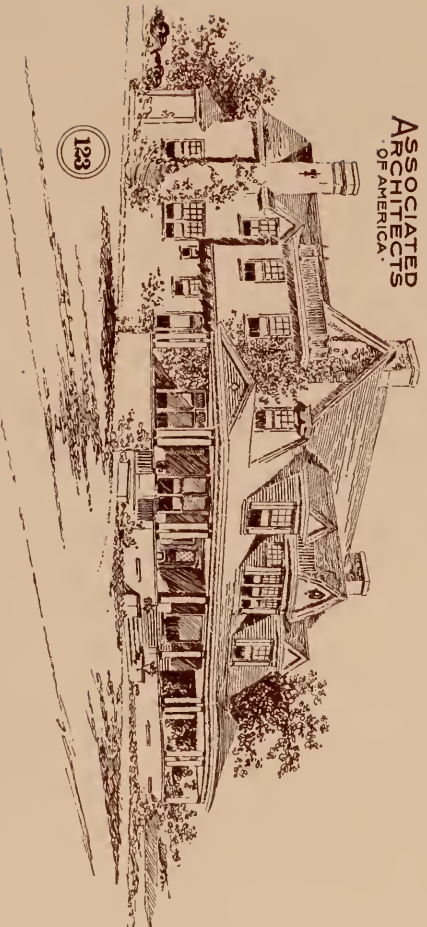


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Design Number Thirty-six. (Second view.)

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Sketch Number One Hundred and Twenty-three.
Floor plans not shown.

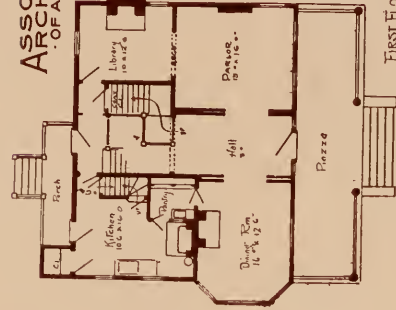


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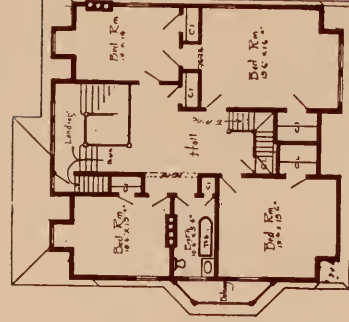


Design Number Seventy.

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FIRST FLOOR PLAN



SECOND FLOOR PLAN

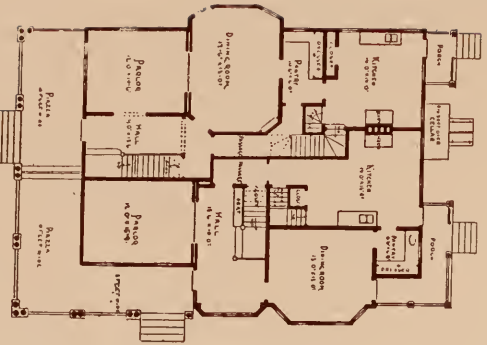
Dimensions: 37½ x 30 feet, without piazza or bay.



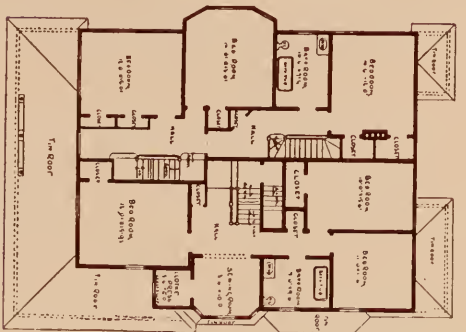
Associated Architects of America.



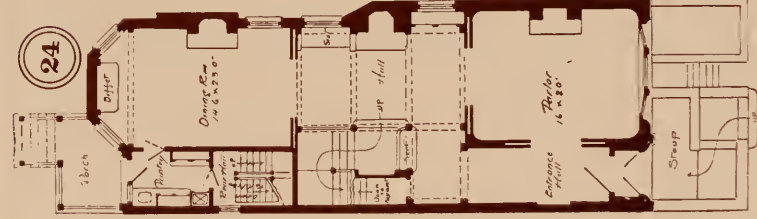
Design Number One Hundred and Twenty-one.



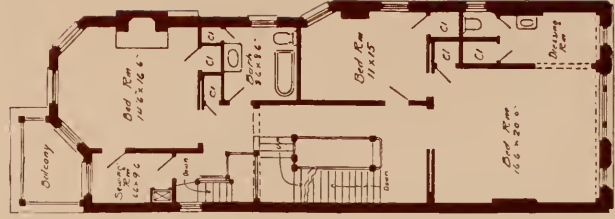
121



Dimensions: 41x50 feet, without bays or porches.



FIRST FLOOR PLAN



SECOND FLOOR PLAN

Design Number
Twenty-four.

Dimensions:
25½ x 68 feet, in-
cluding bay.

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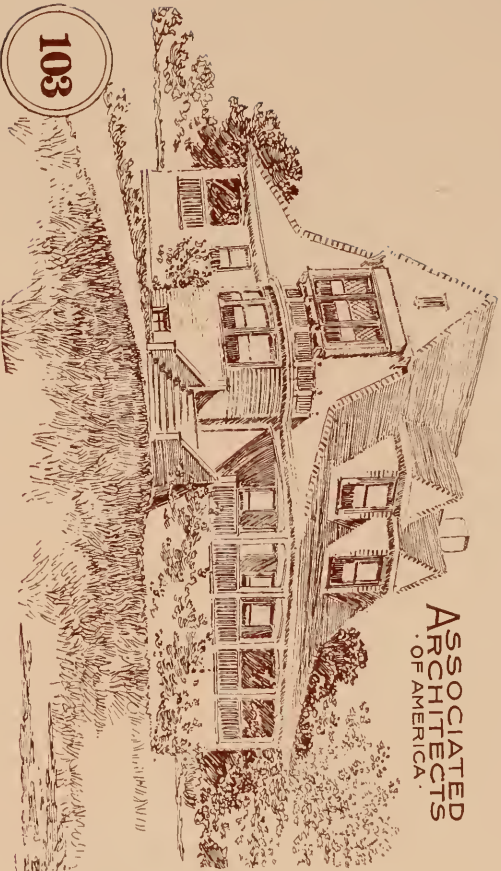
Design Twenty-four. Billiard Room.



Associated Architects of America.

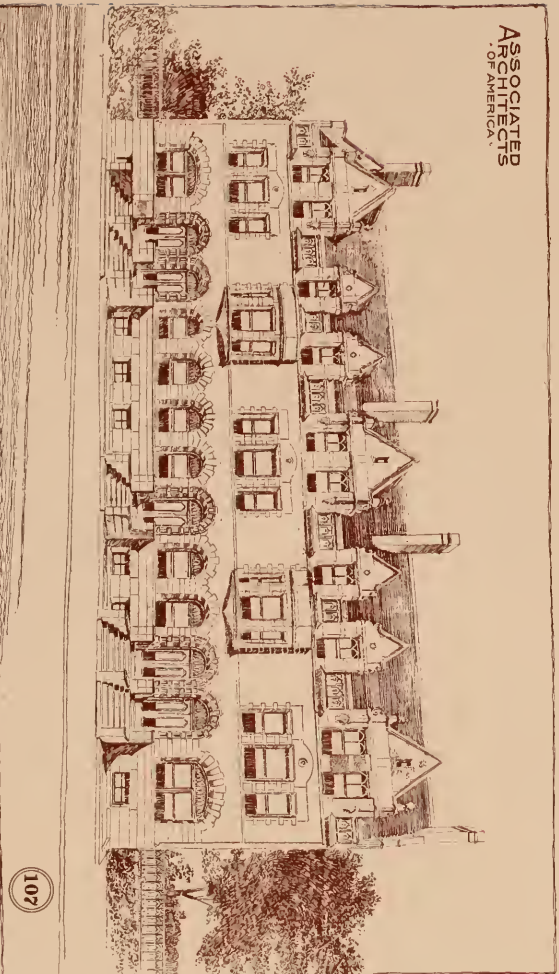


Design Thirty-three. Dining Room.



103

Sketch Number One Hundred and three.
Floor plans not shown.



107

Sketch Number One Hundred and seven.
Floor plans not shown.



Associated Architects of America.



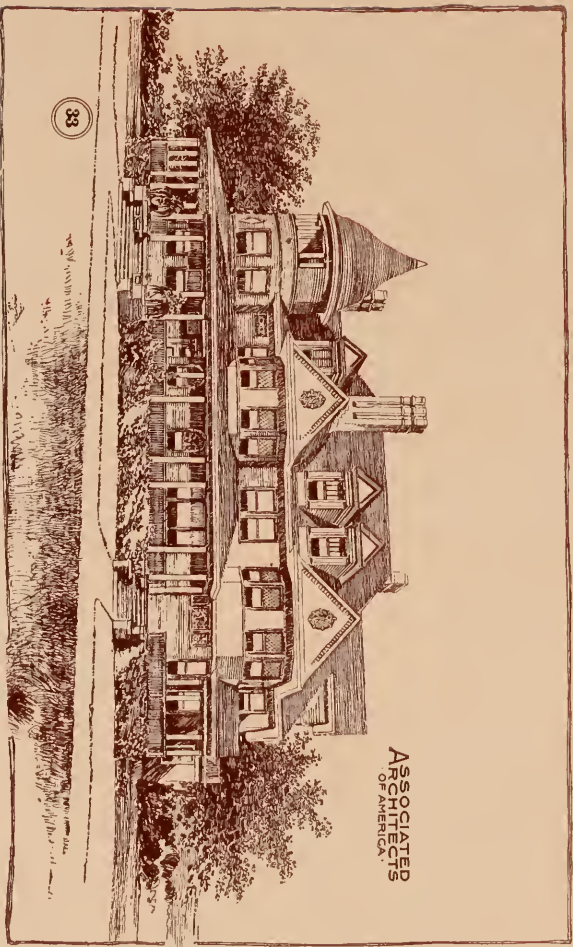
Design Thirty-three. Hall.



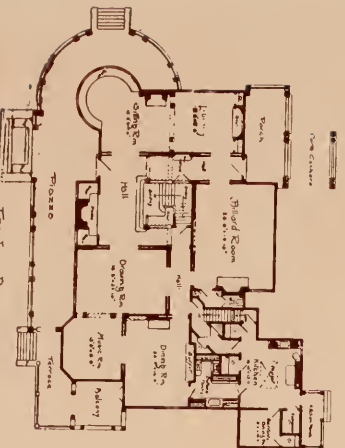
Associated Architects of America.



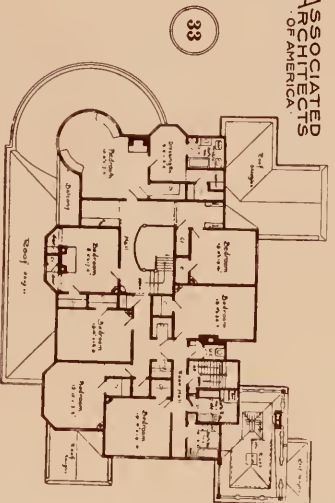
Design Thirty-three. Billiard Room.



Design Number Thirty-three.



Dimensions: 80x51 feet, without porches or kitchen extension.



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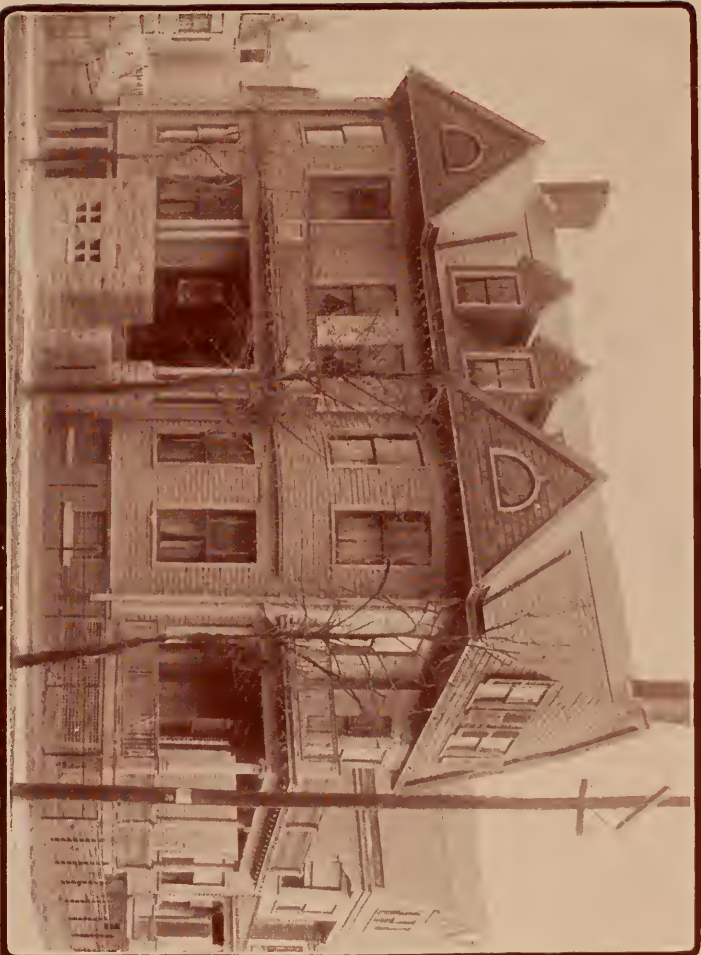
Design Thirty-four. Staircase.



Associated Architects of America.



Design Thirty-six. Dining Room.



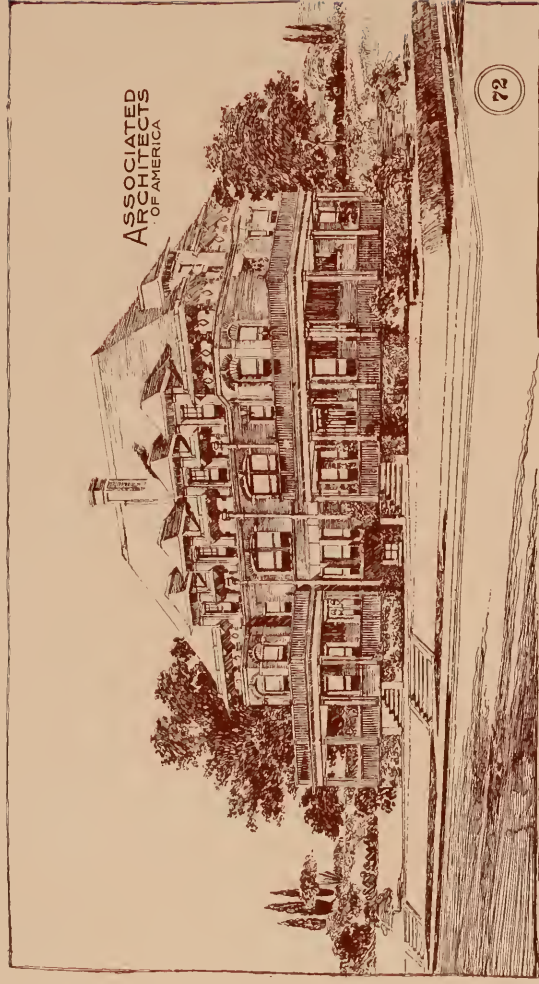
Associated Architects of America.



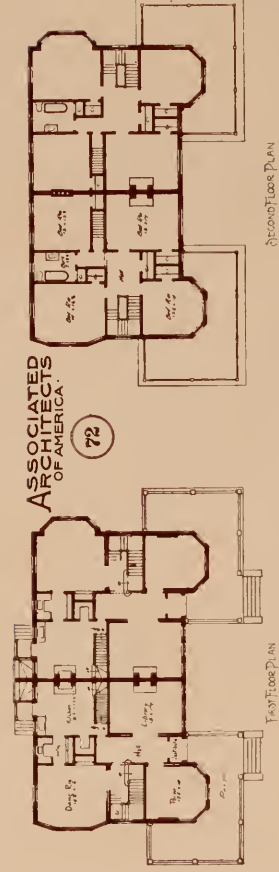
Design Number Thirty-four.



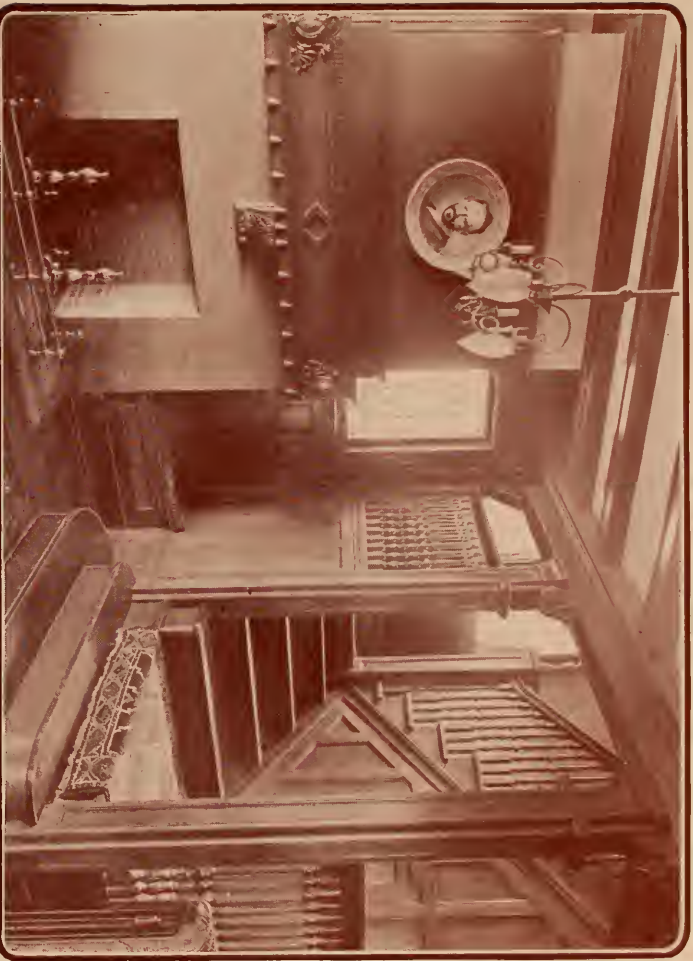
Dimensions: 24x44 feet, without porch or conservatory.



Design Number Seventy-two.



Dimensions: 69x36 feet, without bays or porches.



Associated Architects of America.



Design Thirty-eight. Hall.



Associated Architects of America.

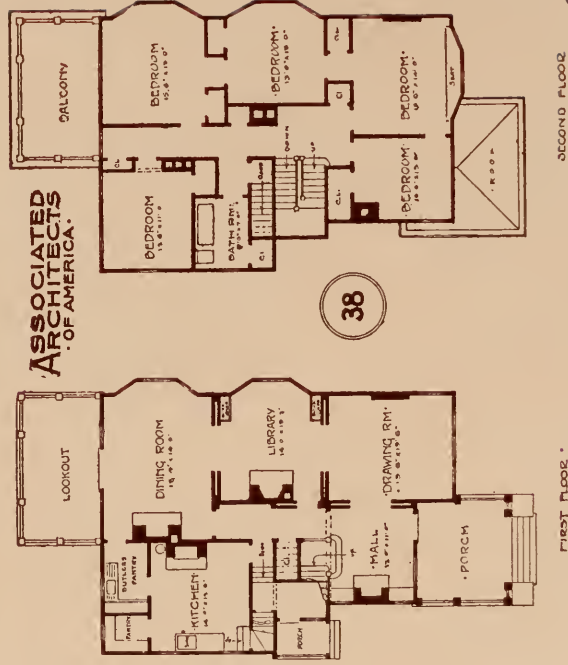


Design Sixty-one. Living Room.



Associated Architects of America.

Design Number Thirty-eight.



Dimensions: 34x46 feet, without bays or porches.



Associated Architects of America.



Design Thirty-eight. Library.



Associated Architects of America.



Design Thirty-eight. Dining Room.



AA

Associated Architects of America.

AA

Design Twenty-four. Dining Room.



Associated Architects of America.

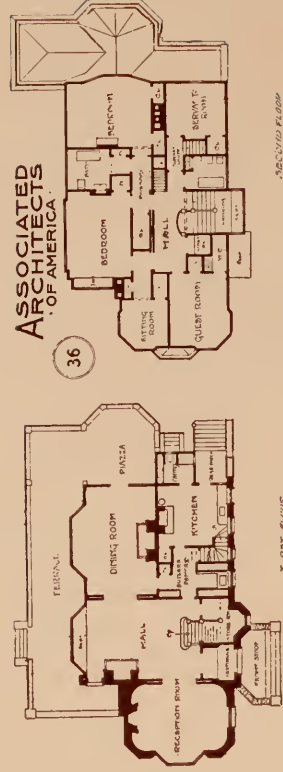
Design Twenty-four. Drawing Room.



Associated Architects of America.



Design Number Thirty-six.

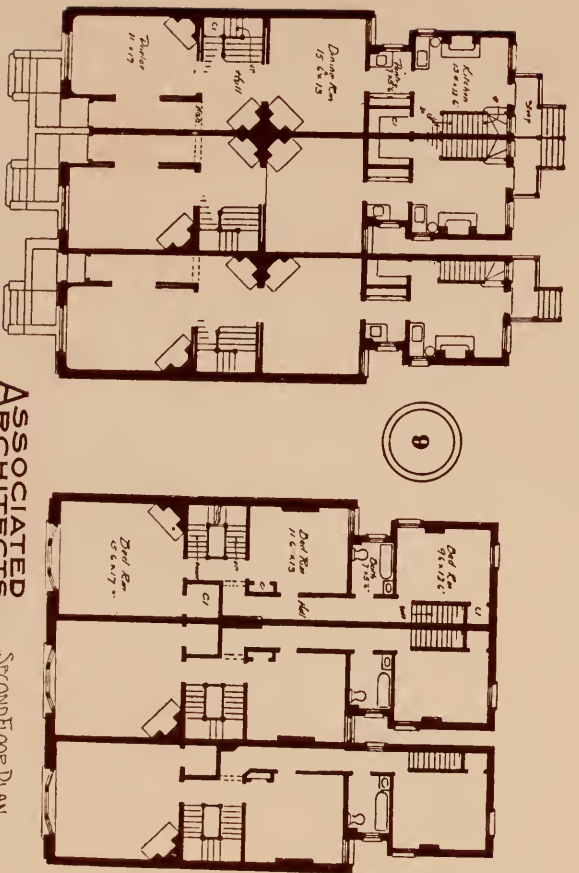


Dimensions: 57 1/2 x 34 feet, without porches.



Associated Architects of America.

Design Number Nine.



FIRST FLOOR PLAN.

ASSOCIATED ARCHITECTS OF AMERICA.

SECOND FLOOR PLAN.

Dimensions: 50x42 feet; extensions, 15x19 feet.



Associated Architects of America.

Design Twenty-four. Hall.



Associated Architects of America.

Design Twenty-nine. Dining Room.





Associated Architects of America.



Design Number Twenty-three.



FIRST STORY PLAN.

23



ASSOCIATED ARCHITECTS OF AMERICA. SECOND STORY PLAN.

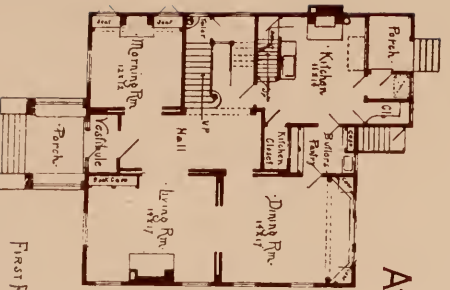
Dimensions: 73x41 feet; extensions, 15x21 feet.



Associated Architects of America.



Design Number Thirty-two.



First Floor Plan.

32



Second Floor Plan.

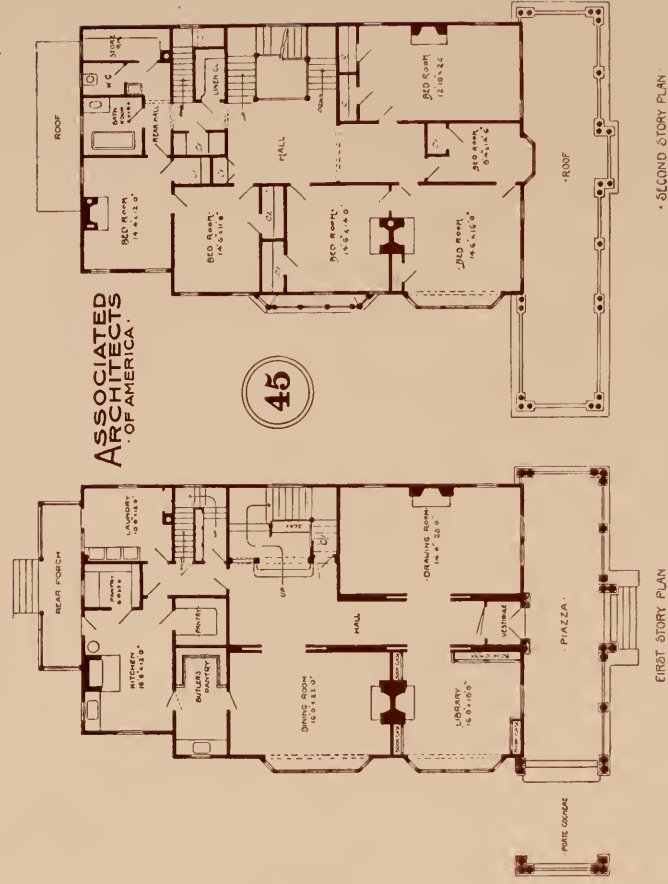
Dimensions: 36x36 feet, without porches.



Associated Architects of America.



Design Number Forty-five.



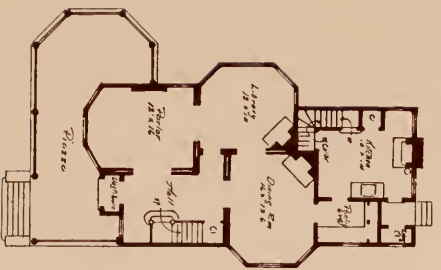
Dimensions: 37½ x 61 feet, without bays or porches.



Associated Architects of America.



Design Number Forty.



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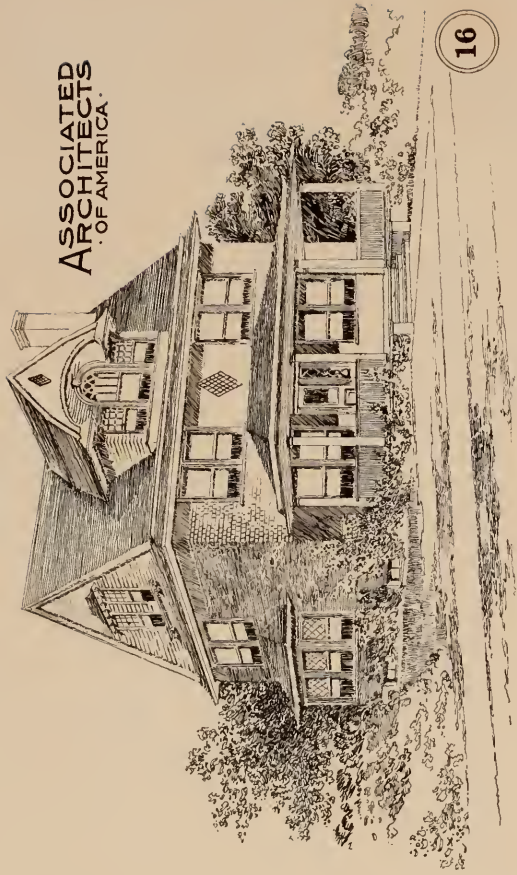
40



FIRST FLOOR PLAN

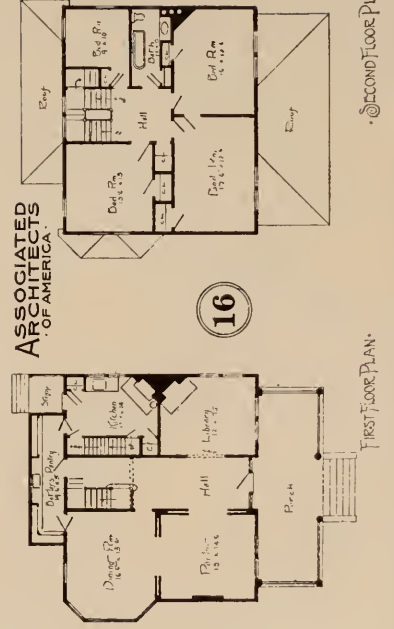
SECOND FLOOR PLAN

Dimensions: 241½ x 44½ feet, without bays or piazza.



16

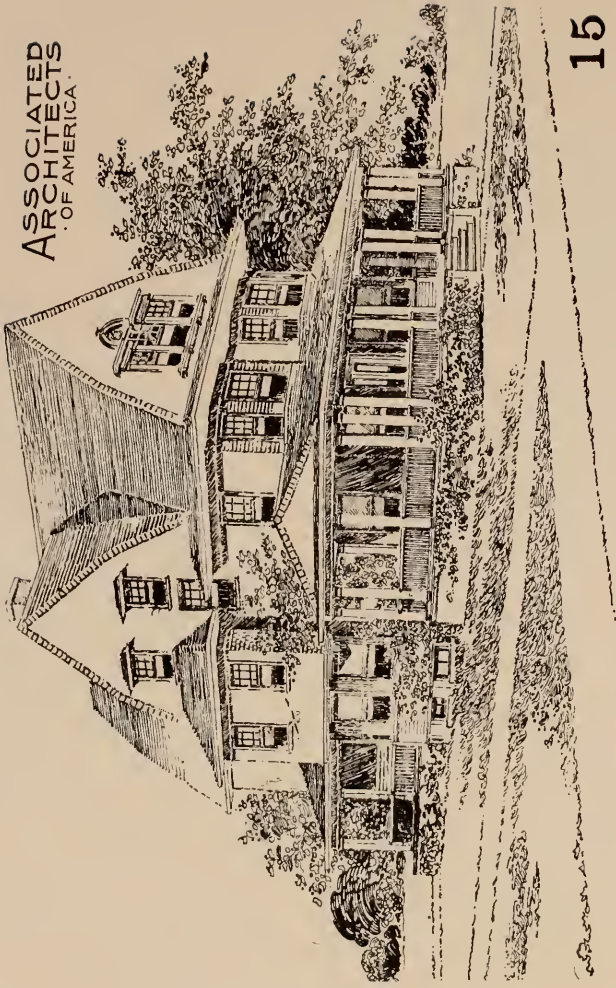
DESIGN NUMBER SIXTEEN



16

Dimensions, 32x30 feet, without bay porch or pantry extension

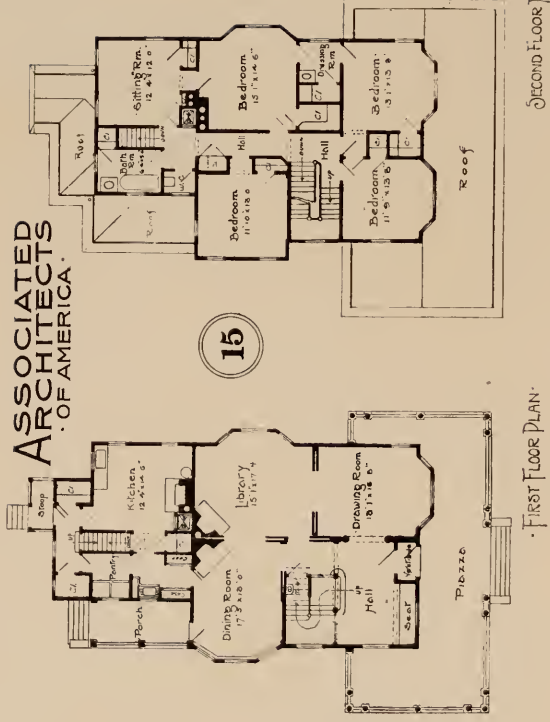
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15

DESIGN NUMBER FIFTEEN

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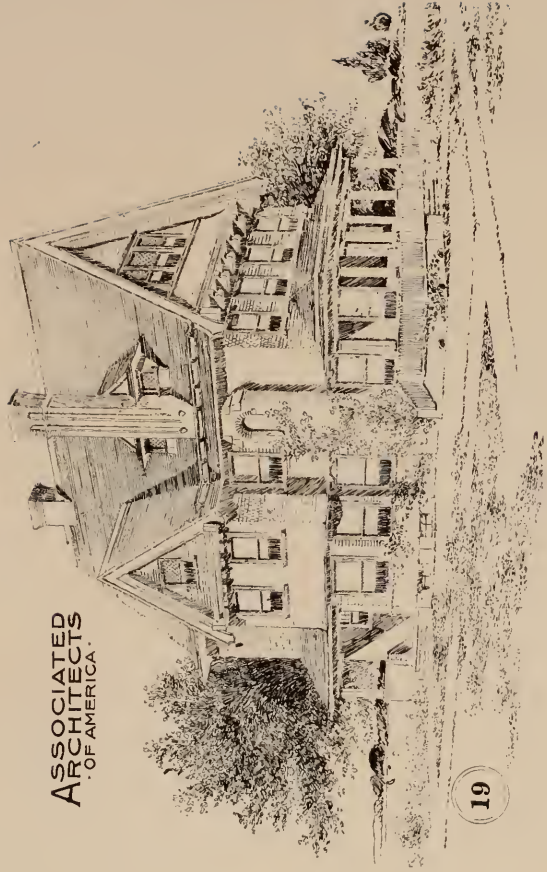


FIRST FLOOR PLAN

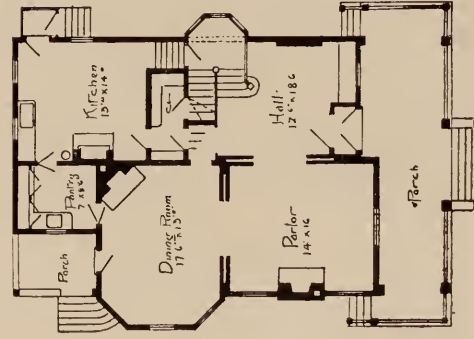
SECOND FLOOR PLAN

Dimensions, 30x54 feet, without bays or porches

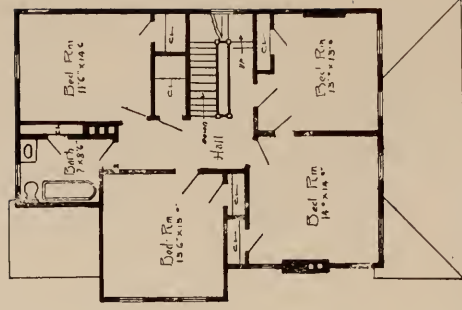
ASSOCIATED
ARCHITECTS
OF AMERICA.



DESIGN NUMBER NINETEEN



19



FIRST FLOOR PLAN · ASSOCIATED
ARCHITECTS
OF AMERICA.

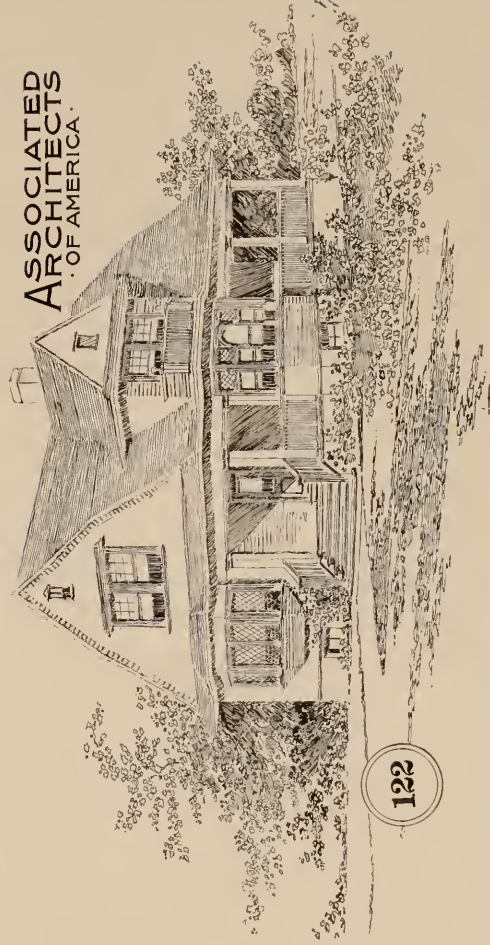
SECOND FLOOR PLAN ·

Dimensions, 28½ x 40 feet, without porches or bay



SKETCH No. 118

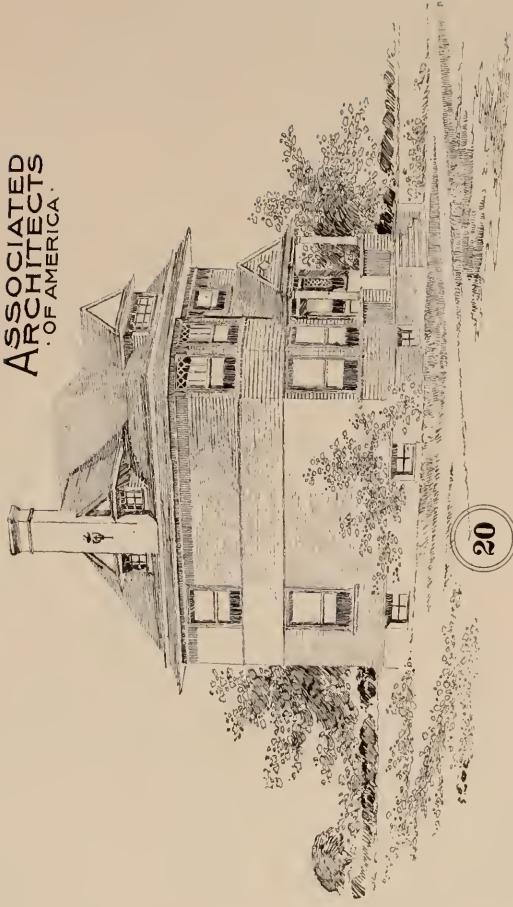
(Floor Plans not shown)



SKETCH No. 122

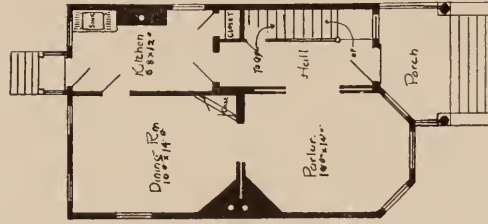
(Floor Plans not shown)

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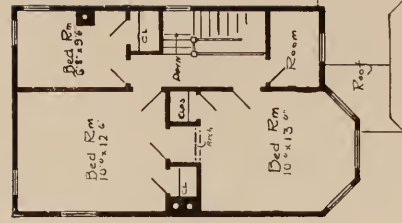
20

DESIGN NUMBER TWENTY

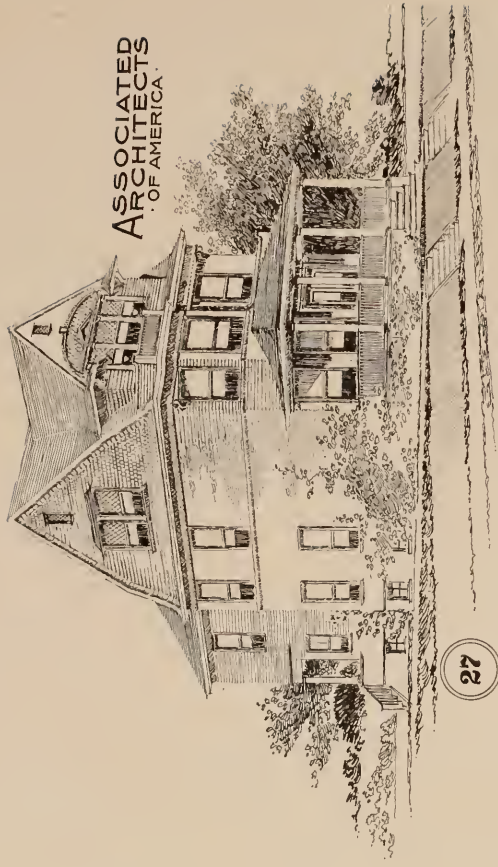


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20



Dimensions, 18x29½ feet, including bay



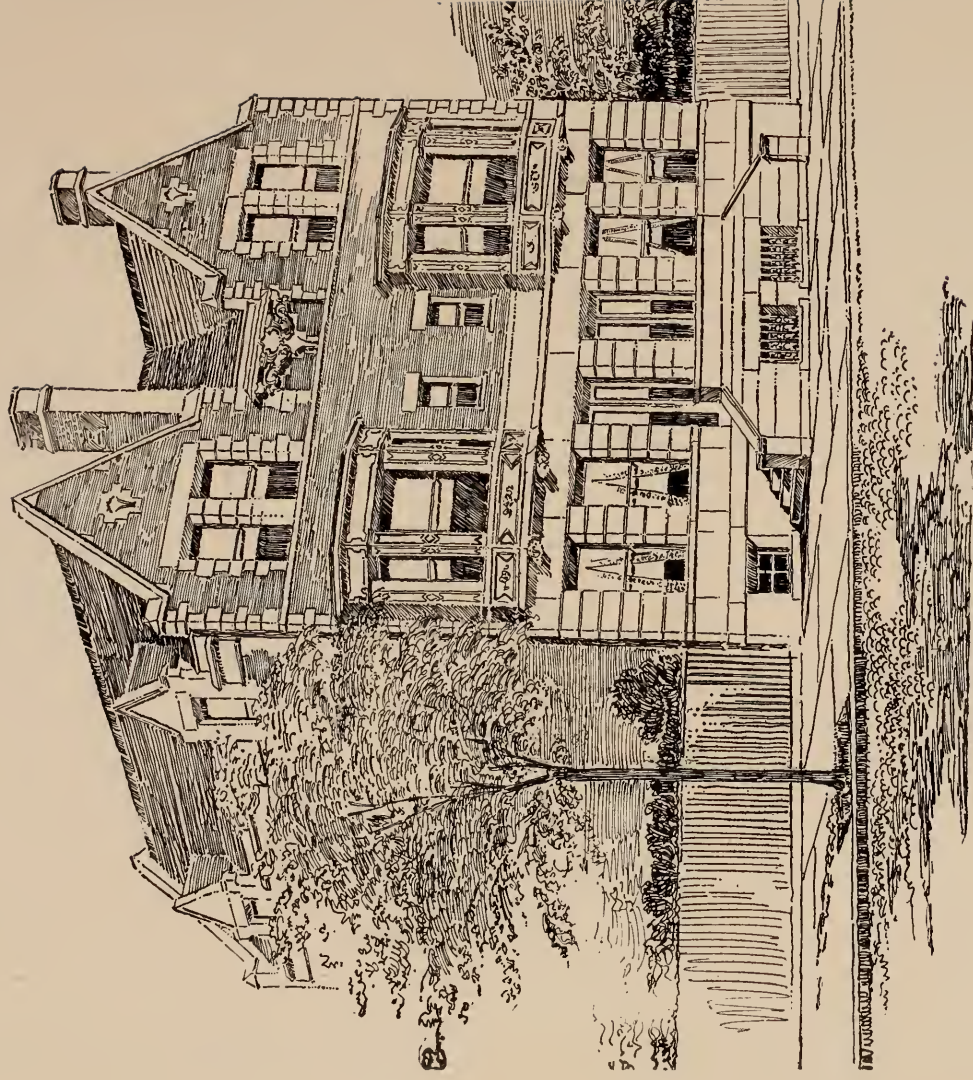
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OF AMERICA.

27

DESIGN NUMBER TWENTY-SEVEN



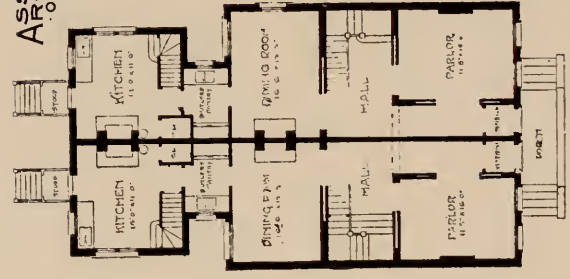
Dimensions, 21x53½ feet, including bay



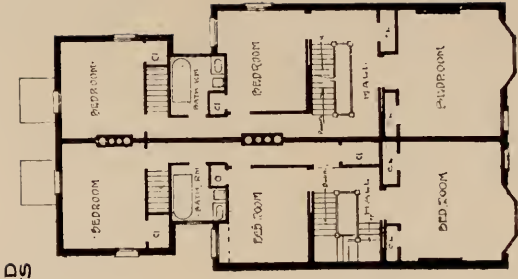
DESIGN NUMBER EIGHTY-ONE

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81



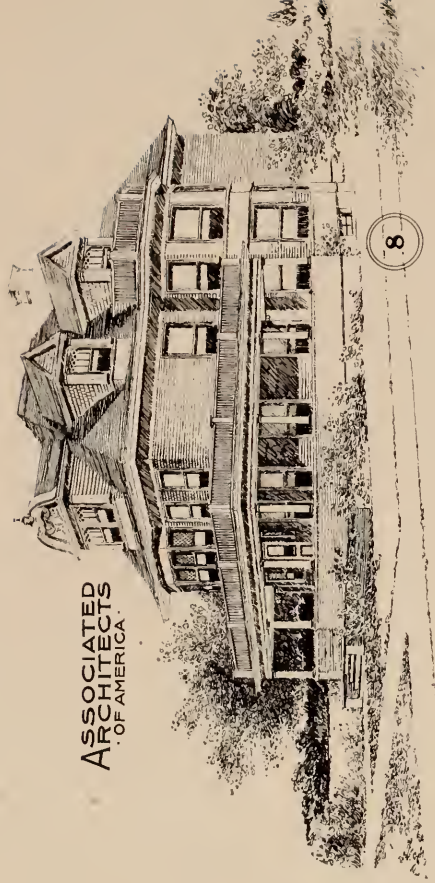
FIRST FLOOR



SECOND FLOOR

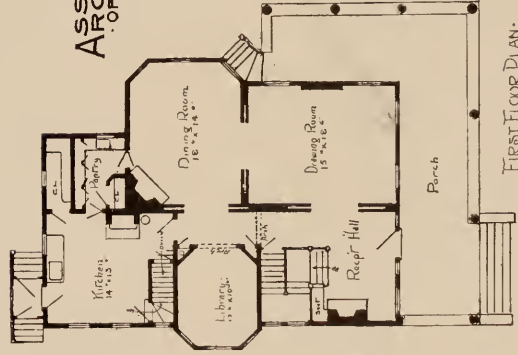
Dimensions, 37x63 feet

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8

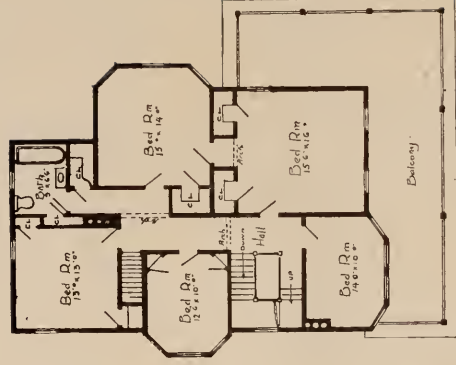
DESIGN NUMBER EIGHT



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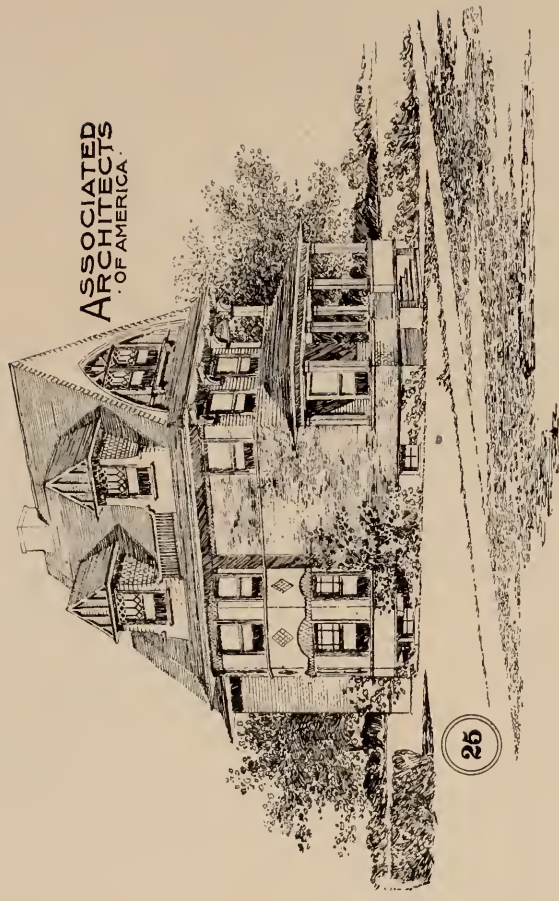
8

FIRST FLOOR PLAN



SECOND FLOOR PLAN

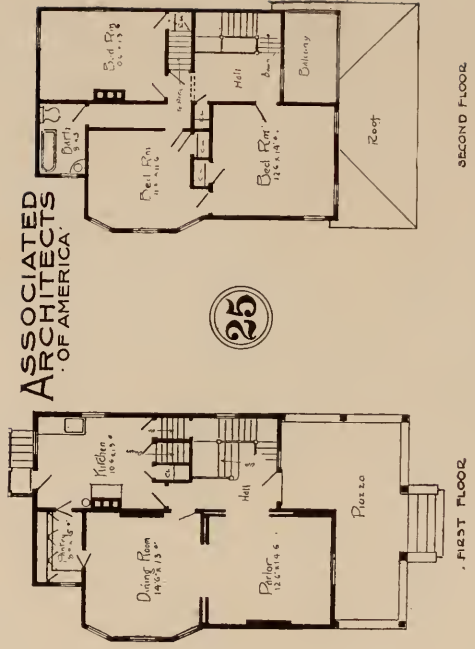
Dimensions, 31x45 feet, without bays or porches



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25

DESIGN NUMBER TWENTY-FIVE



ASSOCIATED ARCHITECTS OF AMERICA

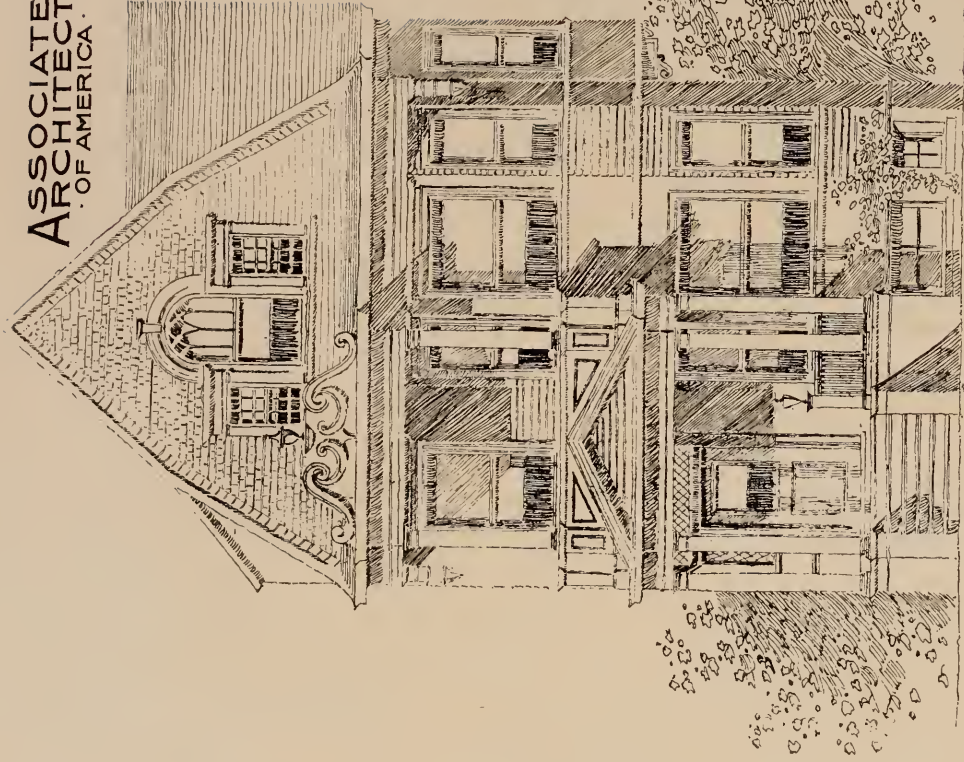
25

FIRST FLOOR

SECOND FLOOR

Dimensions, 24½ x 34½ feet, without side bay or piazza

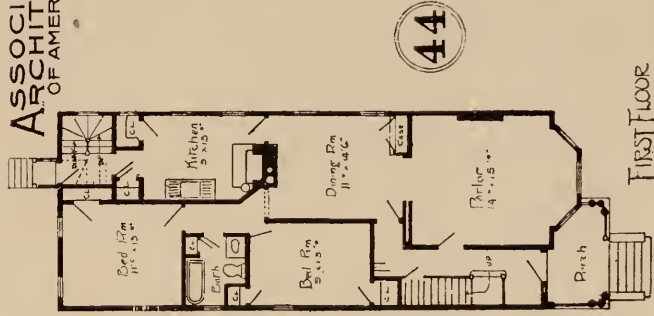
ASSOCIATED ARCHITECTS OF AMERICA



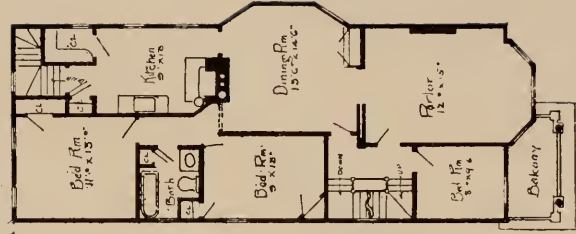
44

DESIGN NUMBER FORTY-FOUR

ASSOCIATED ARCHITECTS OF AMERICA



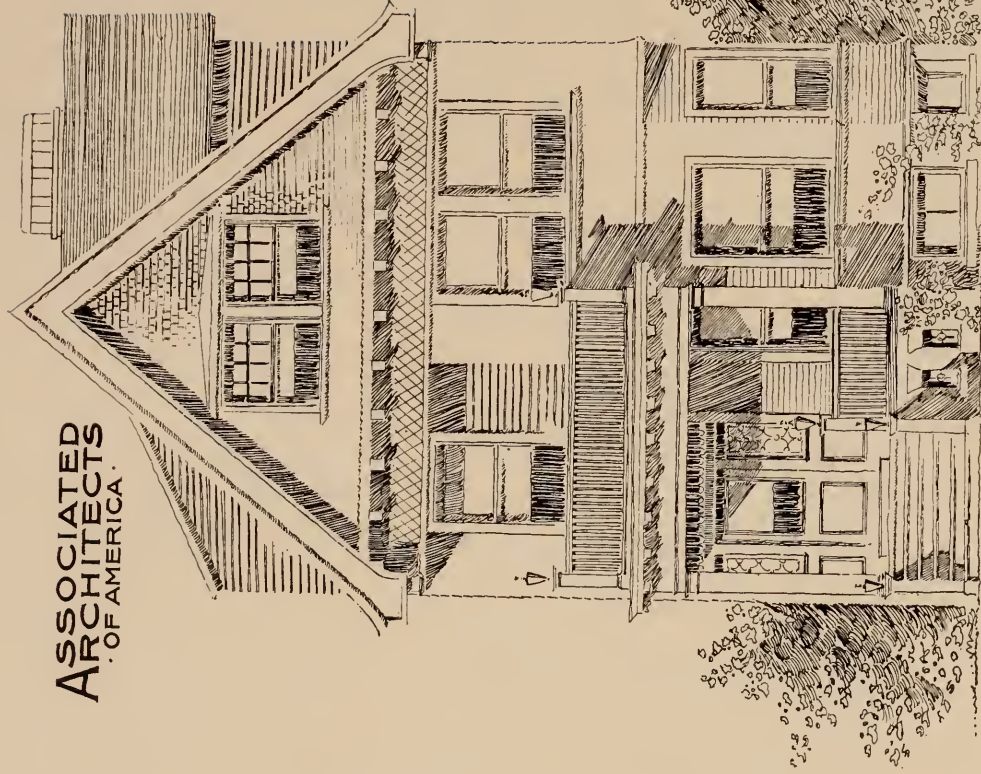
FIRST FLOOR



SECOND FLOOR

Dimensions, 22x57 feet, including bays

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48

DESIGN NUMBER FORTY EIGHT

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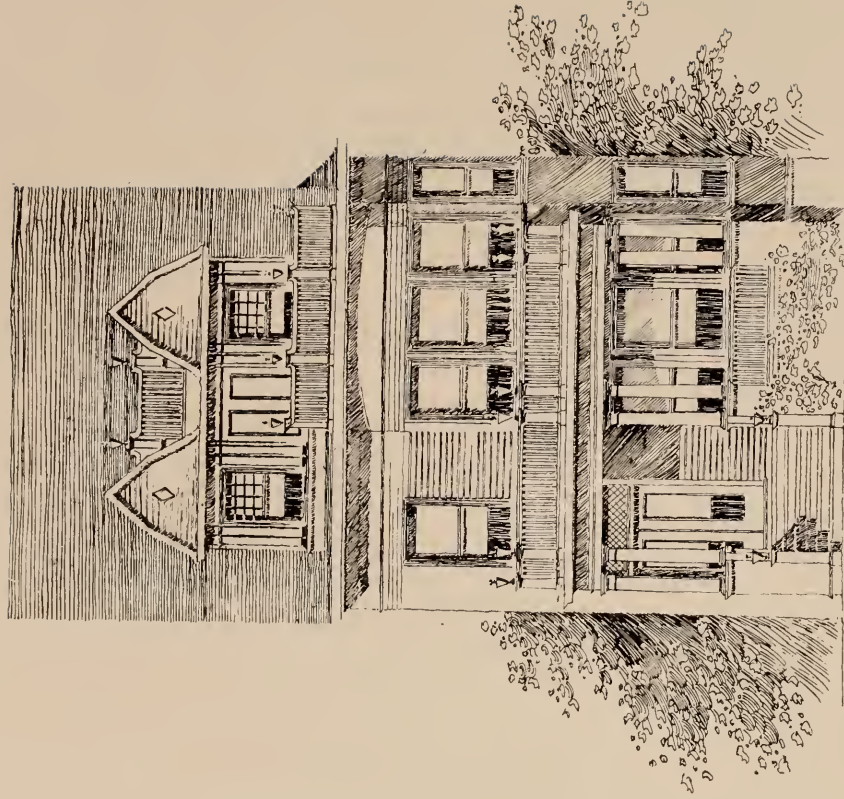


48

FIRST FLOOR PLAN

SECOND FLOOR PLAN

Dimensions, 24 x 52 feet, without piazza or bay



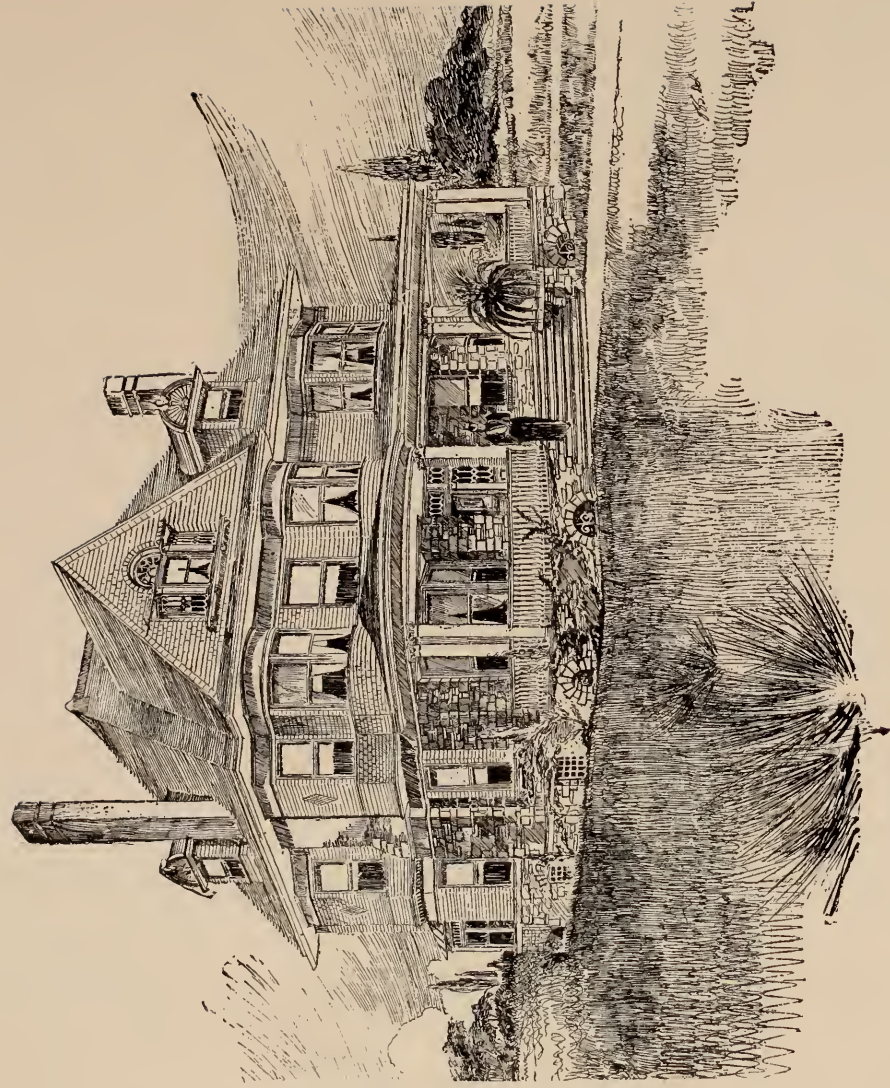
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41

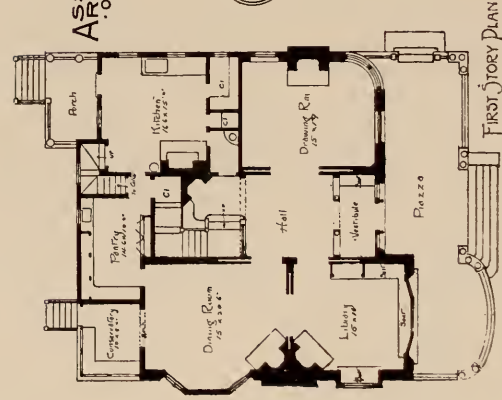
DESIGN NUMBER FORTY-ONE



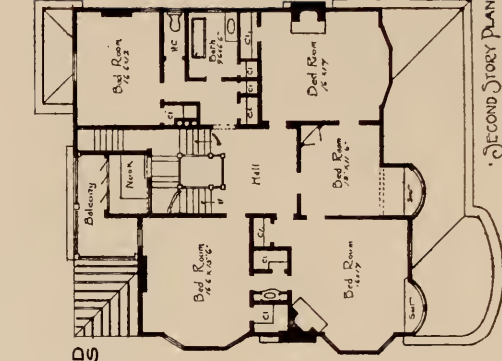
Dimensions, 21½ x 56 feet, including circular bay



DESIGN NUMBER EIGHTY-SEVEN



FIRST STORY PLAN

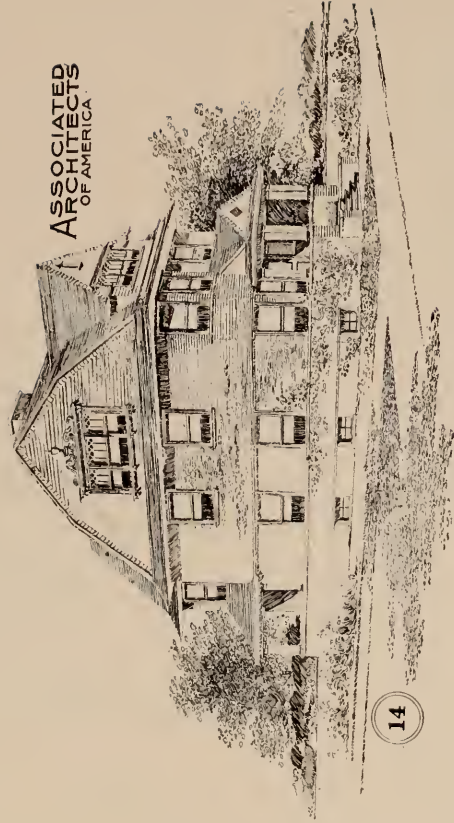


SECOND STORY PLAN

ASSOCIATED ARCHITECTS OF AMERICA

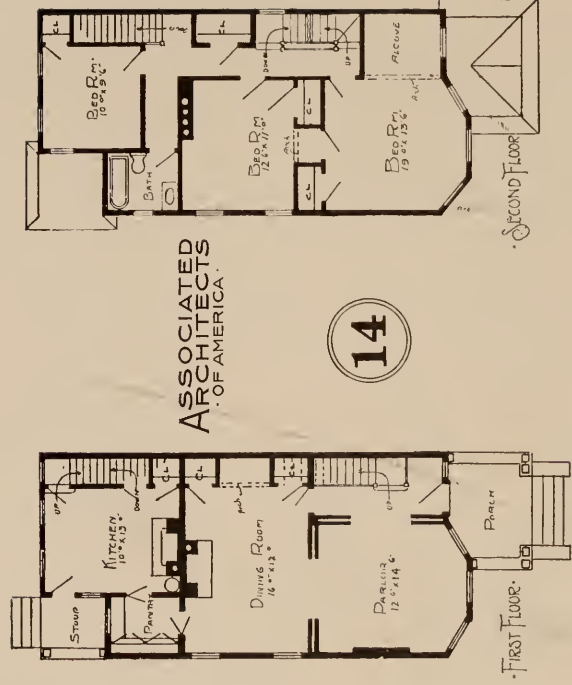
87

Dimensions, 47 x 56 feet, including piazza 12 feet wide



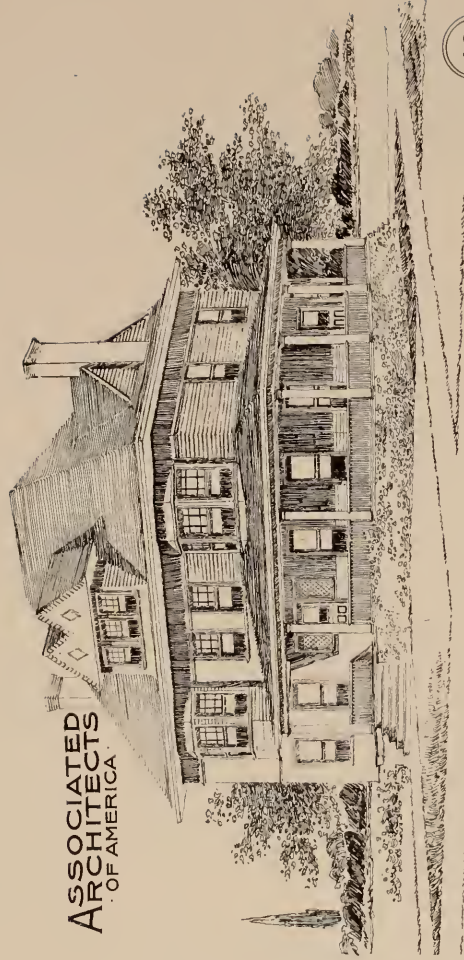
ASSOCIATED ARCHITECTS OF AMERICA

DESIGN NUMBER FOURTEEN



Dimensions, 20x42 feet

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46

DESIGN NUMBER FORTY-SIX



FIRST FLOOR PLAN

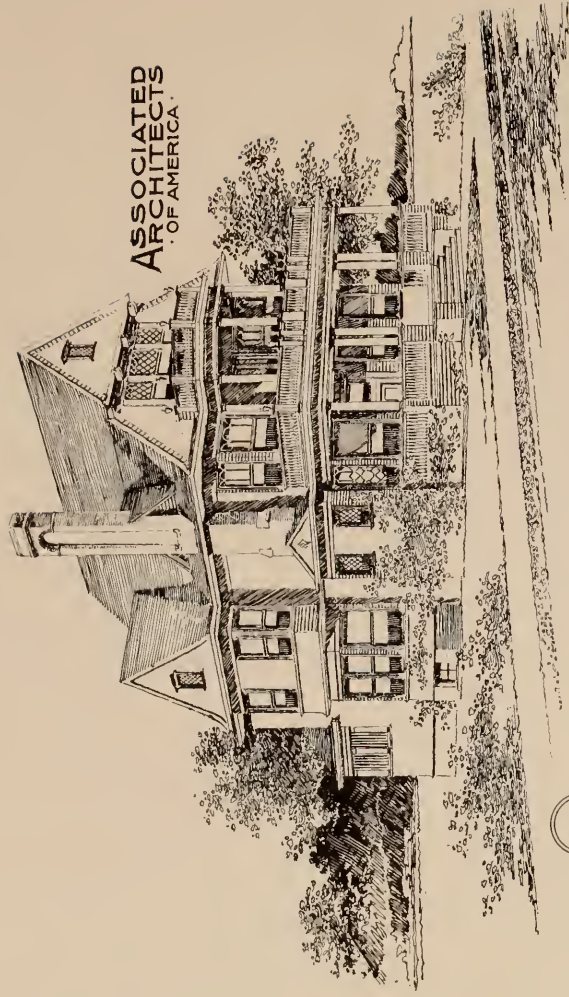
46



SECOND FLOOR PLAN

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Dimensions, 44 x 31 feet, without bays

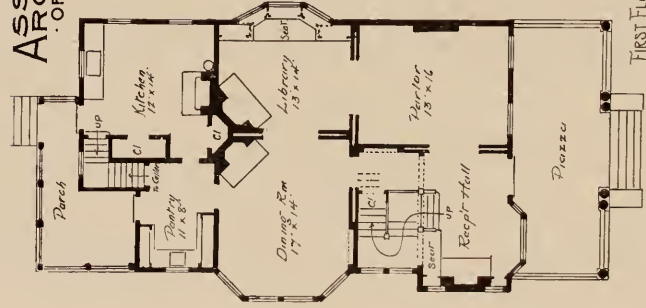


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59

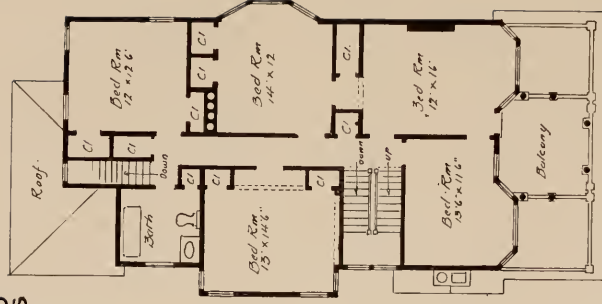
DESIGN NUMBER FIFTY-NINE

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OF AMERICA



FIRST FLOOR PLAN

59



SECOND FLOOR PLAN

Dimensions, 27x46 1/2 feet, without bays or porches

Free Plans

Builder and Architect

You don't go to a blacksmith for watch repairs; to a tailor for dentistry, or to a lawyer when you wish plumbing done. The proper place to get a set of reliable plans and specifications is from a competent architect and not from a carpenter or builder, even if he styles himself "Builder and Architect," as some do. You should no more trust your plans to such an individual than you would depend in a lawsuit on your opponent's attorney for your legal advice. Scripture truly says, "No Man can serve two masters," and a thoroughly honest builder will not attempt to place himself in the inconsistent and ludicrous position of attempting to give you the best services and greatest value as an architect and at the same time save labor and material at every turn, so as to make the greatest possible profit for himself as builder.

It is only fair to state, however, that many communities are without competent architects, and thus builders have been forced many times against their inclinations to prepare plans. This is now happily avoided by the enterprise of the "Associated Architects," and many builders have not only ceased to furnish plans for other people, but find it now more economical and satisfactory to procure all their own plans from us.

But of all follies the wide world over avoid this. Here is a true experience repeated many a time and oft: Mr. Jones is thinking of building, speculates as to the kind of house he better erect, and what it will cost, and either to avoid the apparently great expense of an architect or because there is not one in his vicinity or else because he has heard of Brown, the builder, he goes to the latter and discusses the subject, the conference likely ending in an offer from Brown to get up a set of plans and specifications for Jones on condition that if Brown builds the house there will be no charge for the plans, and if some one else builds it Jones shall pay \$15 or \$25 for them (those are the usual sums mentioned). Brown is careful to explain that Jones can get any one else he chooses to bid and makes the proposition look so attractive and apparently fair that Jones readily assents, thinking he will get the plans cheap in any event and thus save the usual architectural fees. Foolish Jones forgets that any one else who bids on Brown's specifications is at a tremendous disadvantage because of their obscurity or incompleteness, and to protect himself must bid very high. Result: Brown is low, secures the job and having things pretty thoroughly in his own hands gets paid for the plans several times over in the savings in materials and labor if not by extras. The result many times is a house of poor construction, bad arrangement, and miserable appearance. Jones's new house is not "a thing of beauty and a joy forever," and in case he desires to sell he finds it difficult to do so except at a loss.

Specifications

The specifications and details are generally more important than the plan itself, and upon their being accurate and complete will largely depend whether or not a house will be satisfactory when finished.

Our specifications describe in detail the materials to be used and the work to be performed, how prepared and applied. They are complete and accurate so that the necessary estimates can be obtained, the proper contracts made and the construction of the building progress to the complete satisfaction of the owner, the architect and the contractors as well.

Artistic Effects

In many cases our plans will produce houses of better construction, more convenient arrangement, more complete as to details, more artistic in appearance, and yet, owing to our superior designs, at actually lower cost than a house less skilfully planned.

For artistic, pleasing effects we depend on simple treatment, harmonious outlines and correct proportions rather than much ornamentation, scroll work, festoons, etc., as the lack of the former and the use of the latter have spoiled the appearance of many a house.

New York as an Architectural Centre

Within a radius of fifty miles from the New York City Hall there dwells one-fifteenth of the entire population of the United States and in no like area in the world is there so good an opportunity for the study of architecture of every design. On Fifth Avenue or Riverside Drive the modern Croesus builds a palace for a city home, while he selects mountain, river, sea or sound as a site for his country place. Men of wealth as well as those of moderate circumstances for years have shown a tendency to erect homes in the suburbs and a vast number, steadily increasing, travel to the city each morning and return in the evening. Much of the best architectural talent of England and Europe finds its way to New York, bringing the aesthetic and practical achievements of

all ages the world over, and by our system you receive the benefit.

The city and country homes of thousands of wealthy and cultured people in and about New York contribute to our clients' advantage. Many features and conveniences of the mansion and palatial domicile we are able to incorporate in the house of moderate cost.

We do not depend on the country immediately surrounding New York for ideas but through our resident Associates in every part of the country and by the travel and personal observation of different members of our staff, each of our Associates is constantly in touch with the architectural requirements and achievements over all America.

Apartment Houses

A special feature of our business is the planning of model, modern apartment houses. In many cities apartment houses are growing in favor and with the introduction of convenient features and the elimination of the objectionable they will become still more popular in the near future.

In New York as in no other city in the world have we so many examples of the undesirable features of tenement life nor so great an opportunity to study the improvements and perfections introduced in modern apartment houses. In one single block in New York 6,888 people live, an average of twenty-two families in each of the thirty-three houses. There are but two bath rooms in the block and only forty of the families are supplied with hot water.

A wide range between these tenements and such high grade apartments as the Osborne and Dakota, long the finest and most expensive, each apartment renting for \$3,000 to \$4,000 a year. Many people abundantly able to maintain private homes in any degree of luxury prefer this mode of living as they enjoy greater comfort, independence and privacy, at the same time, sacrificing absolutely nothing which the individual home provides.

There are more than a hundred apartments in New York renting for \$10,000 to \$16,000 yearly and they are increasing by the score, while an unlimited number rent for \$600 to \$1,000, from \$1,200 to \$2,500 and upward per annum. Those of late construction contain every comfort and convenience.

An extended experience in planning houses of this class has perfected our designs so as to overcome the last remaining objections to the usual apartment house. In some sections of Greater New York and its suburbs and in cities where land is less valuable than in Manhattan Island the addition of yard room and the introduction of private front and rear porches make these houses extremely desirable and the difference in

cost of site and of construction and maintenance makes the cost of living actually less than to maintain an independent establishment, while one retains the privacy of home life, dispensing with the care of a yard, avoiding the dirt and expense of heating, trouble of repairs, etc., and really enjoying the luxury and conveniences usually found only in the best hotels or the palatial private mansion.

In our high class apartment houses every room opens to the outside air as we discard air shafts altogether and make the apartments perfectly sound proof and practically fire proof. Gas is usually exclusively employed for cooking, there is abundant closet room in each apartment and additional storage room and vegetable cellars and facilities for bicycles and baby carriages are provided in the basement. Rooms for general use suitable for library, social entertainments, gymnasium, lounging or billiards are generally included and also a cafe if the house contains bachelor or boarding apartments.

A fire and burglar proof vault can be included for storing silver, important papers or other valuables. A well equipped laundry in the basement relieves the apartments of the annoyances usually incident to wash day. The telephone connects the various occupants with the outside world, while a house telephone connects each apartment with all the others and with the laundry, janitor, dining room and office. A U. S. mail chute receives letters from every floor. A cold storage plant is frequently provided and a dark room for those using the camera.

We cannot here enumerate all the conveniences and arrangements whose introduction contribute to the joy and luxury of house-keeping, eliminating at the same time the drudgery and bothersome features, without increasing and in many cases decreasing the usual living expenses.

Our Advertisers

You will find represented in our advertising pages some of the best firms connected with trades of interest to home builders or buyers. Great care has been exercised in their selection and we believe that there are no better goods or more competent artisans in the various lines than those here designated. No advertisement lacking such qualification has been accepted. In the limited space at our disposal all possessing merit could not be represented, but those which do appear have been carefully selected and recommended to your consideration and confidence as thoroughly reliable in every way, and the goods they furnish are of the best in their respective classes, and most of the latter have been repeatedly used in our houses for many years and have never failed to

give entire satisfaction. Many articles of general interest are also represented and careful perusal of our advertising pages will be interesting, instructive and profitable.

An advertiser is always pleased to know which of his announcements has attracted a customer's attention. If you will kindly mention this book in writing to or dealing with any firm represented you will confer a favor on them as well as the publishers, and in most cases such mention will prove directly to your benefit, as a majority of the firms have agreed to give their very best attention and most favorable terms to all inquiries and orders received from our readers.

Remember in building a home that the best is none too good and is the cheapest in the end.

