



*The*  
Ensemble Home  
*in*  
*Lathrup Townsite*

# *The* ENSEMBLE HOME

AS CREATED BY LATHRUP TOWNSITE  
IN BRICK AND STONE—REVEALING  
A NEW PLAN FOR MORE BEAUTIFUL  
HOMES AND GARDENS AT LOWER COST

*A Sequel of*  
“GATEWAYS TO HAPPINESS”



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*Published by*

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LATHRUP TOWNSITE  
TOWN HALL  
ARLINGTON 2120

## Play Yards



WHAT'LL HE  
DO WITH IT?

**G**IVE children "a place to dig"—a flower garden, a strawberry patch, vegetable beds, a sand pile—made possible in Lathrup Townsite by homesites 150 feet deep, and at least 50 feet wide. Let children get right down next to Mother Earth on the very soil to make their own mud pies in summer, snow-men and forts in winter—to create with their own hands in their own way. Educators, physicians, parents—know this is education, this is health-giving.

While Lathrup Townsite has community parks, it also provides playgrounds right in the backyard under the watchful eye of mother. With the Ensemble Home (where the garage is taken out of the back yard and attached to the house) and where the lot is 150 feet deep, the garden is larger still—marvelous for swings, slides, tents!

*Don't be satisfied with a lot 40 x 120, having only 4800 square feet—a lot 50 x 150 is more than half again as big with 7500 square feet!*

## © What Is Lathrup Townsite? ©

A BEAUTIFUL area city-planned,—in Detroit's Northern suburbs,—platted with streets and homesites—planted with 10,000 trees—zoned and protected for permanent residential use. Comprising more than one and a half square miles—artistically subdivided into 4,000 wide home-plots and reserved business sites.

A plateau-like highland—on a plane rising 750 feet above sea-level, and 250 feet above the level of down-town Detroit,—free from the smoke and fumes of congestion carried ever eastward over Detroit by Michigan's prevailing winds.

At intersection of Sunset Boulevard and Southfield Road—these “north downs” are on Sunset midway out between Palmer Park district and Bloomfield Hills—for homelife a superior locale.

Lands first set apart by Louise Lathrup for this townsite in 1924. Since then gradually improved for building use—with more than a million dollars (to be exact \$1,103,525.61 of Lathrup capital) spent up to April 1, 1929, on City water mains, lateral sewers, paving, landscaping, improvements and development in general—not counting original cost or value of the land itself.

Upwards of one thousand acres restricted to *masonry* buildings only—and to single homes only—frame houses permanently prohibited—factories and junk yards permanently barred out—all homes required by contract and deed to be brick, stone or cement-stucco,—no building to be started until architect plans have been submitted and approved by Louise Lathrup in advance.

All residential lots at least 50 feet wide (and up to 200 feet wide in some sections) and typically 150 feet deep or deeper—alleys omitted—no lot ever to be divided into smaller lots—a set-back of 40 feet required on every street—winding drives, a curvilinear layout,—eight subdivisions or units unified under the *same ownership*, same management, same policy.

Where the “Ensemble Home” has been developed—a new idea for beauty, permanency and low cost in homes—where the English Half-timber, Norman-French, and American-Eclectic styles of low-sweeping rooftrees are featured—where Detroiters already have bought most of the homesites in five of the seven units opened to date—and where the structures here pictured, already have been built—a new social center—a Community Founded!

## A New Social Center

NUMEROUS young couples (several from the professions, others in business) have located fine homes in Lathrup Townsite, making it a natural social center.

High-grade responsible people are attracted here because it is a safe-guarded development. Folks with the ideals to own and appreciate fine houses have, to start with, that taste in common.

And with home the basic social unit, the social possibilities are of course greatly multiplied when a large cluster of nice homes is formed—as in Lathrup Townsite.

When such people colonize and become *Neighbors All*, a community spirit awakens, and the fact that this townsite embraces practically a thousand acres, permanently reserved for single homes, the whole with exclusive restrictions to accomplish a community ideal—all this stirs in the townspeople a certain civic and social loyalty for the thing of which they are a part. An interest in the common weal—community patriotism, if you please. And such common interest and pride are leaven of community-life.

But the community social life here is not haphazard. It is organized as well as

spontaneous. To foster it, there is now a beautiful auditorium or reception hall in the civic center of this community. Adjoining the hall is a modern kitchen with electric range and other equipment making easy the essential of refreshments for parties.

The residents have organized the whole colony into a social club, which, with invited friends, meets once a month in season, either at community hall or other appropriate places. And everybody comes. A minimum of expense and fuss, but of good-times, surprises, and social life a plenty!

### *Value of Land is in its Use.*

A fine neighborhood is reflected in increased land values in the future—which fact Lathrup policy has not overlooked!

Where is the best place for a man to buy a homesite or locate his homestead? Shall it be in some indifferent, mixed, unsocial neighborhood, in some halfway restricted area too small for proper zoning, in some *mere subdivision* anywhere? Or in such place as Lathrup Townsite, not merely a subdivision but a *community founded*?

in proper atmosphere called a *home*. To have and to hold a "permanent address" which will be hallowed by time. To provide that hearthstone which will be an anchor of the hopes—the solid cornerstone of imperishable memories.

They see that on these exclusive thousand acres, children will grow up under proper association with each other; that households here will be more consolidated, and that a better, a more responsible social order will here result.

It is apparent: The people who come to Lathrup Townsite come not merely to build four walls called a *house*, but to establish home-life



HOW "NEIGHBORS ALL" ENJOY COMMUNITY  
HALL IN LATHRUP TOWNSITE

## A Young People's Paradise

THERE are thousands of apartment-dwellers in Detroit today each paying out enough in *rent* to completely finance a beautiful Lathrup home. In thousands of cases the amount of the rent-money would easily cover all the monthly payments on a home, the taxes, the insurance, the oil in the oil-burner, the "juice" for frigidaire and radio—just as the rent-money now covers *all* these items for the apartment owner.

Therefore, a young couple locating in Lathrup Townsite now, will ride far ahead of the couple staying in a flat!

Because, while the former use "rent-money" to buy a home for themselves, the latter pay out an equal amount of rent-money to buy an apartment house for some *landlord!*

On the one hand, you use your money (and a little enterprise) to pay your own bills—and you end up with a house completely paid for (on land which has in-

creased in value).—On the other hand, the landlord uses *your* money to pay *his* bills, and after 10 years he has the apartment and *you* have nothing to show for your money!

Young families locating homes of their own in Lathrup Townsite at this time, will be better off financially—physically—socially—spiritually.

It figures out this way:

1—*Financially*: By getting a house or lot when the community is new, you will *profit* by the gradual *increase* in land value.—By being your own landlord, you will accumulate *equity* in a home rather than a stack of worthless rent receipts. In many cases, a *saving* equal to the former rent-money every month!—The Lathrup system means “better homes for less money”; besides, building costs are lower than at any other time in recent years, and in buying a Lathrup Home now, you are \$2,000 to \$4,000 ahead of the fellow who heretofore bought from the average dealer elsewhere. To act *now* means to act before costs go up again.

2—*Physically*: You can live near where you *play*—recreation is provided at the Greensward now being developed exclusively by Lathrup Townsite for tennis, putting, lawn-bowling and such in summer, and skating in winter; at the community gymnasium already equipped here for gym sports in winter; and at Rackham Public Links, or at one of the numerous private riding, golf and country clubs in this region. To your children these wide, deep lots are a priceless boon; and any-

way, everybody is healthier up here on this tableland 750 feet above sea level, than in the sulphuric-acid-laden smoke and fumes of Detroit's congested low-lands.

3—*Socially*: In Lathrup Townsite you start out with, and become an intimate part of, a select, new growing community.—The children are rescued from an apartment atmosphere and housed in one of those independent single homes which are “nurseries of independence and respect”.—They are set in an environment where everybody is a progressive home-owner and where there's pride of ownership. The family is protected. Children here associate with others of their own class. And a better home life is supplemented by a community social life.

4—*Spiritually*: To start a *permanent* home early means the highest enjoyment—for “it takes a heap of livin' in a house to make it home.” When a family owns such a home, all members “invest their hearts in the enterprise.” On such hearthstones are born “imperishable associations of mutual love and helpfulness.” In it life is broader, richer; and parents keep young with their children.

Can a young family afford to have such a home of its own?—it can't afford *not* to. And Lathrup Townsite is ready-made for young couples, couples with *children*, and progressive couples of all ages who, in the American way, move up to something better.

Lathrup Townsite is on the way to become a “a young people's paradise”.

# Highways Are Happy Ways

(When They Lead The Way To Home)

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ENSEMBLE  
HOME  
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Piano Tune Uke in D

A D F# B

By courtesy of  
Bennett, Shay, Malic,  
and Harris,  
*Originators*

High - ways are hap - py ways when they lead the  
way to home. High - ways bring  
hap - py days to all ea - ger hearts that roam ———  
—— But when old sun set is low on hill and pla - teau  
—— then home-ward we hie to the best shel - ter we know —— for  
Hie - ways are hap - py ways when they lead the  
way to home ——— home ——— 8 va

## The Ensemble Home

- Q. What is an "Ensemble Home"?
- A. It's a "three-feature" single home—a beautiful *home* of brick or stone, an *attached garage*, and a *woman's car* in the garage.
- Q. Are the "Ensemble Homes" specially designed?
- A. Yes. Louise Lathrup engaged several architects to work out these beautiful designs, and the name "Ensemble Home" is copyrighted, to be used in Lathrup Townsite only.
- Q. Why call it "ensemble?"
- A. Because this word from the French (which we pronounce on-SOM-ble) means "of all together, the whole in harmony."
- Q. What kind of construction?
- A. Every house is brick or stone; insulated to cut heating costs; well-built to last with slight up-keep.
- Q. Why have the garage attached to the main building?
- A. For convenience, beauty, economy.
- Q. Conceded the attached garage scores high in convenience, in stormy weather and at night; how does it win in economy?
- A. Other things being equal, there is less garage wall to be built—often less roof—less concrete for side-drive—less cost to heat garage—the car gets better care, its up-keep is less—time and energy saved.—And the house is better-looking in the mass.
- Q. How many rooms in Ensemble Homes?
- A. From 6 to 9.
- Q. What do these Ensemble Homes cost?
- A. The cost, of course, depends on the number of rooms, and size of rooms; but due to free plans, free engineering, good financing here, low building costs, and competitive bidding, an Ensemble Home can now be built or bought in Lathrup Townsite for an average of from \$2,000 to \$4,000 *less* than possible elsewhere 5 years ago. And for a *small down payment*.



ONE OF LATHRUP TOWNSITE'S  
ENSEMBLE HOMES

## The Modern Thing

THE graceful home with attached garage and a garden—and no unsightly alley at the rear—is the modern thing. Twenty years ago all garages were on rear of lot, far from the house—not a part of the domicile even in case of *new* houses.

That practice was a relic of horse-and-buggy days. For reasons sanitary, stables were located as far from the residence as possible. (For only on the plains and in war do men and horses yet live together.)

Along came the Horseless Carriage. Where to put it? In the stable, of course, where the horse used to be! And where there was no stable, the first garage came into being; and, the home then being already built, the new garage was relegated to the stable site! (It's so hard to reform ourselves all at once. For instance, on some of the first motor-bodies built for horseless carriages, there were whip-sockets!—just as in the World War aviators still wore spurs on their army boots!)

The general notion of having a separate garage on the back of the lot was in vogue before the Scientific Age. Since then the home itself has become the abode of

a goodly company of genii known as kelvinators, vacuum-sweepers, oil-burners, electric servants, radios—machines all—but who would send *these* new friends to woodshed or stable? Likewise, the most beautiful and useful, the most intimate and "best-loved of all our machines"—the *automobile*, we no longer send to the stable.

People more and more build homes to include car space artistically planned in the main building—for common-sense sake as well as for charm and economy.

On *narrow* lots it is still necessary to locate the garage on the alley at the rear, because of lack of room for a spacious home and side-drive. But the average garage at the back of any lot is not a comely thing as one artfully tied in with the house.

In case of the Ensemble Home the rear lot is left free for gardens and recreation. But, you say, it takes a *wide* lot for an Ensemble Home. Yes; and Lathrup Townsite has provided the wide lots—none less than 50 feet, some 55, 60, 65, 70, 75 and up to 200 feet wide. And the lay-out of all rooms is skillfully planned.

✓ ✓ ✓

And now for that interesting feature of the Ensemble Home—the woman's car in the garage! Every woman, every girl—and everyone who has a girl—will be interested in this.

As a means of introducing the Ensemble Home and stressing its merits, Louise Lathrup, founder of Lathrup Townsite, hereby makes public the following *Ensemble Home Offer*, effective during the summer-and-fall building seasons of 1929:

The first 25 couples building or purchasing Ensemble Homes in Lathrup Townsite in 1929 will each be allowed to select a new, fully-equipped coupe to be installed in such home, and the market price thereof will be added to the cost of the house—but the home-buyer will be required to make only a small down-payment on the whole cost of house, lot and car together—the monthly payment to be only 1% of the balance owed on the whole contract. In case a family desires an Ensemble Home *without* the new car, the market price of the car will be deducted.

The car is installed, and made a part of the home, just as a steam-boiler or garage now is, for the automobile is a necessary part of the modern home-plant. Most families are becoming two-car families.

*Memo to Husbands: This coupe installed in the Ensemble Home is FOR THE WIFE AND MOTHER. Oh, she will let you use it, of course, when the "main wagon" is laid up—but you'll have to get permission—from Friend Wife.*

We explained the Ensemble Home proposition to a collegiate, a white-collar worker, a young engineer making fairly good salary, and having a family of a wife and small child.

Said he: "We've wanted to get into a nice home in a good locality since the family grew to three—and now you've got it down where I can swing it! Let's go!"

✓ ✓ ✓

For convenience of home-seekers and lot-buyers, we have provided two offices:

*Down-town Office:* At 822 Book Building, Detroit, open from 9 a. m. to 5 p. m. daily except Sunday, or any evening by special appointment. (Phone Randolph 6929.)

*Townsite Office:* In Town Hall at Lathrup Townsite, open from 9 a. m. to 5 p. m. daily including Sunday. (Phone Arlington 2120.) We will meet *you* at *your* home any time.

# How We Help You Build

**A** NEW home-building and home-financing service has been put into effect—free to all who wish to buy or build in Lathrup Townsite at this time.

We can do one of three things:

- 1.—*Sell you a home already built.*
- 2.—*Have a home built to your order.*
- 3.—*Arrange loans and contracts for you, so you can build a home yourself.*

All three ways are on the monthly-payment plan. You have your choice. It is easy to build a home yourself under our system, aided by our highly-trained engineering and home-financing departments. In such case, this is what we do:

- (a)—Furnish you with entirely new house-plans to suit your particular needs—many new ideas in Ensemble Homes and other modern styles.
- (b)—Supervise taking bids on your plans from several reliable builders—in order to obtain for you the lowest price through competition.
- (c)—Arrange for you complete financing, so that all you need to invest at the start is your lot fully paid for, or a small down payment.
- (d)—Maintain our own engineering office right here on the property to lend a hand to you in many ways before and during construction.

It costs you nothing to confer with us. If you consult us *early* in your thinking about a new home, we are sure to save you much time, money and vexation.

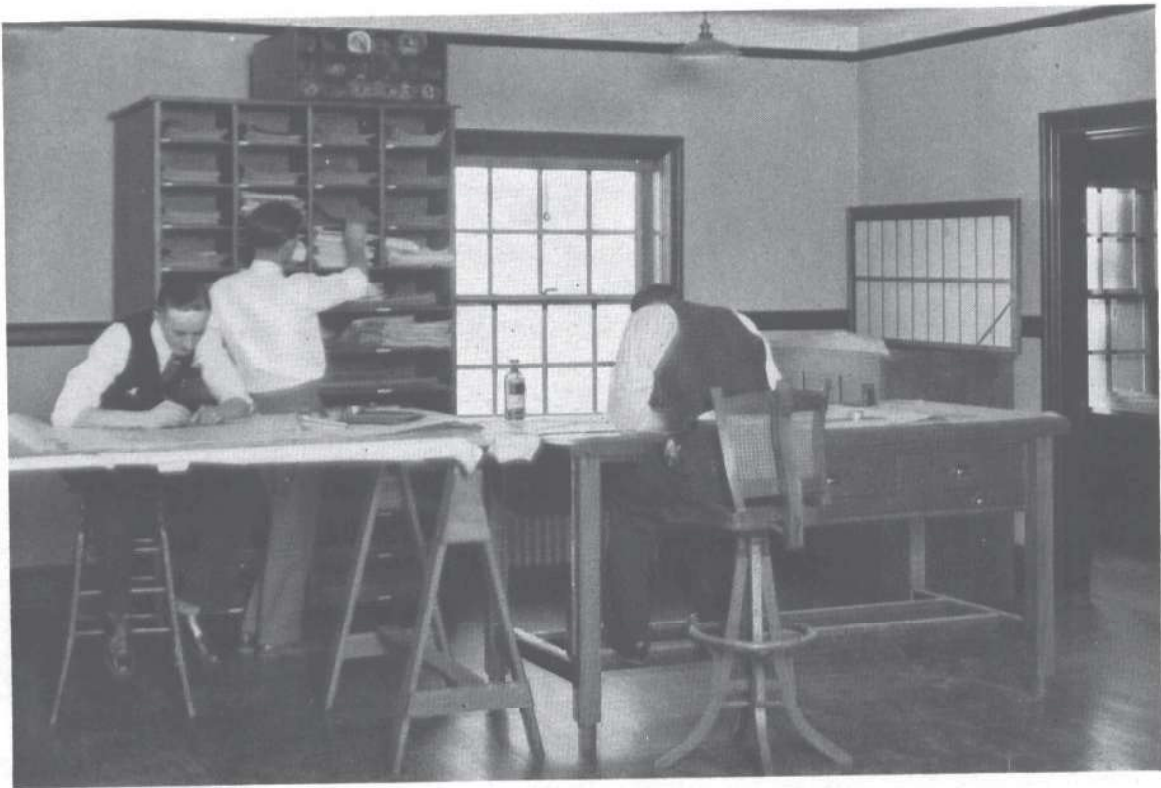
For when you talk with our departments, you contact with Experience, an experience that has arranged loans for more than five million dollars worth of new homes in various parts of Detroit in recent years—for hundreds of Detroit families like you, situated as you. So, while our attention is concentrated exclusively on Lathrup Townsite now, you profit by a broad experience gained elsewhere.

We know home-budgeting problems from both the bank and family side. By personal contacts, our system has been humanized. There are confidential matters to be discussed in all cases. Each case is taken up separately.

You'll be able to "get down to brass tacks" with us in "man-to-man fashion"—with so-called high-powered salesmanship *out!* And you will be surprised to find how easy it is to get started in the kind of a home you want.

At first, you need but describe that *kind*, and we will procure preliminary estimates of cost. This may be done before actual drawing of plans.

We have a Down-town Office at 822 Book Building open from 9 a. m. to 5 p. m. daily except Sunday (Randolph 6929). Also a Townsite Office in the Town Hall on Southfield, open from 9 a. m. to 5 p. m. daily *including* Sunday (Arlington 2120). Also, by appointment, a representative will see you in the evening either at the down-town office or at your own home.



*Drafting Room in the "Architectural and Engineering Department" of Lathrup Townsite—Second Floor of Lathrup Town Hall.*

## Our Own Architects —Draw Plans to Fit Each Case

ANY family desiring house-plans drawn to fit its particular needs, can get them without charge, if the home is to be built in Lathrup Townsite. Absolutely no obligation is incurred on your part when you consult our architects and building agents. You describe the kind of house wanted. We tell you what it will cost to build—and how good financing on the monthly-payment plan can be arranged with our co-operation.

We have a Down-town Office at 822 Book Building open from 9 a. m. to 5 p. m. daily except Sunday (Randolph 6929). Also a Townsite Office in the Town Hall on Southfield open from 9 a. m. to 5 p. m. daily *including* Sunday (Arlington 2120). Also, by appointment, a representative will see you in the evening either at the Down-town Office or at your own home.



*Scene at Lathrup Office Where  
Home-Seekers Gain Information*

"Can such a home be built for that price?"

"Indeed it can."

"Then that's the kind of a house we want."

## “The Boulevard Way to Lathrup Townsite”

ON April 15, 1929, the Board of County Road Commissioners of Oakland County voted unanimously to proceed with the immediate opening and paving of *Sunset Boulevard* (with pavement totalling 40 feet wide) from the Detroit City Limits right out to and through Lathrup Townsite! These commissioners committed themselves to the laying of this concrete in 1929.

(To all you lot-owners here, no better news than that could be given. Because this great super-boulevard, cutting diagonally across country, will bring your property 10 minutes nearer to down-town Detroit, and put it “on the map” more prominently than ever.)

Most of *Sunset Boulevard* has a right-of-way 204 feet wide, and will have two strips of 20-foot pavement with a grassy fairway between—like *Grand Boulevard*; but in Lathrup Townsite, a 40-foot pavement with curbs will be in the center of the right-of-way with wide boulevarded lawns on each side.

The “boulevard way” to down-town will be: *Sunset Boulevard* to *Outer Drive*—to *Pontchartrain Drive*—to *Second Boulevard*.

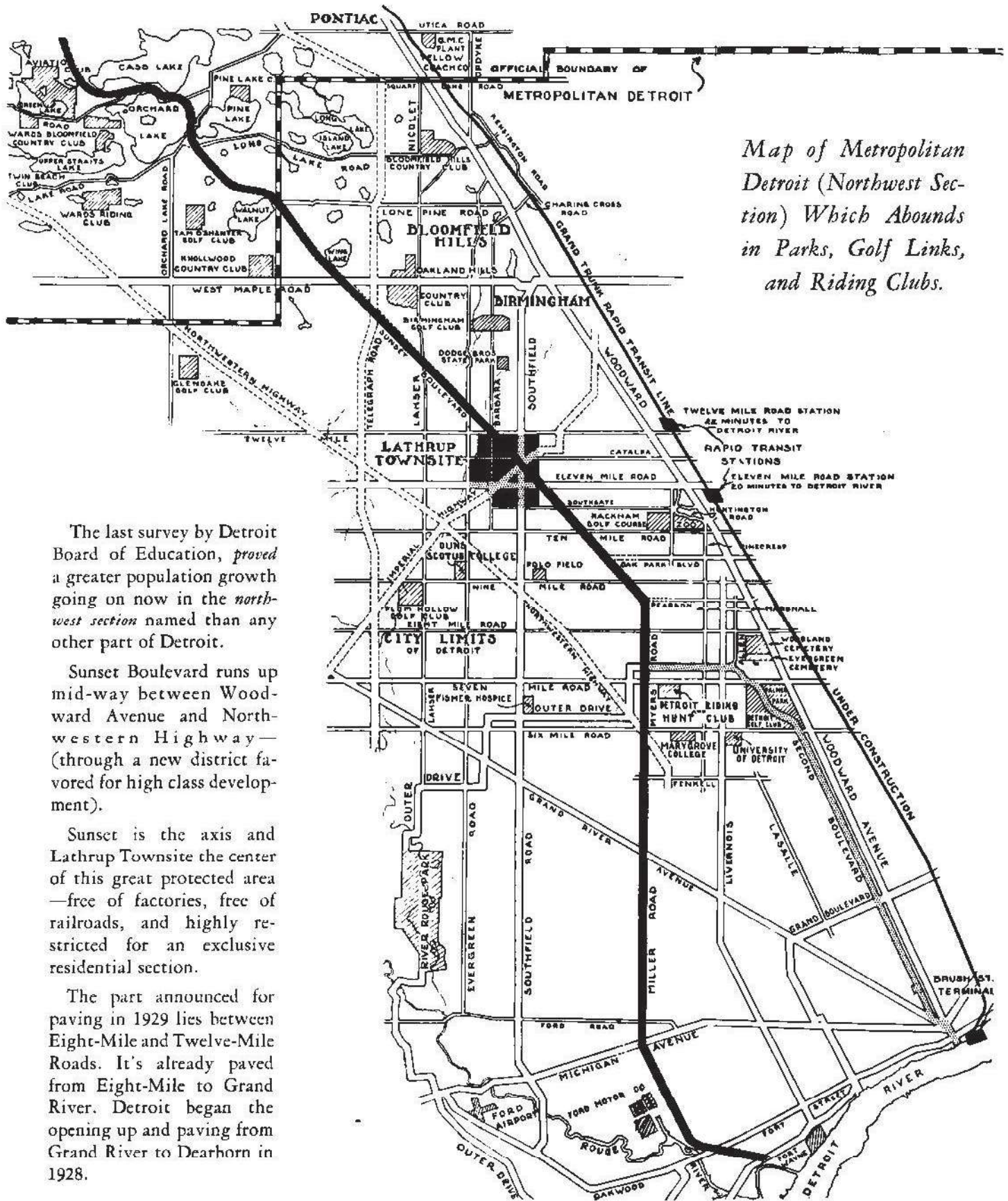
The quick way to the Industrial West Side will be down the *Meyers-Miller* road—right to the front door of the Ford industries on the Rouge, the greatest manufacturing plants in the world.

The *Grand Trunk’s* fast commuter trains will run parallel to and east of *Wider Woodward*. But these trains will serve the whole northwest section on both sides of *Woodward*—by means of busses running from homes to loading stations. Communities west of *Woodward*, such as Lathrup Townsite, will be glad to be thus removed a distance from the noisy, smoky railroad, and yet have fast deluxe coaches deliver them direct to commuter stations!

BUT THE GREATEST OF ALL BENEFITS IN WAY OF TRANSPORTATION WILL BE *SUNSET*, “the boulevard way to Lathrup Townsite.”

The wide-spread use of the automobile has brought the *Southfield* plains of *Bloomfield hills* as near to down-town Detroit as the *Lawrence* and *Collingwood* district was in 1915.

And the construction of the *Fisher Building* and the *General Motors Building* has had the effect of bringing new modernity, elegance, commerce and entertainment 20 minutes nearer to the same suburbs.



*Map of Metropolitan Detroit (Northwest Section) Which Abounds in Parks, Golf Links, and Riding Clubs.*

The last survey by Detroit Board of Education, *proved* a greater population growth going on now in the *north-west section* named than any other part of Detroit.

Sunset Boulevard runs up mid-way between Woodward Avenue and Northwestern Highway—(through a new district favored for high class development).

Sunset is the axis and Lathrup Townsite the center of this great protected area—free of factories, free of railroads, and highly restricted for an exclusive residential section.

The part announced for paving in 1929 lies between Eight-Mile and Twelve-Mile Roads. It's already paved from Eight-Mile to Grand River. Detroit began the opening up and paving from Grand River to Dearborn in 1928.



## Louise Lathrup's Personal Page

### \$2,800 Now ~ \$7,500 Later

IT IS my opinion that lots now selling for around \$2,800 in Lathrup Townsite will go eventually to \$7,500 each at resale! Such is my careful, studied reply to a question often asked, namely: "What will be the future market price of this property"? And this is the judgment, too, of many shrewd observers, experts in realty.

I have lived all my life here in the north-northwest section. As child or adult, I have witnessed the magic transformation of Detroit's entire northwest section above Grand Boulevard—a transformation from wheat fields and meadows to a densely built-up city—all within the last few years.

That transformation has been continuous—and is ever going on northwestward.

Lathrup Townsite was not even platted until 1924. Compared with 1924, what is Detroit doing today?

In the Model T year, 1924, Henry Ford made 166,000 cars per month, and employed 112,000 workers in Detroit. Ford production today is at the rate of 200,000 Model A's and other cars per month, and his Detroit pay-roll carries 125,000 names.

Other smashing facts, in round figures:

	1924	1928
Total number of telephones in use in Detroit . . . . .	210,000	334,000
Total number of Detroit-Edison meters in use here . . . . .	326,000	418,000
Total Detroit post office receipts . . . . .	\$8,000,000	\$11,400,000
Total Detroit bank clearings . . . . .	\$7,000,000,000	\$10,000,000,000

For the last 10 years, the steady increase in Detroit population has been on the average of 80,000 souls per year—enough people coming into Detroit *annually* to populate the whole of Pontiac and Highland Park combined—a good-sized city added to Detroit *annually*.

Detroit has 3000 factories—we lead the world in brass, copper, stoves, and many lines besides automobiles. We have gained 50 new industries per year every year for the last 5 years. We are becoming the world center for aircraft manufacture.

Prof. H. J. Carman of Columbia University, New York, says that "Detroit's geographical position, industry, machinery and young brains are sure to make her greater even than Chicago or New York."

Prof. W. L. Bailey of Northwestern University, Chicago, after scientifically studying the suburban trend of several cities for the Rockefeller Foundation, reported officially that the "Southfield district of Detroit is the best opportunity in any American city for suburban real estate development and investment."

And now comes Mr. H. J. Kaufmann, of the Bureau of Research and Publications, Detroit Board of Education, with a magnificent report proving that all families living south of Grand Boulevard are gradually moving out, most of them to the suburbs, and that the prize district for rapid growth in this whole city lies in north-west Detroit—a district enjoying a jump of 195% in population from 1925 to 1927. Not only is Detroit growing northwest towards Lathrup Townsite but Lathrup Townsite is now set for a phenomenal independent activity of its own.

How has Detroit growth jumped the profits on real estate? Look at Lathrup's Lawrence and Collingwood Subdivision (Lawrence and Collingwood avenues between Linwood and Dexter). When it was farm land people bought lots there in 1915 at the rate of 20 cents a square foot; lots resold in 1924 at \$1.24 a square foot—a gross profit of 520%, which, after paying interest, taxes, sewer and paving, left a *net* profit of 438% in 9 years, or 49% a year on the entire original price of the lot.

(The fault with too many people who buy well-located real estate at subdivision prices, is that *they sell too soon*. They let go before the big rise begins. It took 9 years for Lawrence and Collingwood to reach its maximum, but it then paid 438% net, 49% for each year—and for six or seven of those years there was hardly any building at all in that section.)

In Sherwood Forest Subdivision, at Seven-Mile Road and Livernois, lots 60 x 135 which sold originally for \$3,500 are now reselling for \$10,000 each. In Hannan's Golf Club Subdivision nearby, lots 50 x 135 now bring \$7,500 at resale. Both are highly restricted.

In Lathrup Townsite, the new highly-restricted development only 10 minutes farther out on Sunset Boulevard, *larger* lots—50 x 150—are selling now at the subdivision price of \$2,800.

In other words, by going 10 minutes farther out to a district with similar restrictions, you can buy *larger* lots for about *one-third* the price prevailing now at the Seven-Mile Road. Both sections have advantages all their own.—Lathrup Townsite is favored by unique restrictions, a largeness of area, a higher altitude, and an energetic program of development, owner-managed.

With the whole section of Detroit below Grand Boulevard being given over to business, with this city naturally expanding in population, commerce, wealth; and with several great colleges and schools already newly located in the north and north-west section, Detroit will soon *need* Lathrup Townsite as much as it ever needed Lathrup's Lawrence-and-Collingwood Subdivision.

The paving of Sunset Boulevard alone will be a powerful stimulant to building. And just as sure as there are lots 50 x 135 now selling for \$7,500 in Hannan's Golf Club Subdivision, just so sure will there be larger lots (50 x 150) re-selling for \$7,500 in Lathrup Townsite by the time this property is 25% developed.

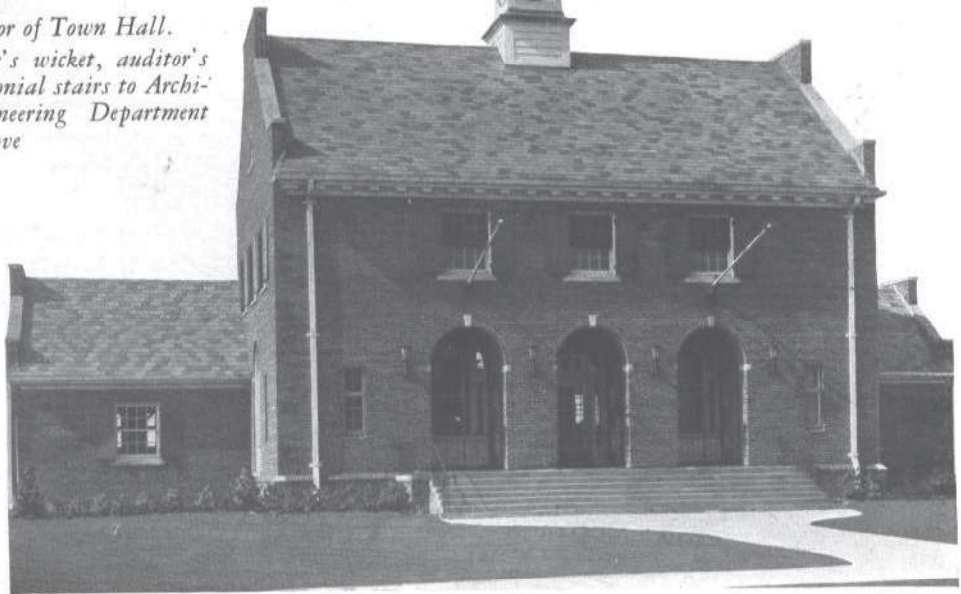
It's \$2,800 now—\$7,500 later.

*Junior Sartorius*



*Lobby on first floor of Town Hall.  
Showing book-keeper's wicket, auditor's  
department, and Colonial stairs to Archi-  
tectural and Engineering Department  
above*

*The Wings  
shown on either  
side of Town  
Hall were built  
for police flier  
and other com-  
munity purposes*



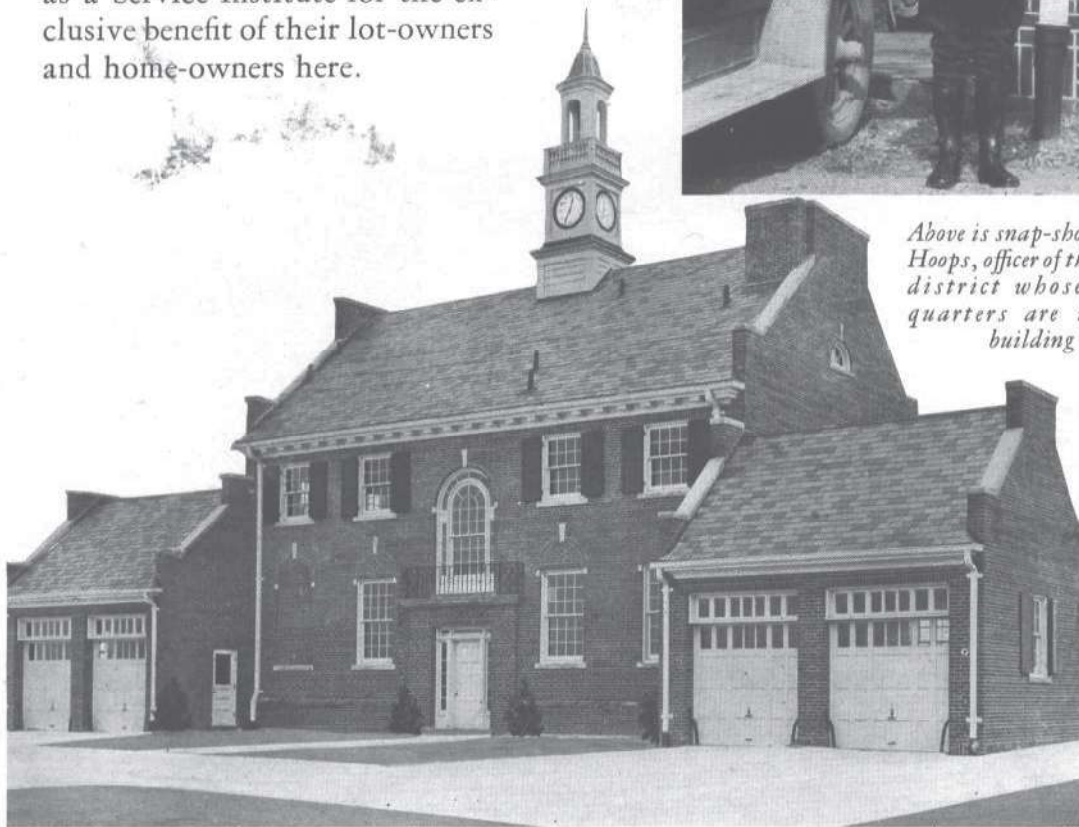
*Front view of Town Hall; rear view on opposite page. On the first floor, a public waiting room.—Surrounding the Town Hall, three acres being developed as an Arboretum with all kinds of trees and shrubs indigenous here*

The Town Hall  
of Lathrup Townsite.  
A Community With  
Complete Service

THIS Town Hall is the main landmark of Southfield—It forms a part of the Civic Center of Lathrup Townsite at intersection of Sunset Boulevard and Southfield Road—Symbol of a new community—"Life, liberty and the pursuit of happiness"—Independence through property-ownership.—Built, equipped and operated by the Lathrup Interests as a Service Institute for the exclusive benefit of their lot-owners and home-owners here.

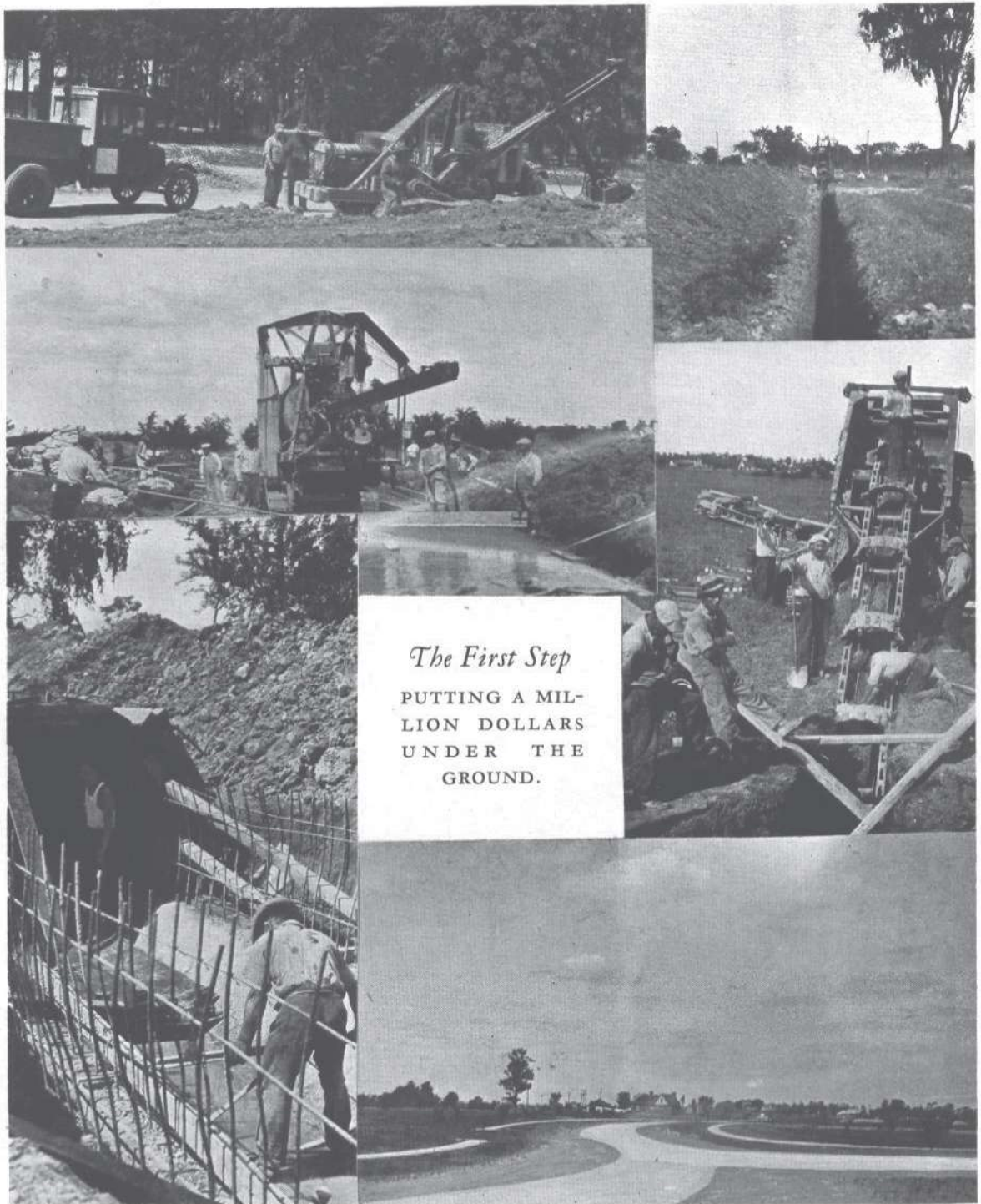


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*Above is snap-shot of Rex Hoops, officer of this police district whose headquarters are in this building*

*From this building, a day and night police patrol operates.—Any woman, leaving her home for a day or two, needs only to notify these officers who then keep it under surveillance until she returns. Construction jobs also protected.*



*The First Step*  
PUTTING A MIL-  
LION DOLLARS  
UNDER THE  
GROUND.

*Snap-Shots of Lathrup Townsite Construction Crews of 1928 Installing Vast Quantities of Detroit City Water Mains, Lateral Sewers, Street Paving, Sidewalks—All with Expert Engineering Supervision.—All Paid for by the Lathrup Interests, and Not Charged to Taxes on the Lots.*



*Snap-Shot of Lathrup Townsite People  
Boarding Bus for Downtown Detroit:*

## Clean, Speedy Transportation *From Your Very Door-Yard*

**L**ATHRUP Townsite has a car and chauffeur which picks people up at the curb in front of their homes and delivers them to deluxe express busses operating down Woodward—and back again. It connects also with the Detroit City bus line running on Southfield Road to Grand River. Car and driver are paid for by the developer of Lathrup Townsite on a yearly basis. No fares are collected.

This “community taxi,” “subsidized jitney,” or whatever it may be called, operates on a strict schedule from morning till night. It is quick, clean, reliable. For more than a year, it has run so regularly that people set clocks by it. Everybody likes it. It is especially appreciated by the women of Lathrup Townsite who use it for shopping trips. This car is exclusive for residents of Lathrup Townsite. And it will operate until fast municipal busses give better service.

# Outdoor Sports: Indoor Sports

*"There's enough boy in every man of us—enough girl in every woman of us—to carry us all into sports for the very fun of it; and in them we keep not only healthy but wholesome!"* —FIELDING H. YOST

SO said Yost, great coach of foot-ball. For the "fun of it", yes—if there's a handy place, and a cheerful "crowd of our own." In Lathrup Townsite, a gymnasium constructed as a part of the Lathrup School in the center of the community, is open to all home-owners and their guests.

There are marble-trimmed showers for use by the men; and, in other secluded quarters, separated showers for women. For everybody, separate lockers.

Men conduct organized sports certain nights; women have the gym exclusively other nights; boys alone certain times; girls, chaperoned, other times. And often the whole community together.

The gym floor is large enough for regulation basket ball. During the season just ended, these sports were all followed with enthusiasm: Basket ball, Medicine ball, Indoor tennis, Indoor base-ball, Boxing, Wrestling.

The architect plans leave space adjoining the shower rooms for an eventual Swimming Pool large enough for aquatics.

For community out-door sports, a Greensward of five acres has been set apart in Lathrup Townsite to comprise: Paved tennis courts for men, lawn tennis court for women, croquet grounds, putting greens, bowling greens.

An athletic field reserved for use only by this community and its guests. Drainage for this Greensward was installed in 1928, further construction begun in 1929.

## *Live Near Where You Play*

The latest Metropolitan maps reveal that the great majority of Detroit's riding, golf, and country clubs are in the northwest quarter west of Woodward.

These include:

Oakland Hills Country Club	Tam O'Shanter Golf Club,
Detroit Golf Club,	Aviation Country Club,
Birmingham Golf Club,	Plum Hollow Golf Club,
Franklin Hills Golf Club,	Rackham Public Links,
Glen Oaks Golf Club,	Detroit Polo Club, and
Knollwood Country Club,	Detroit Riding and Hunt Club.

Ward's Riding Club,

The same northwest quarter has the largest highly restricted residential area, so that folks may live near where they play, play near where they live.



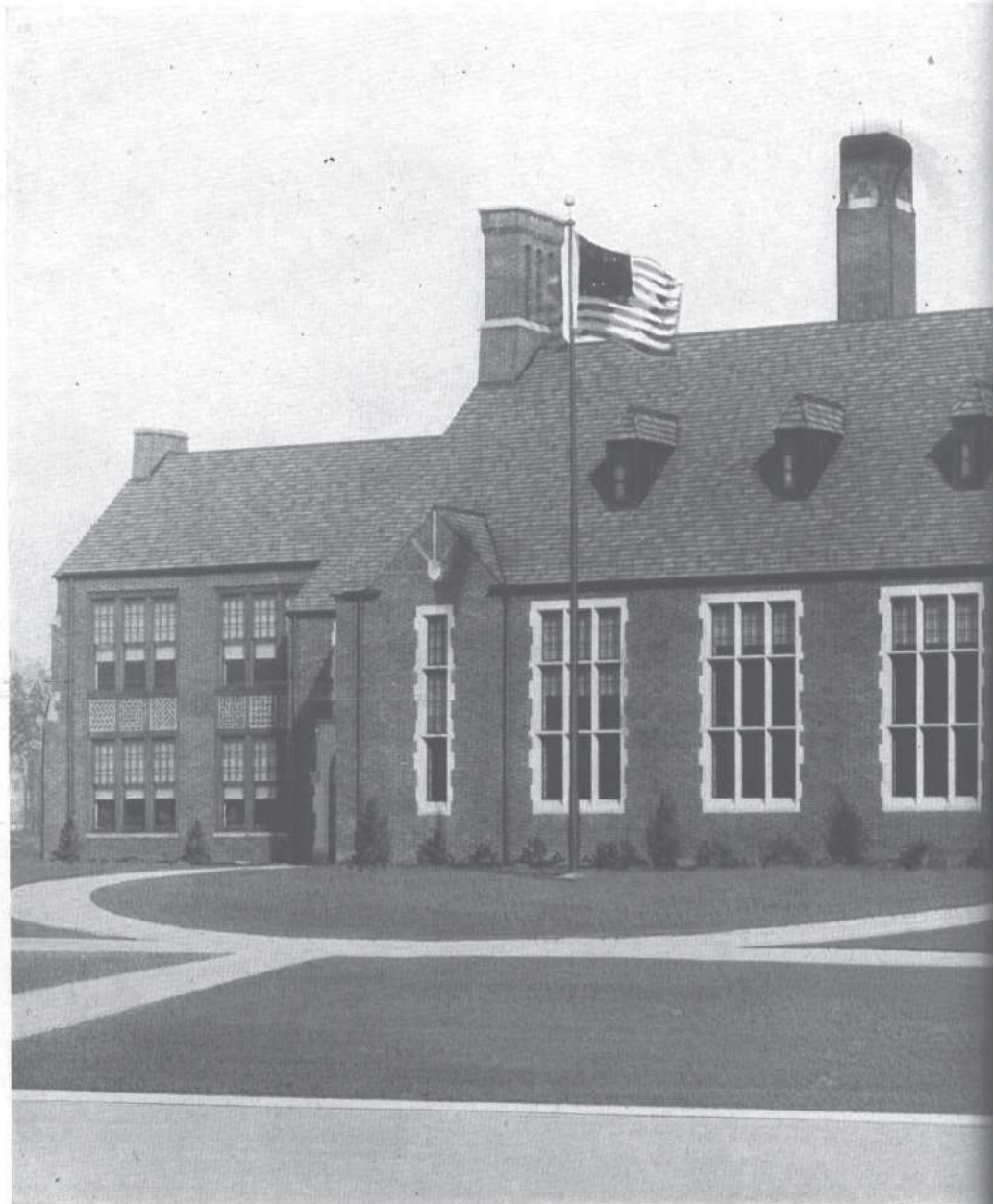
GOOD MORNING, TEACHER!

## *A Public School*

**I**N the Civic Center of Lathrup Townsite—a \$250,000 modern school plant.

Designed in "Renaissance English," brick with stone trim, tile roof; in harmony with a Colonial Town Hall opposite.

Planned as a primary school now, later to be enlarged and converted to a Junior High School. It now has four class rooms—kindergarten with fireplace—kitchen—combination auditorium—gym—lockers and showers.



The Lath

## *Education Health*

THE Detroit School program, curriculum, and teaching standards are here in force.

A Parent-Teachers Association can cooperate here more effectively than in a mixed, unsocial neighborhood.

A health promoter— all windows of all class rooms — Vita-glass to infiltrate ultra-violet sun-rays.—All air washed and humidified—An electric range for warm lunches— Radio for each room —Indoor athletics promoted.



up School

## School Rooms With Ultra-Violet Rays

AT extra expense, Vita-glass was installed in all the windows of every class room at Lathrup School. Vita-glass is health-giving. It lets in an *unseen* flood of ultra-violet rays with the sunlight; whereas ordinary window glass blocks or hampers the entry of that part of the sun's rays—ultra violet, so vital to life.

Before adopting Vita-glass, the Lathrup School consulted the Detroit Board of Health as to which kind was truly health-giving. Dr. Henry F. Vaughan, Detroit Commission of Health, replied in writing:

"We adopted Vita-glass for the windows of every patient's room and every solarium in the new city hospital at Hamilton and Taylor.

"We made a careful study of it. We are convinced the added expense incurred in its purchase is fully worth while. There is no doubt in our minds but that Vita-glass will give the desired results, but that other cheaper kinds which we tested are inefficient.

"The United States Bureau of Standards at Washington conducted tests, with results which very closely conform to our own."

Ultra-violet-ray glass used with guinea pigs has shown remarkably beneficial results. Detroit experts conducted their tests in the laboratory of the University of Michigan.

Sunshine through ordinary glass is like skimmed milk. Ultra-violet rays prevent rickets in children, and fight colds!

### *Washed Air for Class Rooms*

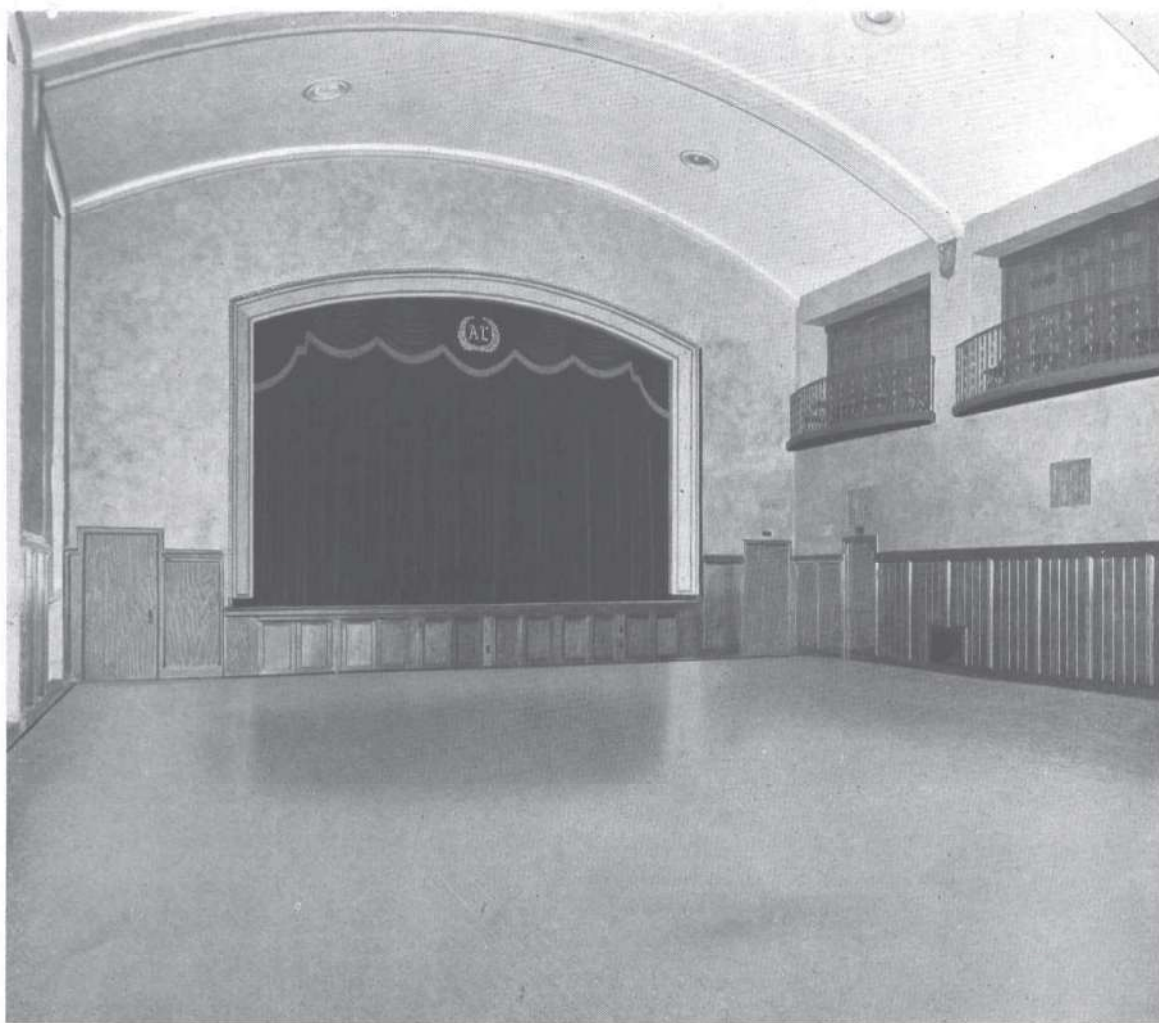
Washed and humidified air also is provided in all class-rooms of Lathrup School, also in the auditorium and gymnasium. Epidemics would have a tough time to get started.

Air forced into class-rooms, goes first through a water spray, then is warmed, then humidified, then pumped into the rooms, forcing out all bad, used atmosphere—a change constantly going on.

The humidifying process is important—it means putting normal moisture back into the air after it is made too dry by heating.

Room air too dry, or too hot, is a menace to health. Air properly humidified helps prevent catarrh and colds. Proper ventilation plays a larger part in children's resistance to sore throat and "flu" than is generally recognized.

Right air is breathed by school children here, whether in class-room or auditorium or gym.

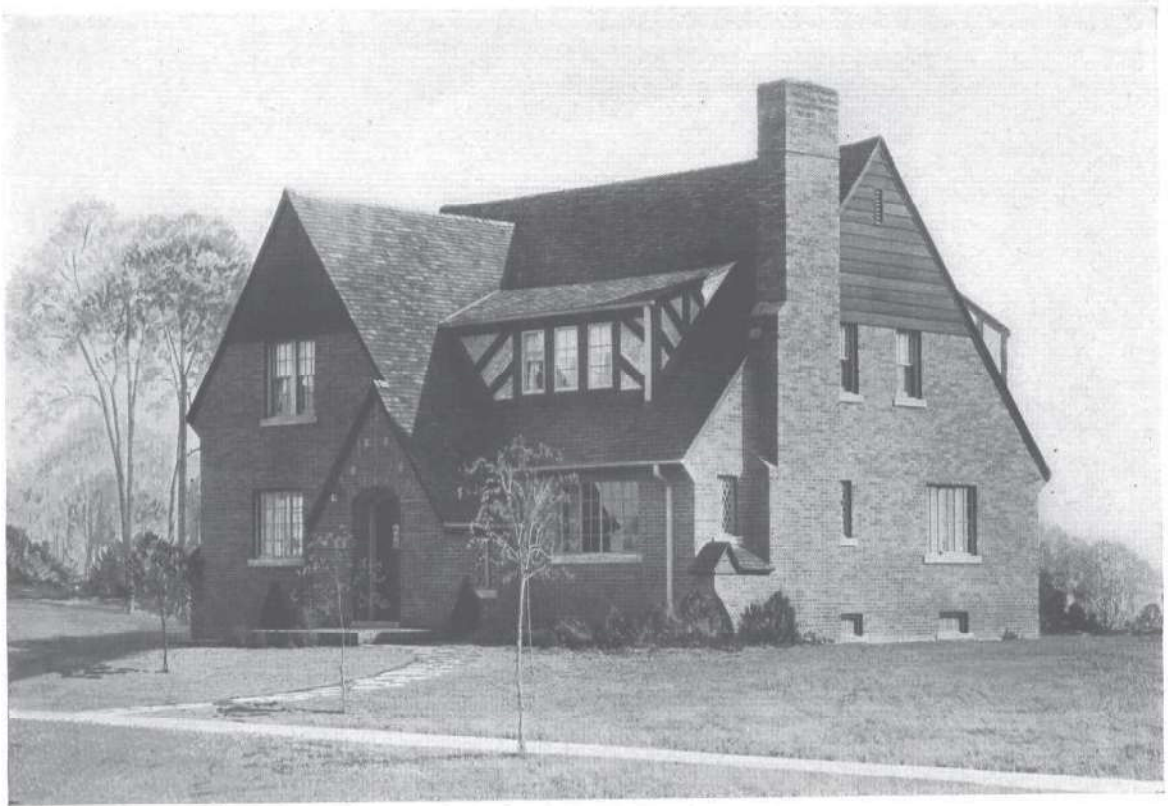


## Theatricals for Children

**T**HIS is the Auditorium of Lathrup School. Here children's theatricals are given—cultural dances taught. Here the first children's May Party was given, 1929. A colorful May-pole, a red floor tent, slides, and a merry-go-round entertained them.

The stage is equipped with red plush curtain, spot-lights, foot-lights, dressing rooms. This hall is a combination auditorium-gymnasium; when used as auditorium, the floor is filled with opera chairs, metal with leatheret seats; when it's used as gym, the chairs are shifted to storage adjoining, and basket-ball stop and other equipment quickly substituted from an adjoining room.

Unique balconies, oak wainscoting, oval ceiling add architectural charm. A motion picture booth is concealed in the wall at one end.

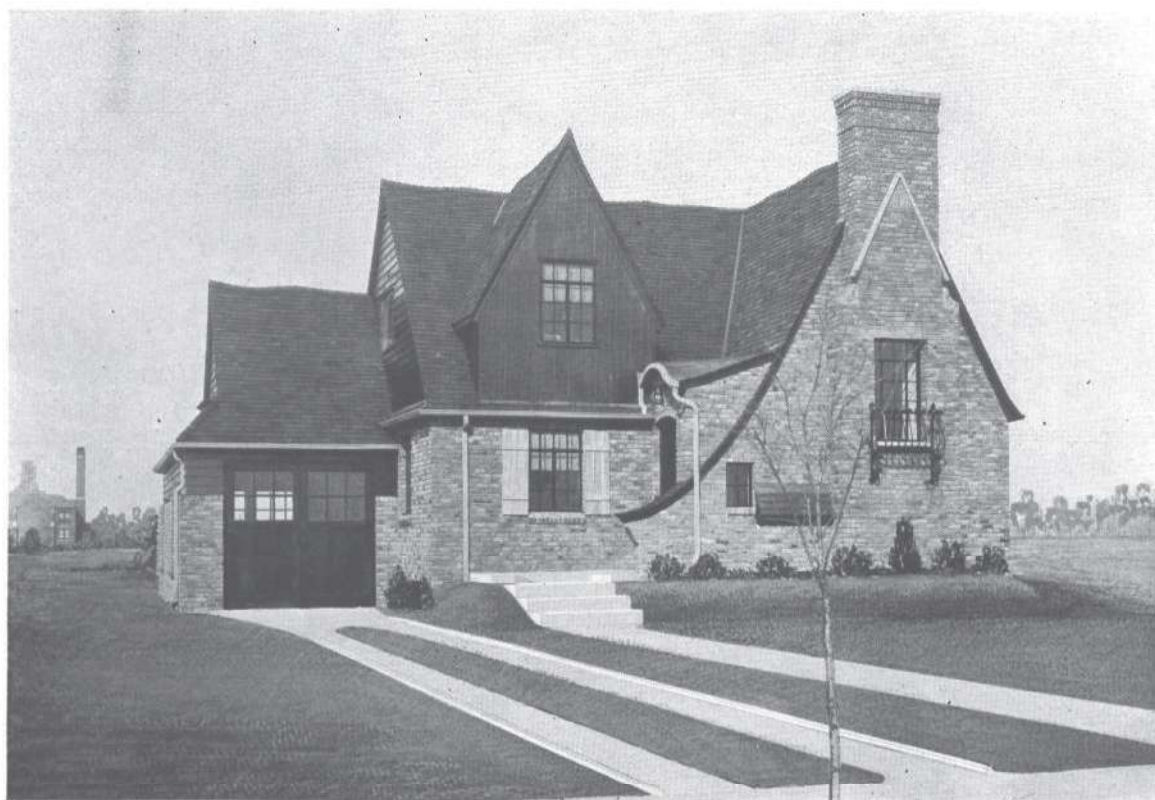


LATHRUP TOWNSITE HOME OF MR. AND MRS. H. J. KAUFMANN. (MR. KAUFMANN,  
BUREAU OF RESEARCH AND PUBLICATIONS, DETROIT BOARD OF EDUCATION)

## Where Brick is King

**B**EFORE building a fine home for yourself in any subdivision anywhere, find out whether the restrictions of record will ever permit *frame* houses—find out, not by somebody's verbal say-so, but by reading the land-contract or deed yourself.

If frame buildings *are* permitted, then locate in some other subdivision where nothing but masonry construction ever will be allowed!—*As in Lathrup Townsite*, which is exclusively brick, stone or cement-stucco.—Where brick is king.



HOME OF MR. AND MRS. WENDELL M. ALLEN (MR. ALLEN,  
ALLEN CONSTRUCTION CO., DETROIT).

## Another "Ensemble Home"

*This home in Lathrup Townsite—(six rooms, tiled bath and extra toilet, domed living room, two-car attached garage)—can be duplicated here for \$12,500 for house and lot complete.*

**A** NARROW lot is the curse of architect, builder, and home-owner. Before building a permanent home in any subdivision anywhere, find out the prevailing *width and depth* of the lots. If the lots are less than 50 feet wide, go to some other subdivision where lots are at least 50 feet wide and at least 150 feet deep.—As in Lathrup Townsite. The home pictured here, with attached two-car tandem garage, is possible *only on a 50-foot lot*.

## Ladies' Home Journal Prize

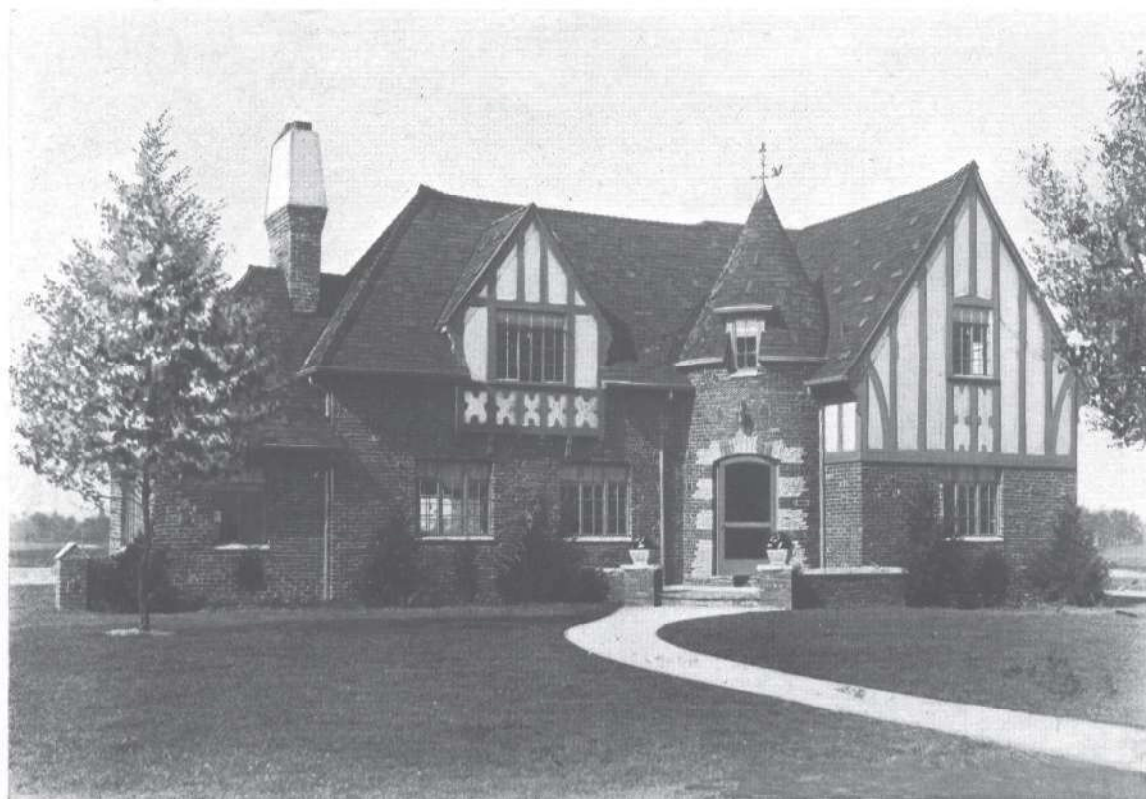
THIS home built from plans which won a national model home competition conducted by The Ladies Home Journal. Clinker brick, stone trim slate roof.

Before buying any homesite or building a home anywhere, you should look up the restrictions and see if they will permit an ugly house next door to you, thus depreciating your property.

If the restrictions are silent on "approval of plans," then locate in such a place as Lathrup Townsite where all blueprints must be approved by an expert subdivider of good record.

MR. AND MRS. RICHARD H. STONE'S HOME IN LATHRUP TOWNSITE  
(MR. STONE WITH PEOPLES OUTFITTING CO., DETROIT).





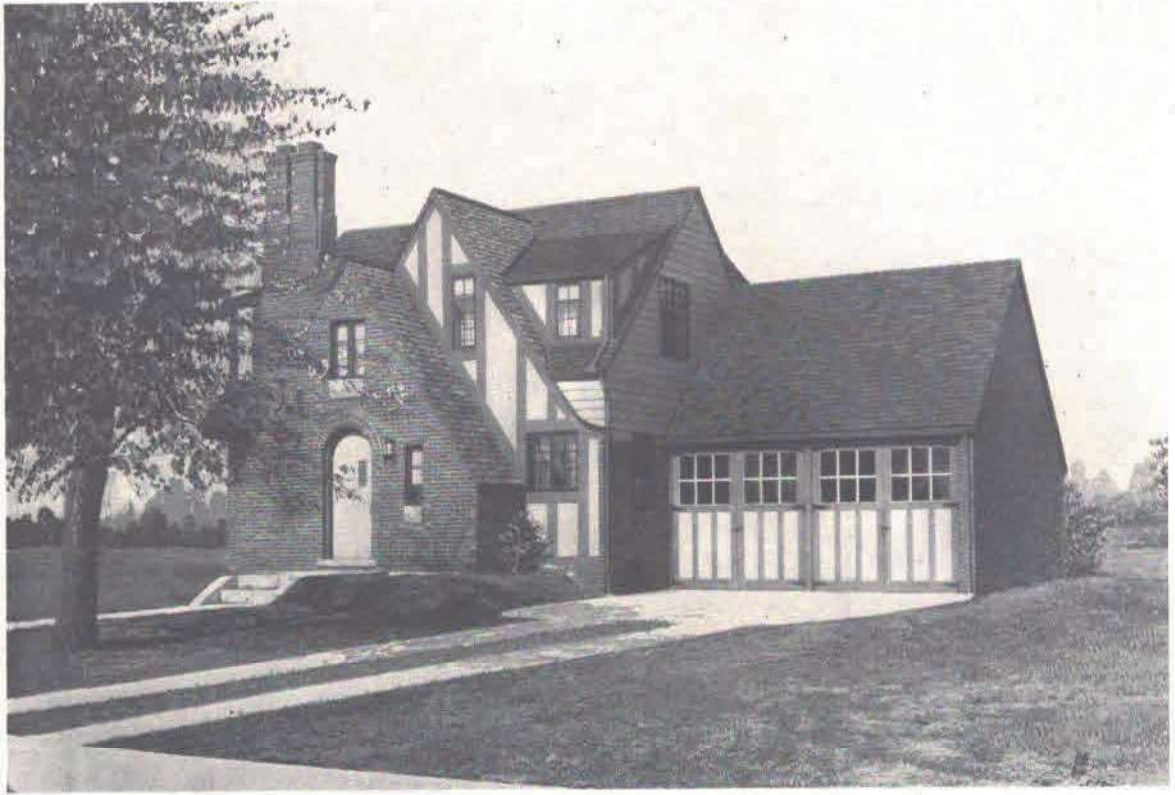
HOME OF MR. AND MRS. STANLEY D. MCCLELLAND, LATHRUP TOWNSITE,—  
(OWNER OF THE S. D. MCCLELLAND CO., DETROIT).

## “The Prettiest We Ever Built”

THIS Norman-English home with attached garage was built by a Detroit firm which has erected more than a thousand houses in various parts of Detroit. “However,” said they, “this home, called the Layfield Manor, is the most beautiful we have yet created.”

The most satisfactory way to save money is to buy a beautiful, substantial, economical, well-located home—on the installment plan.

A financial axiom: “Continuous saving, *plus* scientific investment *equals* assured financial independence.” Such is home-buying when you buy a masonry castlehome, insulated and well-built, in an area “where plans are made for life-times and homes are set in peace.”



RESIDENCE OF MR. AND MRS. HARRY W. FOWLER, LATHRUP  
TOWNSITE. (MR. FOWLER, A DETROIT ATTORNEY).

## Approved by the Bankers

EVERY important trust company in Detroit has granted home-financing to lot-owners in Lathrup Townsite. Among them are:

UNION TRUST COMPANY  
DETROIT AND SECURITY TRUST COMPANY  
FIDELITY TRUST COMPANY  
BANKERS TRUST COMPANY  
UNITED STATES TRUST COMPANY

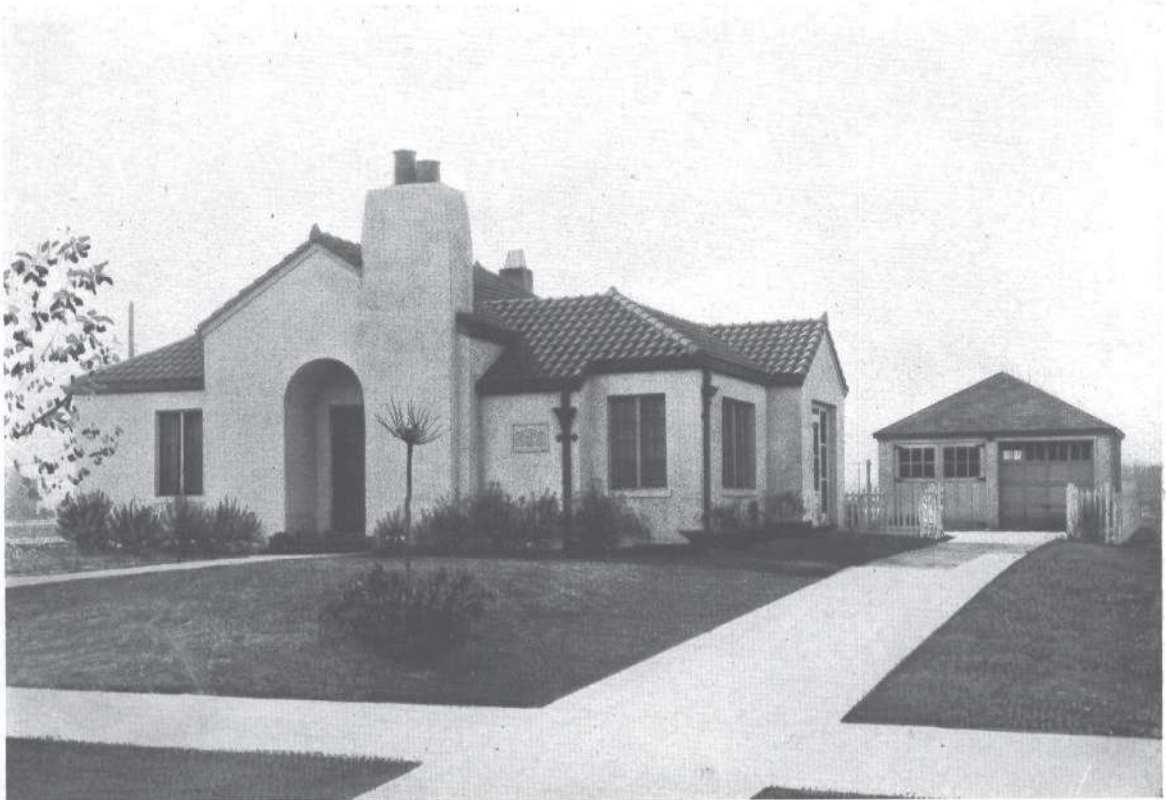
That's a test. Bankers know that Lathrup Townsite is backed by *sound* policies, attractive to investors. Many have written endorsements of it.



LATHRUP HOMESTEAD IN "MORNINGSIDE WOODS" OF LATHRUP TOWNSITE, ONE MILE WEST OF THE TOWN HALL, RESIDENCE OF LOUISE LATHRUP, ORIGINATOR OF THIS "THOUSAND-ACRE GARDEN CITY."

## The Secret of a Success

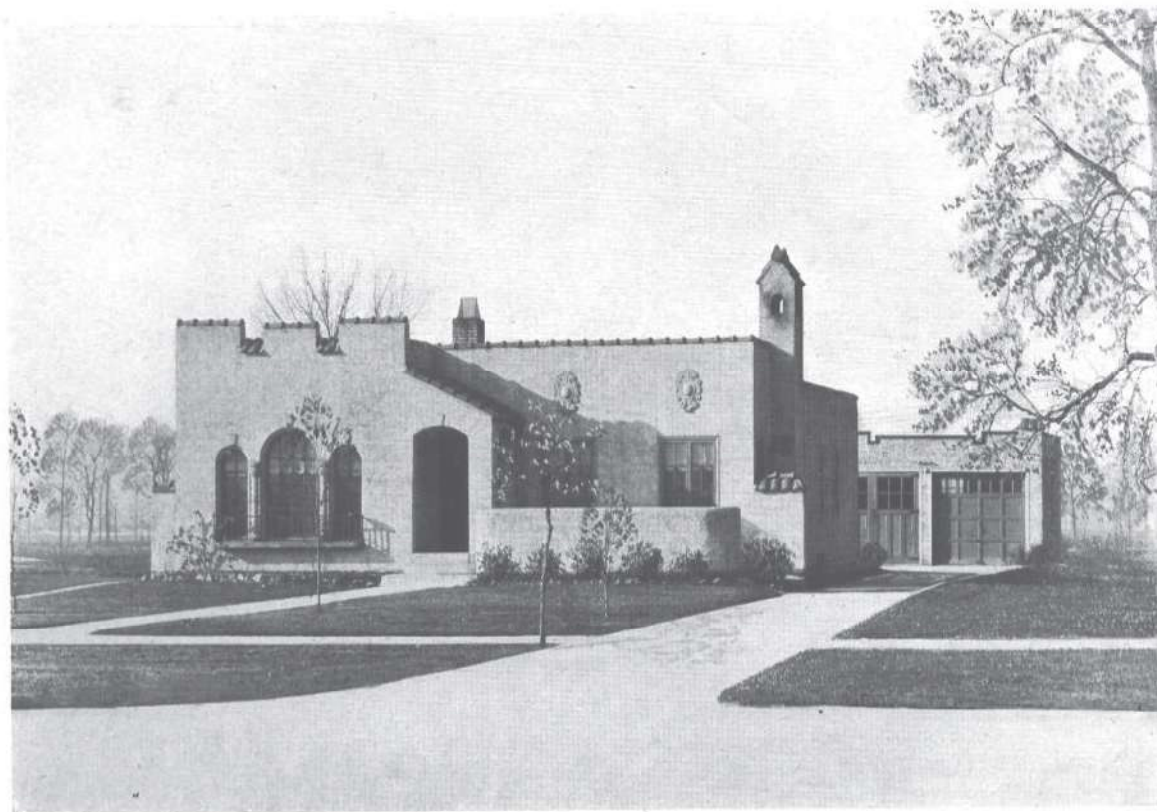
**T**HE secret of success in Lathrup policy has been to plat well-located land with wide, deep lots, place high and permanent restrictions on it, prohibit any frame houses at all, require all homes to be brick, stone, or cement-stucco, all artistic; install all needed improvements early, require all building plans to be approved before use, procure for the development those various needs of a modern community, such as city water, sewers, paved highways, transportation, police protection and schools; own the land and reside on it, constantly stimulate good building by new methods; and then give constant personal attention to the enforcement of land restrictions and its ideal up-building. The result achieved is more beautiful homes at lower cost, and high land values.



## “Lots Worthy of a Fence”

WE not only have playparks in Lathrup Townsite, but the yards are long and wide—affording ample garden spots—for flowers, shrubs, bushes, as well as “digging places” for children.

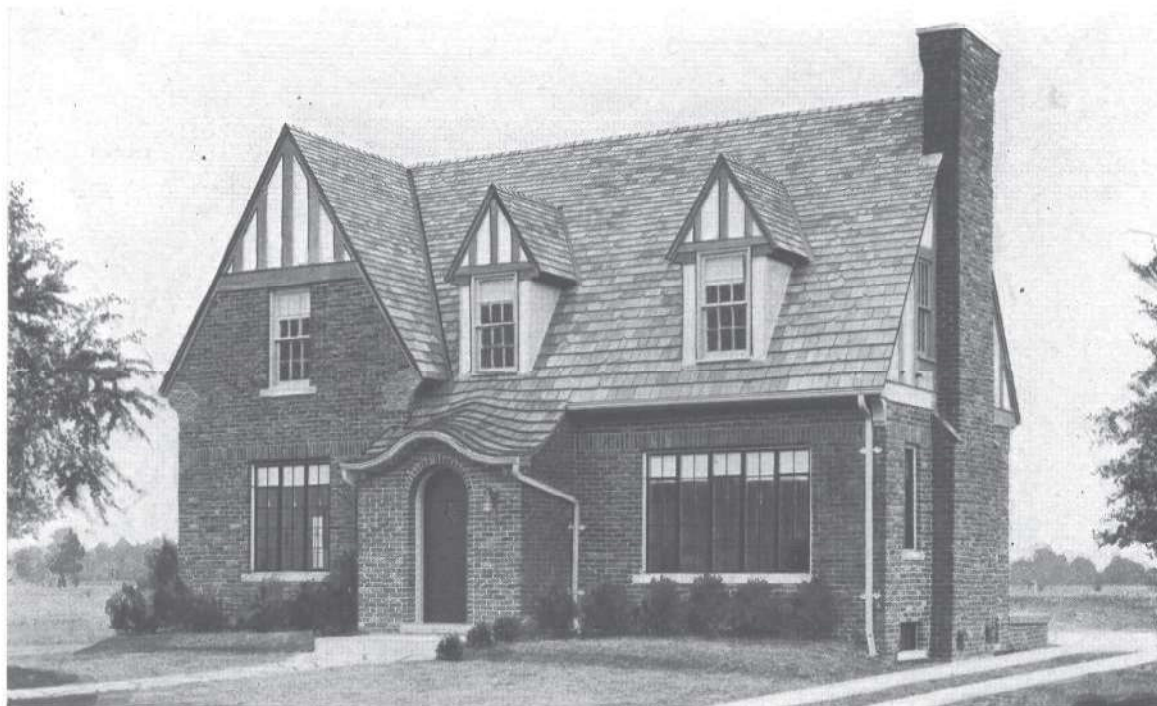
These are yards worthy of a fence—and several residents here have decorated their homes with picket inclosures, adding thereto a quaint and homey touch. The restrictions, however, allow a fence for *rear yard only*—the 40-foot set-back for homes affording opportunity for beautiful, unobstructed front lawns.



## The "California Bungalow"

THE two homes in sight on these pages exemplify the California Bungalow, appropriate in "Louise Lathrup's California Bungalow Subdivisions," so named because Louise Lathrup was the first to introduce this type of home to Metropolitan Detroit.

These two homes were among the first built and occupied in Lathrup Townsite. The one on the left, with massive chimney tied in with arched entrance, is of solid masonry—cindercrete walls covered with three-fourth inch of white cement stucco.



RESIDENCE OF MR. AND MRS. WILLIAM H. CARRUTHERS. (MR. CARRUTHERS WITH H. W. NOBLE CO., DETROIT, INVESTMENT BANKERS.) THIS LATHRUP TOWNSITE HOME HAS CHESTNUT WOODWORK, RECREATION ROOM IN BASEMENT, AND ATTACHED HEATED GARAGE.



HOME OF MR. AND MRS. WALTER A. DENSTAEDT, LATHRUP TOWNSITE. (MR. DENSTAEDT, AUDITOR OF LATHRUP INTERESTS.) A SOLID MASONRY HOME.



RESIDENCE OF MR. AND MRS. ARTHUR C. DEYO,  
LATHRUP TOWNSITE

## Larger Lots: Compact Homes

**I**N recent years—since the War in fact—many well-to-do families have changed their notions about how large the house should be, and how big the lot. Formerly it was: Big house, little lot—now many prefer a smaller house, a larger lot.

The automobile has caused the population to spread out—where lots could be larger; and American skill has shown that a home does not need to be large to be beautiful.

The growth of art in industry, printing and motion pictures has developed a keener taste for more charming homes and for more lively color in decorative schemes. To all these new notions Lathrup Townsite caters—larger lots and more compact yet roomy homes of artistic treatment.



MR. AND MRS. JOHN C. DORR'S HOME IN LATHRUP TOWNSITE.  
(MR. DORR, SUPERINTENDENT, JOHN BORNMAN & SON, DETROIT.)

## New Colleges and Academies

THE largest educational plants of Metropolitan Detroit are now all located in the northwest quarter—all having been built or projected here since 1924. They are as follows:

- UNIVERSITY OF DETROIT, with a 70-acre campus at Livernois and Six-Mile.
- ROOSEVELT HIGH SCHOOL GROUP at Linwood and Tuxedo.
- MARYGROVE COLLEGE, "The Wellesley of the West" at Wyoming and Six-Mile, built of limestone, with Tudor towers, at cost of \$5,000,000.
- DUNS SCOTUS COLLEGE projected at Evergreen and Nine-Mile.
- THE CRANBROOK FOUNDATION, at Cranbrook and Lone Pine roads.

The Foundation is a \$11,500,000 gift to Education from Mr. and Mrs. George G. Booth. It has a boys' school in existence; a girls' school and academies of the arts and crafts projected—all on a 225-acre tract at that location.



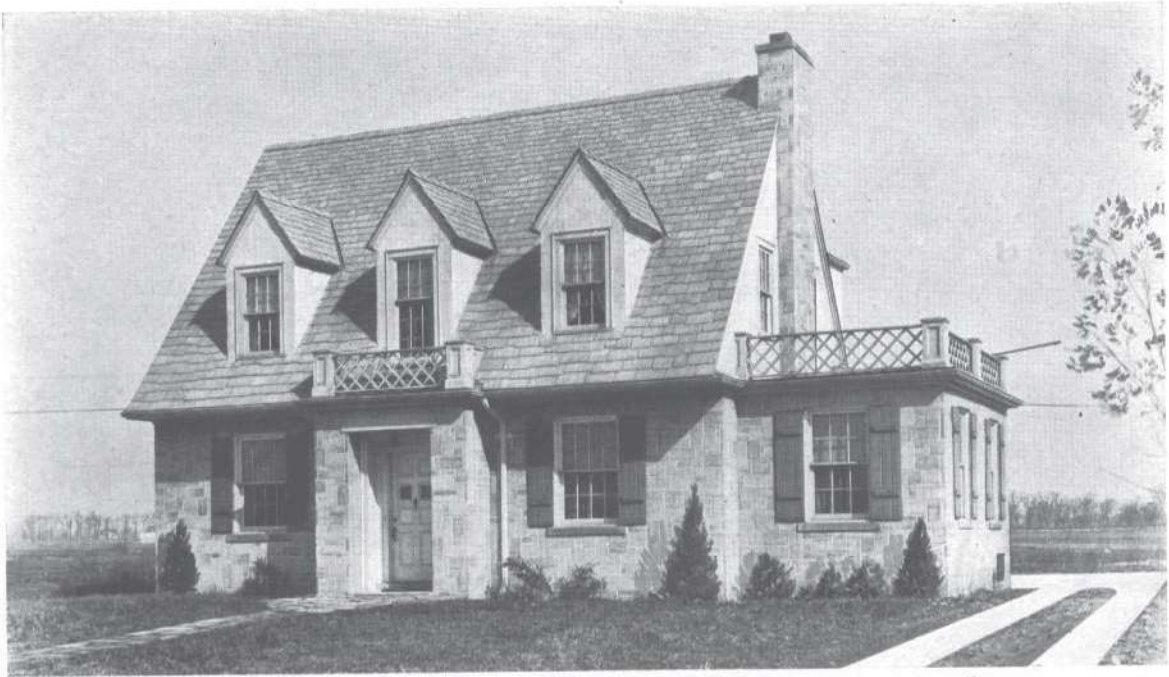
HOME OF MR. AND MRS. WALTER H. GEISEKING, LATHRUP TOWNSITE.  
(MR. GEISEKING WITH ACME WIRE & IRON WORKS, DETROIT.)

## Where Bigness is a Blessing

**G**IANT motor car corporations and plants give better service because they are big. They command better engineering. Their overhead for production, promotion, sales, is spread over a larger number of cars. Their bigness is a boon to the public; because it means better, prettier, cheaper cars.

Lathrup Townsite is a giant subdivision. Because of its importance, the owner and subdivider can and does give personal attention to it—continuous, *undivided* attention. It stands to reason that lots in a *large*, finely restricted development can and will be better improved, better served, better advertised than lots in a *small* suburban subdivision neglected as soon as sold.

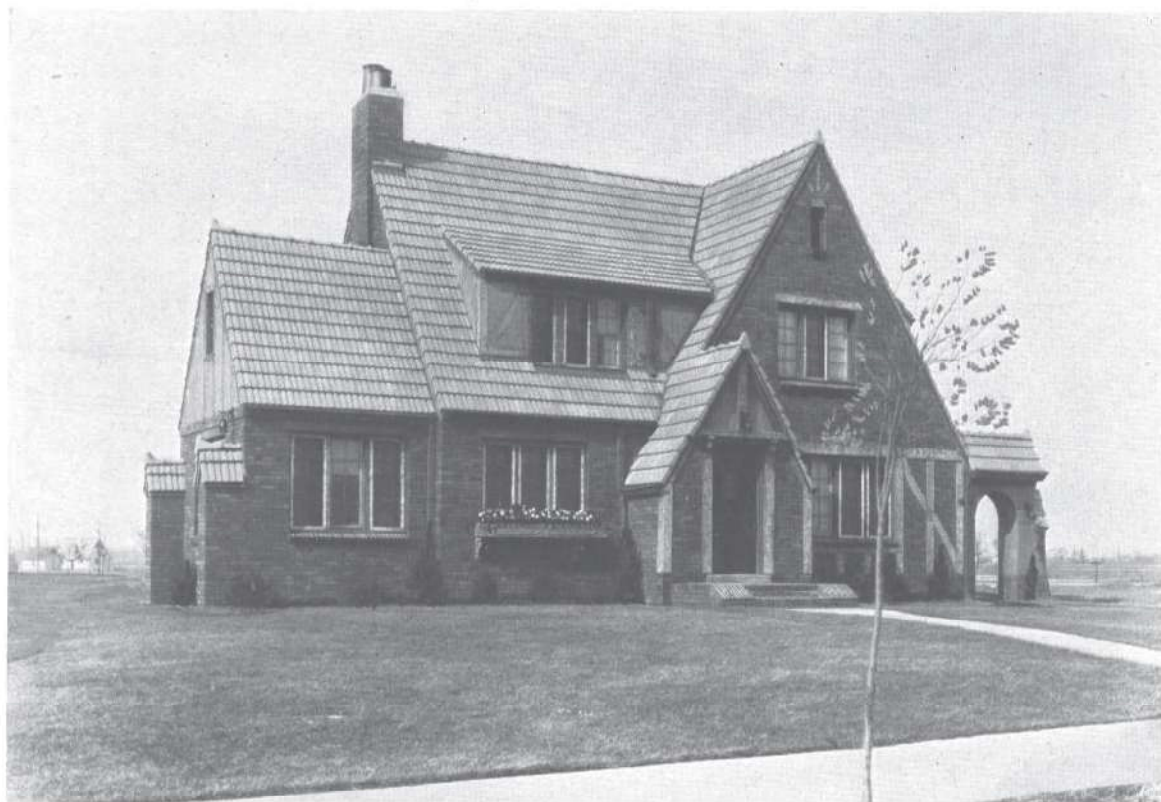
The bigness of Lathrup Townsite enables it to command easier financing for home-seekers, more skillful architectural service, lower prices for materials—better, prettier, cheaper homes.



RESIDENCE OF MR. AND MRS. C. E. FRASER CLARK, LATHRUP TOWNSITE. (MR. CLARK AN EXECUTIVE AT JEFFERSON INTERMEDIATE SCHOOL, DETROIT.) NOTE THE ROOF OF CONCRETE IN GRADUATED SIZES, AND WALLS OF CINDERCRETE IN RANDOM; GARAGE ATTACHED.



THIS SIX-ROOM ENGLISH BUNGALOW OF BRICK, TILE ROOF, FULL ELECTRIC EQUIPMENT, STEAM HEAT, BRICK GARAGE; LOT 50 X 150; OFFERED FOR SALE AT \$12,500; \$750 DOWN; 1% MONTH.



HOME OF MR. AND MRS. ALFRED WARRING, LATHRUP TOWNSITE.  
(MR. WARRING OF THE WARRING ELECTRICAL CO., DETROIT.)

## Unique Ideas in Homes

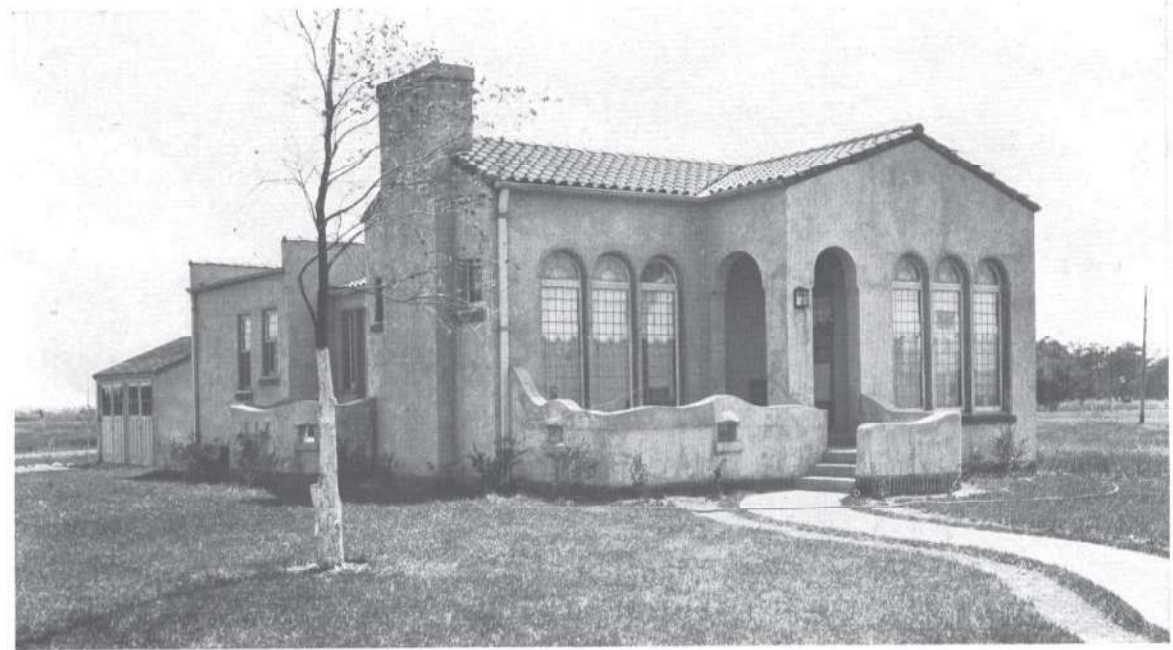
**A**RCHITECTS have worked out new ideas to make Lathrup houses more serviceable, more interesting.

1. Large fireplaces, massive chimneys, real scientific flues.
2. Laundry rooms on the first floor in some cases.
3. Studio living rooms.
4. Large living rooms, sometimes with dining alcove replacing dining room.
5. Featuring at least one bedroom on first floor.
6. Tiers of built-in cedar drawers.
7. Recreation rooms in deep dry basements.
8. Low-sweeping roofs.
9. Attached garages—in some cases an extra bedroom above garage.
10. Terraces overlooking gardens.

An order to the architects: Give these homes a smartness and correctness of cut—character in brick and mortar—ornaments of masonry.

“What we need,” said a famous engineer, “is homes modish and economical—a too rare combination—single homes that will cut the cost of beauty, comfort and respectability.”

The objective of Lathrup Townsite is just that.



ABOVE: HOME OF MR. AND MRS. WALTER SCOTT ROGERS.

BELOW: RESIDENCE OF MR. AND MRS. EDWIN R. HABERMAS.

These two California Bungalows are *solid* masonry, the above of canary brick on clay tile in Mediterranean mood; the other, cement on clay tile, with Spanish tile roof; in classic mode. (These the first two homes built in Lathrup Townsite.)



RESIDENCE OF MR. AND MRS. VERNO JUNE, LATHRUP TOWNSITE.  
(MR. JUNE, INSTRUCTOR IN DETROIT PUBLIC SCHOOLS.)

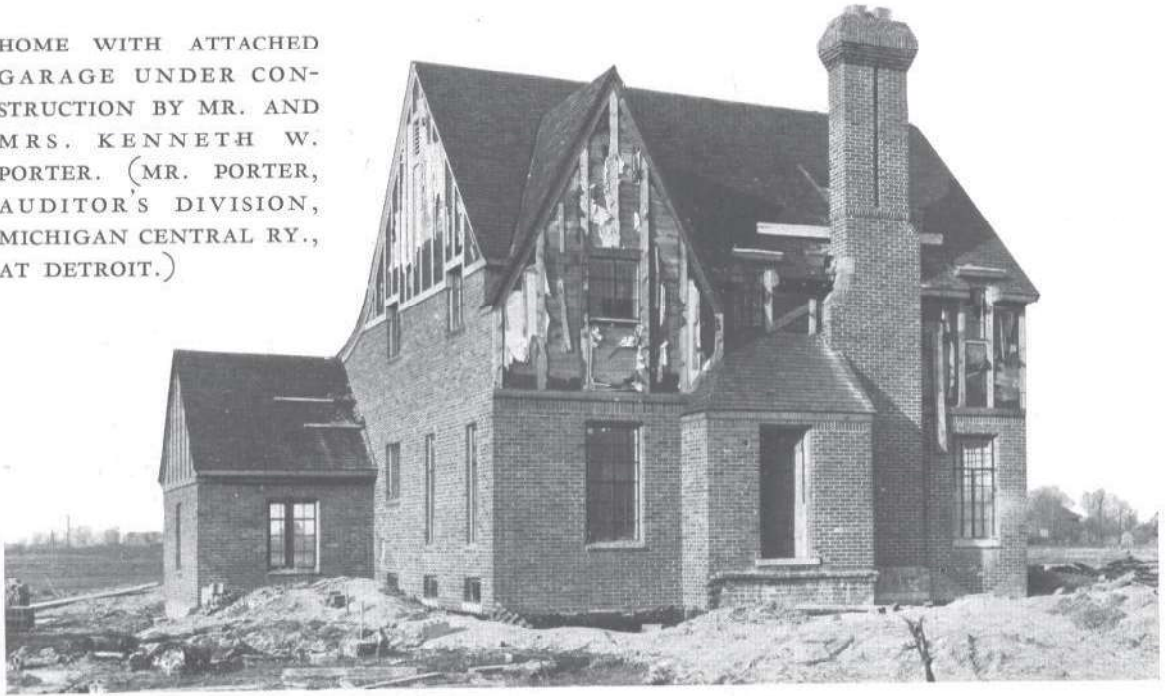


HOME OF MR. AND MRS. ROLLO E. CRAMER.  
(MR. CRAMER WITH BRAUN LUMBER CO., DETROIT.)

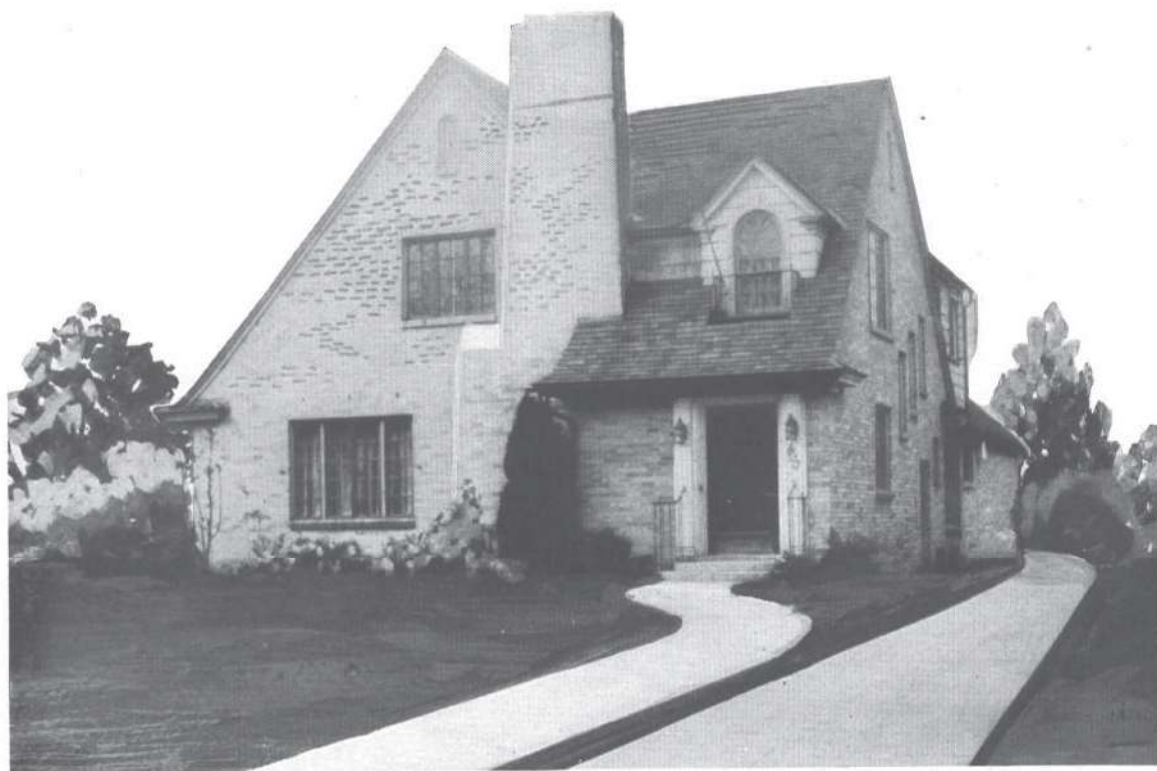
*The*  
ENSEMBLE  
HOME

*Page*  
44

HOME WITH ATTACHED  
GARAGE UNDER CON-  
STRUCTION BY MR. AND  
MRS. KENNETH W.  
PORTER. (MR. PORTER,  
AUDITOR'S DIVISION,  
MICHIGAN CENTRAL RY.,  
AT DETROIT.)



HOME WITH ATTACHED GARAGE UNDER CONSTRUCTION BY MR. AND MRS. WILLIAM A.  
HABERMAS. (MR. HABERMAS OF THE HABERMAS SURGICAL EQUIPMENT CO., DETROIT.)

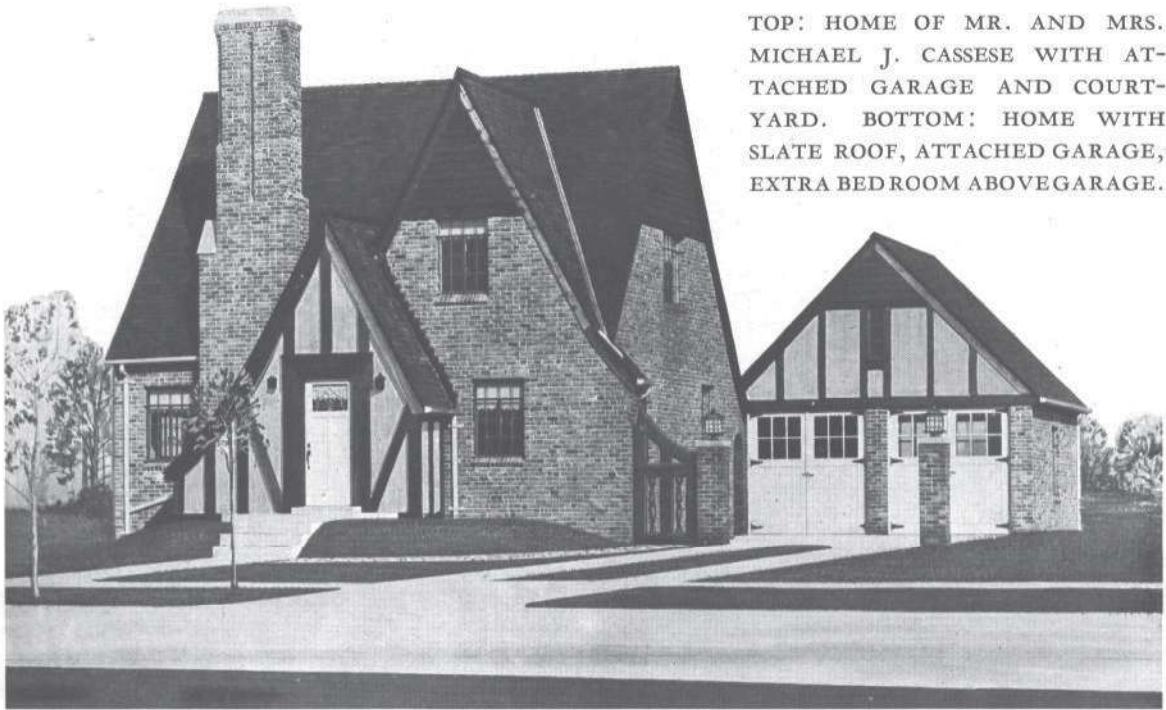


AN "ENSEMBLE" BUILT IN LATHRUP TOWNSITE BY MR. AND MRS. WALTER C. AHLERS FOR THEIR OWN HOME. (MR. AHLERS WITH SKF INDUSTRIES, INC.)

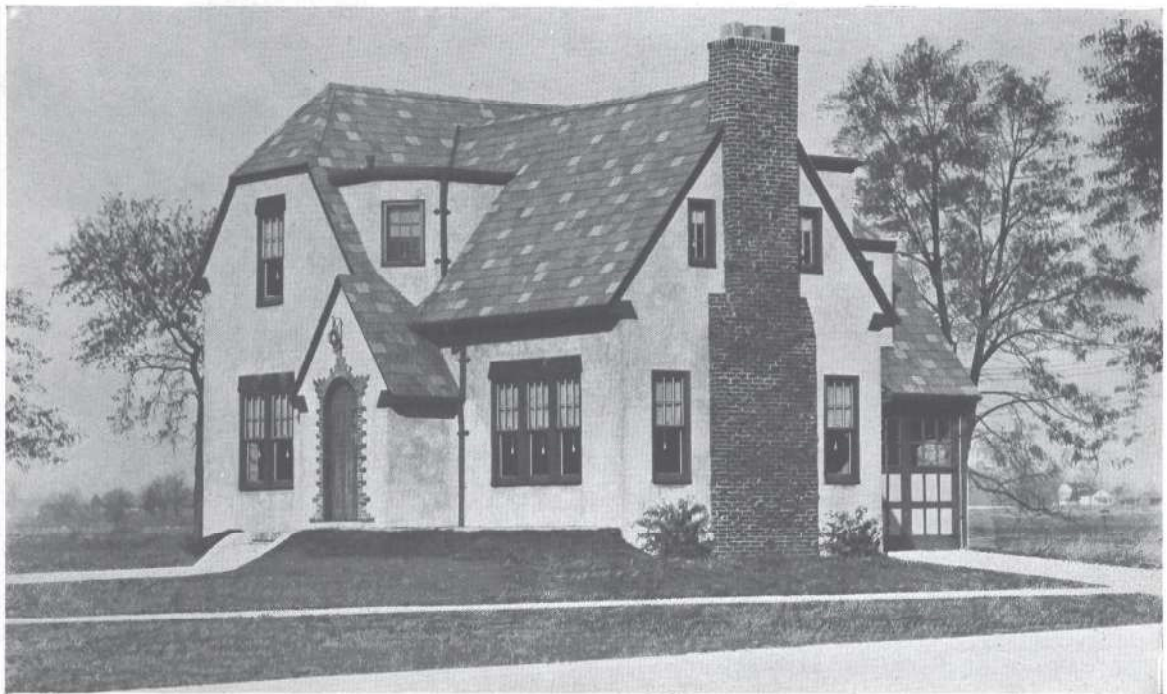
## Song of the Hammer and Saw

THESE are three of the homes under construction in Lathrup Townsite in June, 1929, all of brick, and with attached garages. The demand for homes is already felt here. So the prediction is made: The Song of the Hammer and Saw will never cease in this community for years to come—always there will be home construction under way—summer, fall, winter, spring.

Said a financier: "Never buy a suburban lot unless the improvements are already *in*, or you can be shown beyond all question that the improvements will go in at the right time. Buy when and where activity is approaching." Then join the great throng here who already have bought 2500 Lathrup lots to date for future profit.



TOP: HOME OF MR. AND MRS.  
MICHAEL J. CASSESE WITH AT-  
TACHED GARAGE AND COURT-  
YARD. BOTTOM: HOME WITH  
SLATE ROOF, ATTACHED GARAGE,  
EXTRA BEDROOM ABOVE GARAGE.



## Where Does the Subdivider Live?

WHEN you are asked to buy a lot or a house in a subdivision somewhere, ask whether the subdividers, themselves, reside on their own subdivision!

If they do not, ask *why!*

If the subdividers themselves (not their agents) reside on their own subdivision until it is developed, then you will know that the property will receive the personal attention of the developers.

### *How Frame Houses Hurt a Subdivision*

There are two great objections to frame houses in any high-class subdivision. The main reason is that while *you* may keep your own frame house well painted, some owners down the street neglect *theirs*, however good their first intentions. One house in need of paint depreciates a whole block.

Where nothing but masonry homes are permitted—as in Lathrup Townsite—this indirect penalty on the other better homes is avoided. Age improves masonry.

The other reason is that when a subdivision once permits frame houses, there is a tendency to invite cheaper construction and it crowds in. There is a direct connection between the beauty and permanence of houses and higher land values.

Therefore, careful home buyers who are sensitive to charm in their surroundings tend more and more to subdivisions which restrict absolutely against frames.

### *Single Homes Only*

Before buying a homesite or home in any subdivision, find out if two-family flats or duplexes are permitted in any part of it. If so, avoid it as a location for your permanent home, and buy where nothing but single homes can ever be built—as in Lathrup Townsite. Any investor must know that if duplexes and flats are located in the same subdivision with his single-home site, his lot will be depreciated.

### *A \$400,000 Water Contract*

Detroit city water service was obtained early for Lathrup Townsite through a special contract with the City, under which the Lathrup Interests agreed to convey to the City of Detroit outright \$400,000 worth of water mains laid as per city specifications, built and paid for by the subdivider and not charged to taxes. In return, the Detroit Water Board agreed to supply water from its giant trunk lines—and water service was begun in them more than a year ago.

## An Epochal Change Going On

BY H. J. KAUFMANN  
*Bureau of Statistics and Publications,  
Detroit Board of Education*

*(It's Mr. Kaufmann's official business to study the trend of population and development for the City of Detroit. His analyses have been officially endorsed by the United States Census Bureau. His latest report, within the last year embodies this finding, vital to every land owner in Detroit.—Editor.)*

"Right before our eyes Detroit is undergoing one of the most epochal changes in its history. Detroit's population is moving from the center of the city to the outskirts. Business and industry, expanding to new limits, is forcing the abandonment, as residential areas, of that entire great area that lies south of the Grand Boulevard and between Alter Road on the East, and the River Rouge on the West.

"The trained observer can see today, in Detroit, the beginnings of a great Down-Town area, such as in New York, Philadelphia and Chicago, given over wholly to business, commerce and industry. It will be only a matter of time until the

last residence is crowded from that entire lower section.

"On the other hand, outlying areas which but a little while ago were planted fields and meadows, now are subdivided improved and densely built over.

"The tremendous impetus given to home-building within the last few years, together with the easier payment plans, and the general rise of our standard of living and housing, has taken thousands

of families into the newer sections of the city, away from the filthy alleys, congested and dangerous traffic arteries, and the undesirable element always found loitering in the fringe of the downtown section of any city."



# QUESTIONNAIRE

## EXTERIOR OF HOUSE

1. What kind of construction do you prefer—brick, stone, cindercrete, or portland-cement stucco on metal-mesh?.....
2. Roof—stained-shingle, tile or slate?.....
3. A one-floor or two-floor house?.....
4. A porch?..... If so, shall it be front, side or rear?.....
5. An open terrace?..... If so, shall it be front, side or rear?.....
6. An attached garage, or separate garage?.....
7. Do you like massive chimneys?..... Chimney pots?.....
8. A fence around rear yard?..... If so, shall it be wire, iron or wood-picket?.....
9. Do you prefer the living room located at the front of the house, or at the rear overlooking a garden?.....

## FLOOR PLAN

10. How many rooms all told?.....
11. How large a living room?..... Studio ceiling?.....
12. An inglenook off living room?.....
13. A sun-room?.....
14. A library?.....
15. Which do you prefer, a separate dining room, or a dining-alcove off an extra large living room?.....
16. Which do you prefer, a breakfast-nook, or a *special corner* for a breakfast-table in the kitchen?.....
17. A "recreation room" in the basement?..... A fireplace in recreation room?.....
18. An extra lavatory on first floor?.....
19. Where bedrooms are upstairs, do you want an extra toilet in basement or on first floor?.....
20. Some of the newer homes are locating the laundry room on the first floor. Do you prefer it there or in basement?.....

(OVER)

21. How many bedrooms?.....
22. How large shall the main bedroom be?.....
23. If the house is of the semi-bungalow or English-Cottage type, do you prefer one bedroom on the first floor, or all bedrooms upstairs?.....
24. A sewing room?.....
25. How many bathrooms?.....
26. Shower in stall or over tub?.....

HEAT AND POWER

27. Steam, vapor, or humidified warm-air heat?.....
28. Coal or oil for heating?.....

SPECIAL FEATURES

29. Which do you prefer, archway or French doors between rooms on first floor?.....
30. Tile for bathroom—white or colored?.....
31. In place of oak floors, would you like polished inlaid linoleum in tile patterns?.....  
If so, in what rooms?.....
32. Shall window-sash be wood or metal?.....
33. Do you prefer the American sash-windows which raise up and down, or the casement windows which swing on hinges?.....
34. If windows are casement, shall they open out, or in?.....
35. Do you prefer window shades on rolls, or draw curtains?.....
36. MISCELLANEOUS:.....  
.....  
.....

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*Your Name*.....

*Address*.....

*Telephone number*.....

*Date*.....