

THE IDEAL HOME

HOUSE AND GROUNDS COMPLETE



"WELL ORDERED HOME MAN'S BEST DESIRE TO MAKE"—James Johnson.

DESIGNED BY JACK MANLEY ROSÉ, ASSOCIATE EDITOR



THE very making of a well-ordered and Ideal Home is a subject to which we have given thought and mature judgment and the greatest enthusiasm for the past year. And we present to our readers what we believe to be the finest solution of the homebuilder's problem—a solution well considered and adequately suited to conform to the demands of modern

life; a home not without luxury, but comprising every simple comfort: *primarily a country home within the city limits.*

The demands of high living are met here, and the appeal of simple living also. In the good outline of the house, framed in its charming garden and grounds, in the carefully planned interior, harmoniously furnished, is both the acme of good taste and the familiar contours of a real home. A man well blessed with worldly goods could live here with pride and respect among his neighbors,—a struggling city worker would find his problem of existence lightened in this home, and an aesthete whose desire for the beautiful has made average dwelling unattractive to him, would here realize the home of his dreams—all the joys of a country home on the confines of a city lot.

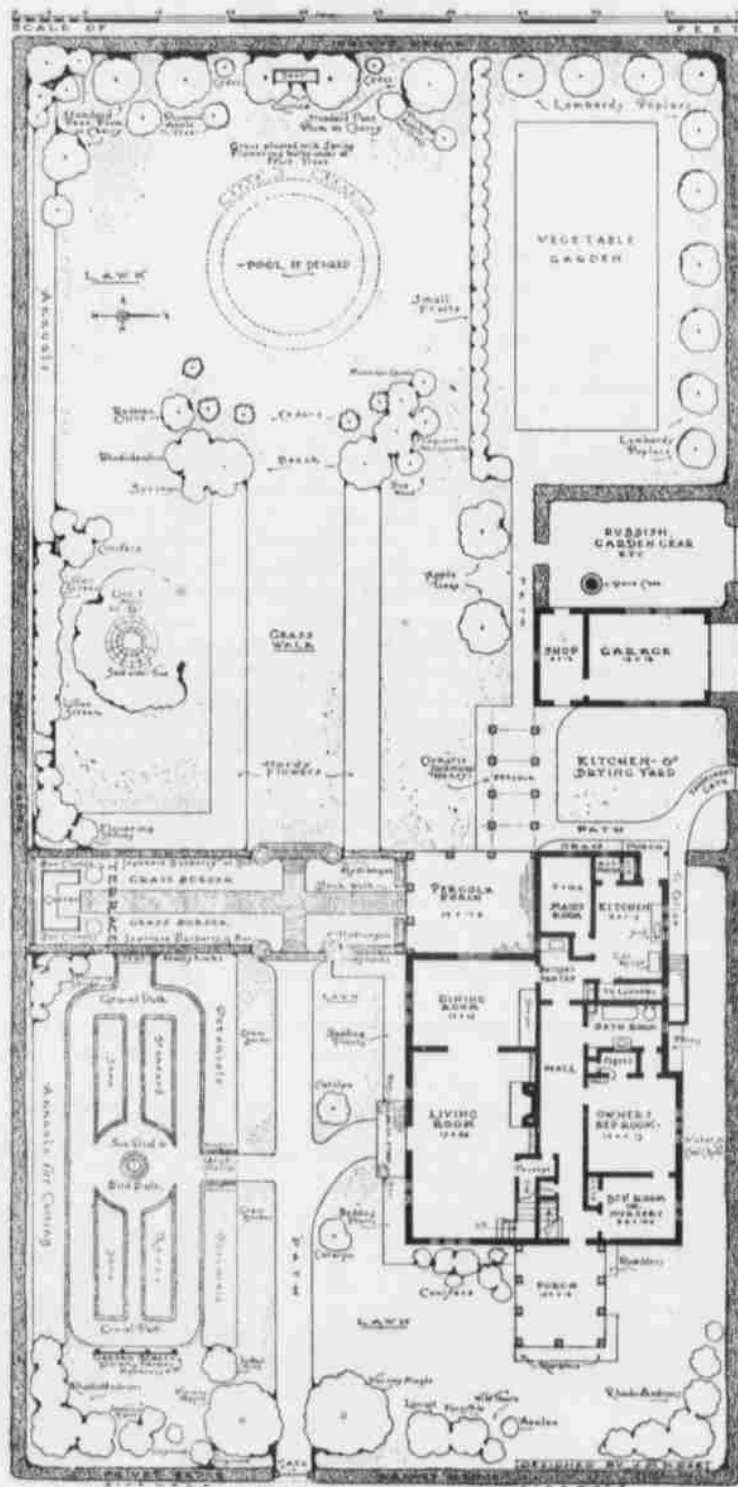
WE do not believe that there is one need of the average home-builder that is not met here, nor one inch of ground or room not utilized to the best advantage. Every expense, exclusive of costs of the building lot, title searches, of the grading of a property not ideally situated and leveled, of the public service companies, or city, for bringing gas, water, etc., from the street to the house, of a superintending architect, and the actual cost of the home furniture, has been considered and noted. Outside of such expenses there are no extras in the cost of the Ideal Home, a fact greatly appreciated by those who have previously builded to their sorrow.

Every economy has been taken advantage of and yet nothing is skimped to mar the whole effect.

We are locating the Ideal Home, for the purpose of discussion, just within the city limits of either a great metropolis or a small town, where the air is pure to breathe and a man

and one so seldom considered. In doing so we reduce to a minimum the cost of transporting building materials, which lowers the estimate of the job. We are developing from flat uninteresting building lots a home complete in itself, doing away with the bare, unsettled aspect so common to new residences and their grounds. If one is so fortunate as to be building on a tract already relieved from ugliness by growth of some sort, a certain amount can be saved from the cost of laying out the grounds, but the average home-builder's problem generally concerns itself with the beautifying of building lots newly laid out and boasting no more than a coating of grass and a row of very young shade trees along the sidewalk line.

AS you approach the Ideal Home from your trolley, subway or railroad station, or in your automobile, you will find the outward aspect wholly satisfying and delightful. The house itself is long and rambling, and faces its own pretty gardens, edwise to the street. This gives you not only the greatest amount of space about your house, (but allows for a satisfactory cutting up of the grounds in case encroaching developments make it advantageous to sell or dispose of a portion of the property). For if you are paying taxes on your entire plot of ground, why not enjoy every inch of it? This is the idea we are carrying out for you—a country place, completely developed within the boundaries of the city. The average house faces the street occupying all the lot front save a driveway on one side and a little grass plot on the other. The tiny front lawn shows some care generally, but the part of the property behind the house is considered "back yard,"—a place of clothes poles, ash cans and trodden down turf,—We are making a garden of it, a garden that your own house faces and enjoys. The privet hedge completely encircling the place and left to grow at least five feet high, though it's better at seven, gives the grounds a delightful feeling of seclusion. The long low lines of the English roof, with its deep overhang, casts a pleasing shadow on the rough walls. The warm neutral tan of the stucco and the rich brown stain of shingled roof and trim in their setting of green foliage is not only charming and quaint but dignified and imposing according



Ground Plan of the IDEAL HOME

may own enough ground to comfortably seclude himself to the view point from which it is considered. Lombardy poplars planted in a (Continued on Page 14)