



Let Us Serve
YOU
As We Serve
The Tribune

THE HOME OWNERS' SERVICE INSTITUTE is a co-operative organization serving thousands of individual Members in the solution of problems affecting the planning, financing, building or buying of a home. Our Service is nation-wide.

One of our Service features is to provide, at low cost, complete blue print Working Drawings (Plans) and detail Specifications ready for building homes. The foremost Architects in America design these small houses. From our Plans (as illustrated above) **THE TRIBUNE** experimental houses are being built, under our direct supervision.

From us you can purchase Plans of all small houses appearing each Sunday in **THE TRIBUNE**, and Plans of many other architectural designs. Ordinarily a set of Plans and Specifications for a \$4,500 house would cost you, on the present basis of regularly established fees, at least \$270, provided you secured plans and service from a reputable Architect.

Our charge for an original set of Plans and Specifications is \$25 (to our Members, \$20) and for duplicate sets, \$5.

If you desire minor changes in our Plans before building, we will make supplementary drawings, charging a small fee for such extra work and time. If you desire a large home, we recommend you employ an individual practicing Architect.

Let us serve YOU, a prospective home owner, with the same careful attention we give such clients as **THE TRIBUNE**, United Y. M. C. A. Schools, Empire Homebuilding Association, "Own Your Home" Expositions, and many others.

Write for free Booklet

JOIN NOW

"Own Your Home" Library
Consisting of 14 Booklets written by leaders of the "Own Your Home" Movement; a complete, authentic Guide to home ownership.

"Home Builder's Plan Book"
An attractively bound 64-page 4x6 inch volume of 50 small house and bungalow plans, including designs appearing each Sunday in **THE TRIBUNE**.

Consultation Service — Free

Membership entitles you to Free Consultation Service on every phase of home ownership, for one year. You receive an engraved Membership Certificate, suitable for framing.

Total Cost \$5

HOME OWNERS' SERVICE INSTITUTE, Inc.

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Announcement

HENRY ATTERBURY SMITH ASSOCIATES, at the request of **The New York Tribune**, will serve its readers in their endeavor to build cottages and small houses of good workmanship and materials at reasonable cost.

This work will be undertaken solely from drawings and specifications of other architects, and through dependable builders and with firms supplying the most appropriate equipment and finish. The most conservative Savings and Loan Associations are willing to loan a sufficient percentage of the total cost of houses properly constructed, thus eliminating possibly excessive and difficult second mortgages.

Mr. Smith and Associates will serve only as advisers, counsellors, consultants—furnishing no plans. As specialists in multi-family homes for families of small means, but equally familiar with small-house construction; this service will be a logical extension of effort to aid a present pressing demand.

Applicants will be guided on the road to home ownership purely in a professional way, just as a lawyer guides a client in legal matters.

America is full of stock plans, some exceedingly good, some bad. Hundreds of architects have perfected all we can possibly need for the next decade. Manufacturers and material designers have engaged the very best architectural talent to design, specify, detail, quantity survey and estimate the probable cost, thus producing many plans that are reasonably perfect.

Competitions have produced all the ideas necessary for inside and outside work, decorations, planting, grading. Beautiful illustrations accompany the working drawings of some firms, taken from the completed buildings, when all is finished, for those who find it hard to read drawings and understand specifications.

The average person, in spite of all this accumulated material, especially in the East, seems unable to secure the best results, and in too many cases suffers loss.

Architects of the best repute are seldom employed or even consulted for the small house. Their function is often overlooked. As a result the usual suburb is a mass of mistakes, from the original sub-division of the land to the finished neighborhood.

Most important is it to have competent advice on the proper orientation of the house, due consideration paid to the points of the compass, the proper elevation and position in and on the lot, grading and planting. These are but a few of the problems which may not cost more to have settled correctly, but if given due consideration by an expert may enhance the value of the home considerably, increase its livableness, utility, sales value and lift the mediocre to the unique.

No particular plan, publication or source of house design is stipulated.

The more information and knowledge the prospective home seeker may have acquired, the less time and attention he needs.

Each fee charged is reported to **The Tribune's** Small House Department.

If you do not consult this office, consult another equally prepared; or better still, if you can afford it, engage an architect in the regular way, in accordance with the excellent and time-tested custom of the American Institute of Architects.



No. 6—House erected from Tribune Plan at Lerchmont Gardens, John Floyd Yewell, architect, New York.



No. 12—House erected from Tribune Plan at Ardsley-on-the-Hudson, Montgomery & Nibecker, architects, Los Angeles, Calif.



No. 19—House erected from Tribune Plan in Brooklyn (on old Crossed Road Racetrack Site), H. T. Jeffrey Jr., architect, Jamaica, L. I.



No. 31—House erected from Tribune Plan at Flushing, L. I., H. F. Morris, architect, College Point, L. I.

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Small House Department and the
Home Owners' Service Institute.