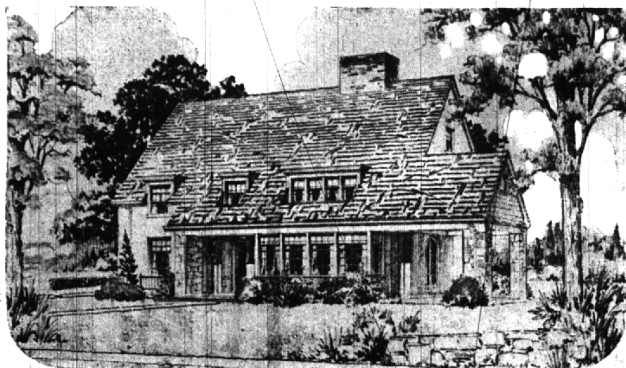




BUILT LIKE A SKYSCRAPER PERMANESQUE

Is The Sturdy "*Home Beautiful*"
That Everyone Can Own



This Fine Home Now Being Built In Quarton Lake Estates

Birmingham's First PERMANESQUE HOME *now under construction*

Birmingham's first "Permanesque" Home is now under construction! In addition, there is also being constructed the first "Permanesque" home for Royal Oak! This announcement will interest residents of this locality for it introduces for the first time, a new departure in home construction. These two homes, and several others, have been planned for and purchased by business and professional men who have either seen or thoroughly investigated the facts about this "New American Home." Many more are being planned and will be erected during the early Spring.

There must be a reason for one deciding to build a "Permanesque Home" in preference to the old wood framed house which has been constructed the SAME way for the last two hundred years.

There must be a reason why prominent Realtors and Developers have become identified with "Permanesque" as announced in the Detroit Free Press of last Sunday.

There must be a reason why a number of the best builders in the Oakland and Wayne county areas have become associated with the two companies franchised by Permanesque of America for this district.

To be sure, there are reasons! "Permanesque" is the new and modern method of building. It permits home construction at a price in keeping with that of a well-built brick veneer house, yet it offers PERMANENT CONSTRUCTION COMBINED WITH REFINED ARCHITECTURE IN ADDITION. "Permanesque" is made possible by scientific and co-ordinated engineering with mass production and buying power. It eliminates the enormous costs of normal, present day distribution. The combined efforts of over forty national building supply manufacturers and fabricators, harnessed to work with united effort, make this new method an economical program.

"Permanesque" is an ideal, and an ideal which is far reaching. It brings to you the best of all products entering the construction of your home, offering you only the best of everything at the price you are now paying for the ordinary.



Many Outstanding Features

- Firesafe
- Brick and Stone Exteriors
- Steel Studs
- Cinereite Backup Tile
- Naylegrip Floors
- Incinerator
- Steel Joists
- Asbestos Shingle Roof
- Hot Water Heat
- Tile Baths
- Goodyear Rubbertile Floors
- Steel Casement Sash
- Rolscreens
- Copper Water Pipe
- Brass Compression Fittings
- Package Receiver
- Copper Metal Work (Outside)
- Thoroughly Insulated
- Bennett Fireplace Heater
- Stone Sills
- American Laundry Room
- Metal Lath Throughout
- Automatic Heating Control
- Oil Burner
- Radio Wired
- Tile Window Stools
- Curtis Trim
- Ruswin Hardware
- Mechanical Refrigeration
- Crane Plumbing
- Chromium Plate Fixtures
- Low Insurance
- Minimum Upkeep
- Outstanding Architecture

watch this home under construction
built for a Birmingham client in Walsh, James & Wasey's Quarton Lake Estates

HOMES PERMANESQUE of OAKLAND COUNTY, Inc.

Builders and Licensees of Permanesque Homes

231 S. Woodward Ave.

BIRMINGHAM

Phone 2379

ASSOCIATE BUILDERS

Packard-Charlton Building Co.

229 PIERCE ST.
Phone 2244

Connelly Building Company

316 N. WOODWARD AVE.
Phone 720