

**- FIRE - SAFE :: CARE FREE -**

Is The Sturdy

# PERMANESQUE

*“Home Beautiful”*

BUILT LIKE A SKYSCRAPER

Another Home Started

IN

**Knight Menard's Beverly Hills Subdivision**



**“Permanesque”  
Includes All  
Accessories**

Mechanical Refrigeration  
Bennett Fireplace Heater  
Rolscreens  
Chromium Plate Fixtures  
Package Receiver  
Incinerator  
Radio Wired  
Automatic Heating Control  
Oil Burner  
Automatic Hot Water Heater  
Recessed Radiators  
Steel Medicine Cabinets



*Being built for Van C. Worden*

**The Second Home In The Birmingham Area  
NOW UNDER CONSTRUCTION**

Everyone interested in building now or in the near future should consult with a builder associated with HOMES PERMANESQUE OF AMERICA, Inc. In so doing you will discover the NEW DEPARTURE in home building, a departure that has been needed for years and which is now available to you for the FIRST TIME.

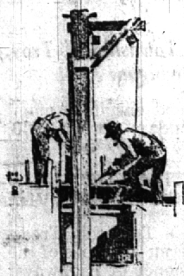
If you already have your plan of building, it can be “Permanesqued,” or if you have only preliminary sketches, a registered architect can translate it into Permanesque Standards. Your own architect can also give you the same service.

Investigate the new “American Laundry Room,” one of the many new features of Permanesque Homes. Now you may have the cellar on the ground floor. No longer do you need to go downstairs to the fruit room or the various units situated in the basement. This and many other features contribute toward making “Permanesque” the care free, easy-fitting, everlasting house that is rapidly bringing America back home.

Refined architecture built to the unusual standards of Permanesque, combined with everlasting materials, make for low upkeep and insurance and costs no more than ordinary good brick veneer construction. Investigate this new type of construction. Information willingly furnished without obligation.

**“Permanesque”  
Construction  
Features**

Brick and Stone Exteriors  
Steel Studs  
Cincretite Backup Tile  
Naylegrip Floors  
Steel Joists  
Asbestos Shingle Roof  
Copper Water Pipe  
Brass Compression Fittings  
Stone Sills  
Hot Water Heat  
Tile Baths  
Goodyear Rubbertile Floors  
Steel Casement Sash  
Copper Metal Work (Outside)  
Thoroughly Insulated  
Crane Plumbing  
Metal Lath Throughout  
Tile Window Stools  
Curtis Trim  
Ruswin Hardware  
Flagstone Walks  
Steel Garage Doors  
Gravel or Cement Drive  
The American Laundry Room



**Eleven “Permanesque” Homes Contracted For In Wayne & Oakland Counties**

**HOMES PERMANESQUE of OAKLAND COUNTY, Inc.**

A. H. OBERBECK

CARL SHAPTER

C. J. WHITNEY

*Builders and Licensees of Permanesque Homes*

231 S. Woodward Ave.

BIRMINGHAM

Phone 2379

ASSOCIATE BUILDERS

**Packard-Charlton Building Co.**

**Connelly Building Company**

229 PIERCE ST.  
Phone 2244

316 N. WOODWARD AVE.  
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