

# Without Question

## THE FINEST BUY IN NEW YORK CITY

MR. & MRS. HOMESSEEKER:--

Your visit here today proves you are seriously interested in buying a home. Probably you have visited and inspected other communities. If so, you are in a position to vouch for the soundness of the policy on which we are planning and building INSURED HOMES.

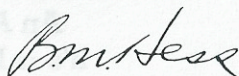
It is our sincere intention to produce the best possible home for the money. We have compared our homes with others, and do not believe they can be equalled anywhere.

You will agree that big value and low price are the results of big volume and small profits . . . although it takes courage, capital, and capable experience to carry to completion a plan such as ours:

- 1--We bought a large tract of land, and paid for it all in cash. Naturally we got it for less than its market value.
- 2--We have contracted for materials on a tonnage basis--a year's supply at a time. Obviously we got special low prices.
- 3--We have cut overhead to the bone.
- 4--We are content with a very small profit for each house, because we are convinced we will sell many houses.

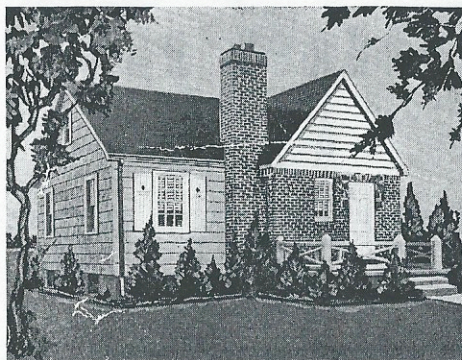
These 4 factors combine to make INSURED HOMES an unequalled value . . . in our opinion, no community in our price class offers as much for your money . . . no homes of equal merit will be found at our low price! If you have ever seen anything to compare, please tell us about it.

Sincerely,



President.

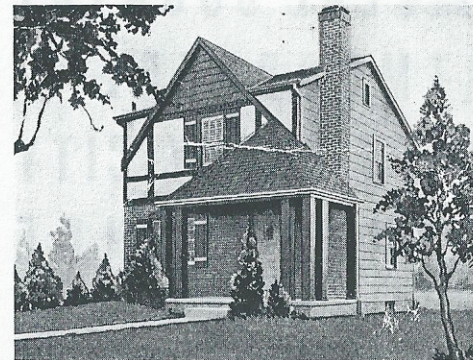
# BUNGALOWS and TWO-STORY HOMES



TYPE B BUNGALOW

FULLY  
DETACHED

PLOTS  
40 x 100



TYPE H 2-STORY HOUSE

## \$3990

Cash Required \$790.00

Approximate Carrying Charges	
Monthly Average Reduction of Mortgage . . . .	13.68*
Interest (aver.)	9.87
Taxes (approx.)	7.00
Water (approx.)	.80
Fire Insurance . .	.25
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	\$31.60

Average Monthly Carrying Charges after Paying Mortgage . . . \$ 8.05

\* This sum is actually a cash saving—just as if you put it in a savings bank; as it increases your equity in your home and eventually pays off the entire mortgage!

### EXTERIOR

Open Porch  
30 Foot Set-back from Curb  
2" Facias and Half Timbers  
Landscaped and Shrubbled Plots  
Ornamental Shutters  
Sidewalks and Curbs  
ORNAMENTAL IRON STREET LIGHTS (NO UGLY POLES)  
PAVED STREETS  
CITY SEWERS

### FIRST FLOOR

English Type Batten or Colonial Front Door  
Electrical Door Chimes  
**Spacious Living Room**  
**Cheerful Dining Room**  
**Efficiency Kitchen**  
Double-action Door (2-story house)  
Insulated Console Gas Range  
Abundant Kitchen Cabinets  
Metal Undersink Cabinets  
Chromium Plated Faucets and Soap Dish  
Inlaid Linoleum Flooring

### SECOND FLOOR

**Bathroom**  
Floor and Walls Tiled  
Chromium Plated Faucets, Fittings, etc.  
Built-in Porcelain Soap-dishes, Tooth Brush Holders, etc.  
Built-in Tub  
Shower  
Metal Medicine Cabinet with Venetian Mirror



**Spacious Bedrooms**  
Ample Furniture Space  
Master Bedroom Has 2 Closets

### BASEMENT

Side Delivery Entrance  
**CONSTRUCTION AND EQUIPMENT FEATURES**  
Poured 12" Concrete Foundations Set in Steel Forms  
Wood-burning Fireplace (in Bungalow)  
Metal-jacketed Insulated Steam-Heating Boiler with New Type Hot Water Generator  
Summer Water Heater  
Hot Water Storage Tank  
Artistic Decorations  
Artistic Lighting Fixtures  
Architecturally Designed Stairway  
Double Floors Finished with 7/8" Oak Throughout  
Heavy Floor Beams  
Paneled Doors Throughout  
Linen Closet in Hall  
Ample Electric Outlets  
Spacious Closets  
Protective Metal Corner Guards and Corner Beads in Plastering  
Rock Lath Plaster Base  
Brass Plumbing  
Copper Leaders, Gutters and Flashings  
Water-proofed Walls and Foundations  
Windows and Doors Caulked

## \$4490

Cash Required \$890.00

Approximate Carrying Charges	
Monthly Average Reduction of Mortgage . . . .	15.39*
Interest (aver.)	11.11
Taxes (approx.)	8.00
Water (approx.)	.80
Fire Insurance . .	.28
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	\$35.58

Average Monthly Carrying Charges after Paying Mortgage . . . \$ 9.08

\* This sum is actually a cash saving—just as if you put it in a savings bank; as it increases your equity in your home and eventually pays off the entire mortgage!

# Insured Homes

HILLSIDE AVE. & 252nd ST.  
BELLEROSE, L. I.  
NEW YORK CITY

**A LIFE INSURANCE  
POLICY  
GIVEN WITH EACH  
HOME**



# REAL COUNTRY ATMOSPHERE — WITH EVERY CITY CONVENIENCE

In an INSURED HOME, you will enjoy real country atmosphere, a refined neighborhood, congenial neighbors. You will have a large, fully equipped home, fully detached, on a large landscaped plot. You will have plenty of sunshine, plenty of space, and plenty of clean healthy air. Stores, schools, churches and Grand Central Parkway are close by. A 12 minute bus ride to the 169th St. Express Station of the 8th Avenue Subway—27 minutes to Manhattan.

Convenient to Cunningham Park, Hillside Park, Alley Pond Park and playgrounds, tennis courts and public golf course.

The street is smoothly paved; sidewalks and curbs are already in and paid for. There is a city sewer—not cesspools—in and paid for.

As to construction—plans and specifications are approved by Federal Housing Administration, and official Government Inspectors have made frequent examinations during construction. You could ask no greater assurance of quality and dependability.

## NOW—A New York State Life Insurance Company Insures the Payment of Your Mortgage.

With every INSURED HOME bought, we give a life insurance policy issued by a New York State Life Insurance Company. This policy ends all mortgage worries, for it guarantees that your mortgage will be fully paid up in the event of misfortune during its life! Think of the sense of security and the peace of mind you will have, knowing your family will be so staunchly protected! Do you know any other home investment as strong or as safe?

# INSURED HOMES ARE IN NEW YORK CITY

## DIRECTIONS

### BY SUBWAY . . .

8th Avenue Queens Express subway to 169th Street, Jamaica, then Hillside Avenue bus to 252nd Street.

### BY AUTOMOBILE FROM NEW YORK . . .

Grand Central Parkway to Little Neck Parkway Exit, turn right to Hillside Avenue, then right on Hillside Avenue 2 blocks to 252nd Street.

### BY AUTOMOBILE FROM BROOKLYN . . .

Interboro Parkway into Grand Central Parkway and continue as above, or Hillside Avenue to 252nd Street.

**INSURED HOMES**  
Hillside Avenue and 252nd St.  
Bellerose, L. I. New York City  
Telephone Fieldstone 3-6991

# Insured Homes

## THE SMARTEST POLICY

is to  
**own your own home—  
an INSURED home**

★

Buying An  
"Insured Home"  
Is Like Buying  
An Annuity.  
It's a Method of  
Regular Saving  
That Will Pay  
Dividends  
For the Rest  
of Your  
Life!