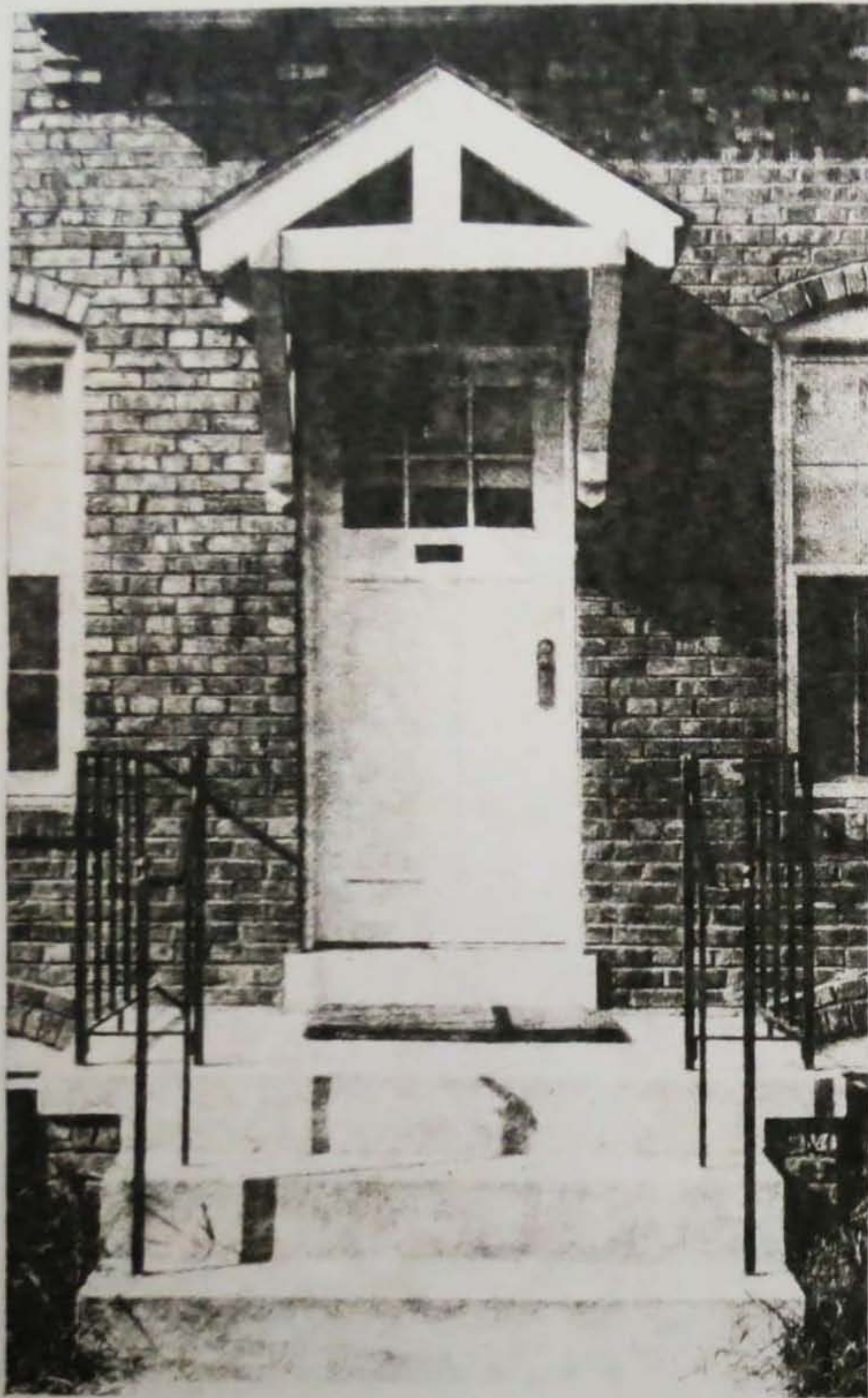


**BURLEITH**  
**HOMES**

WHY THEY ARE DIFFERENT

SHANNON AND LUCHS



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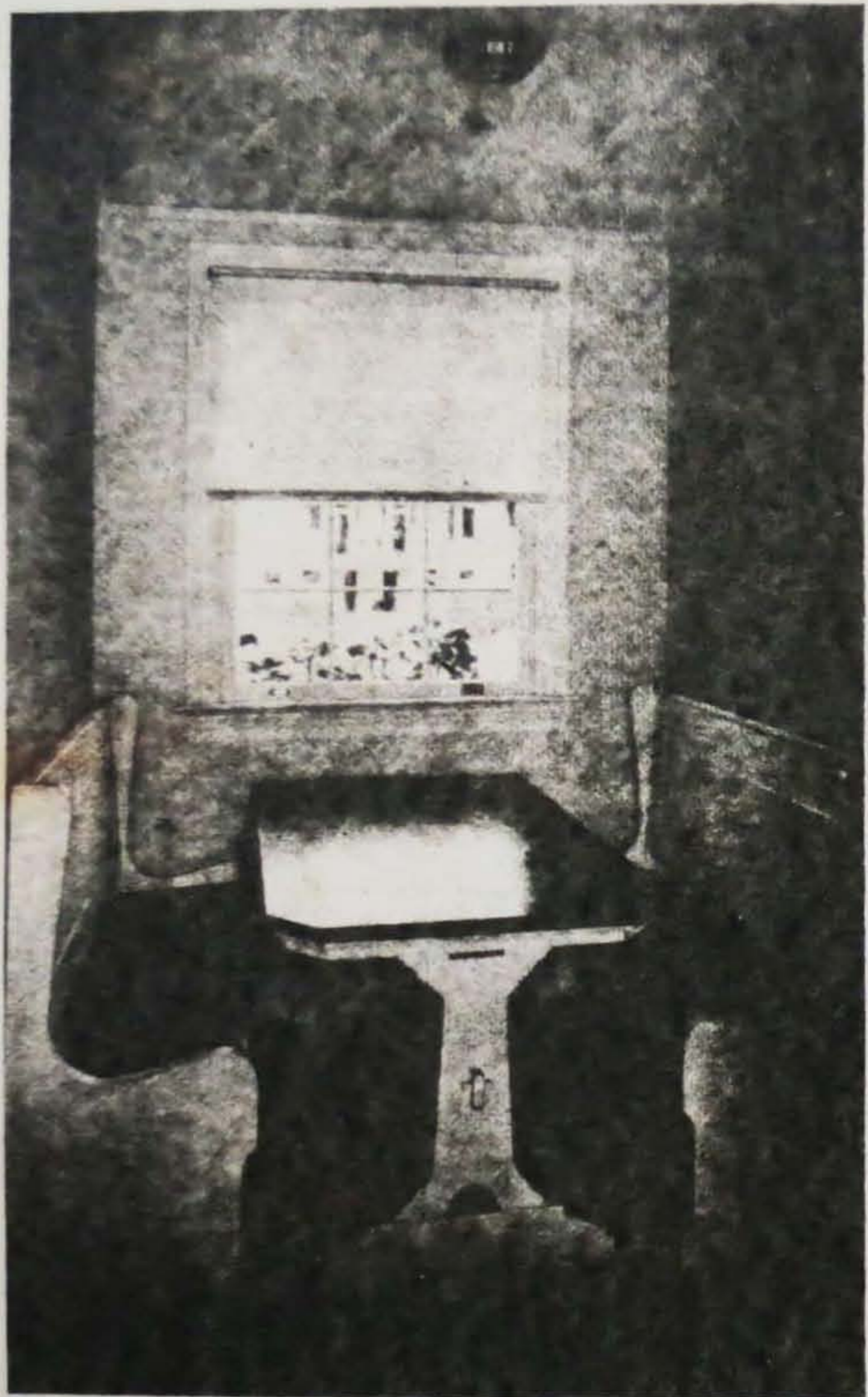
THE IDEA BACK OF

**BURLEITH**

HOMES

NOT alone had we found a pronounced tendency to sacrifice Location if a *Moderate Priced Home* was to be built, but every investigation we made both in and out of Washington showed conclusively an even stronger desire or willingness to sacrifice or cut the House. It seemed to be assumed that because a man or woman wanted to buy a *Moderate Priced Home* that they either did not know what Home Refinements were or didn't care. From our intimate contact with Home Buyers since 1906, we knew that it was no lack of appreciation for the better *Moderate Priced Homes* or any lack of

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THE DINING ALCOVE  
THIS IS USED IN ONE OF THE DESIGNS  
IT SAVES BUYING DINING ROOM FURNITURE

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knowledge on their part, but they had purchased very ordinary houses in many cases simply because there was nothing else available.

We *knew* there was no logical reason why thinking people wouldn't buy Better Homes and Quicker if they could get them.

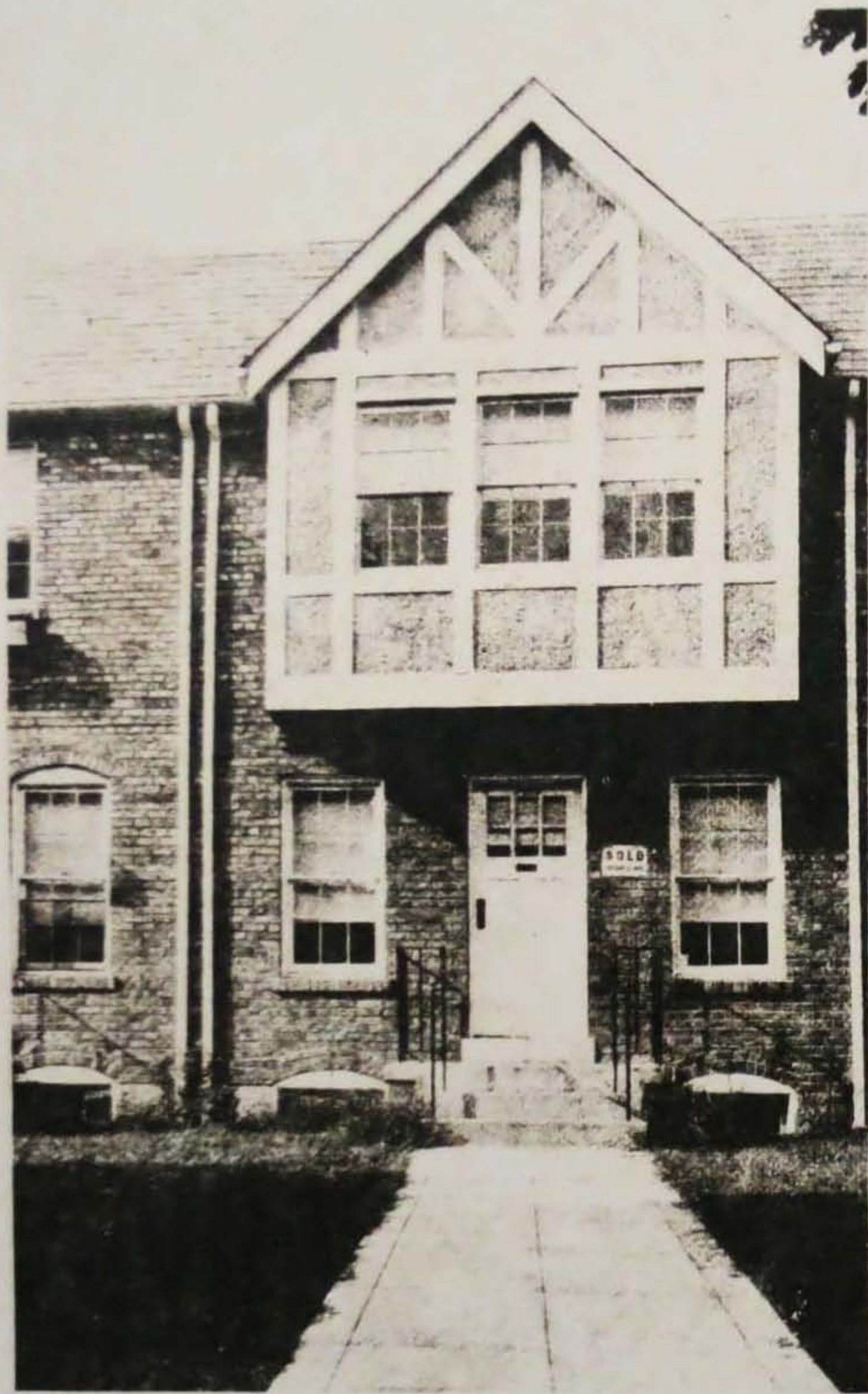
We had not built Homes much under \$10,000—most of our developments had been in Larger Homes.

With these Facts in mind we began a systematic search for a real location as has been described in another booklet.

## **BURLEITH**

was the community that met every one of our requirements. Convenience, accessibility, and especially surroundings and environment.

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Mr. Arthur B. Heaton, one of Washington's most reputable architects, who is our consulting architect, was called in to develop and complete our plans and Ideas of the Moderate Priced Homes according to Our Standards.

The first restriction laid down by us was that these homes were to be in all respects the equal of our Larger Homes. A Policy in itself unheard of in the building of Moderate Priced Homes.

There was to be Hot Water Heat instead of substitutions, tiled baths instead of substitutions, real floors instead of makeshifts, real plaster instead of substitutions.

Not that there is no real virtue in some substitution, but we knew what we wanted and we believed we knew what the Public wanted.

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BURLEITH HOMES

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The next requirement was that there should be Real Architectural Designing, the same that the rich man Demands in his Home. He demands it because he knows the value of it.

We wanted to get away from the Box Stall effect of the old-fashioned Moderate Priced House.

## AND WE SURELY DID

We produced a distinctive style of Home that caused more favorable comment than any other character of Home we have ever heard of.

Instead of cramming too many homes into a given space which we found to be a practice, we sacrificed lots to avoid this, and in addition set our Homes back from

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the street to give them a setting equal to their architecture.

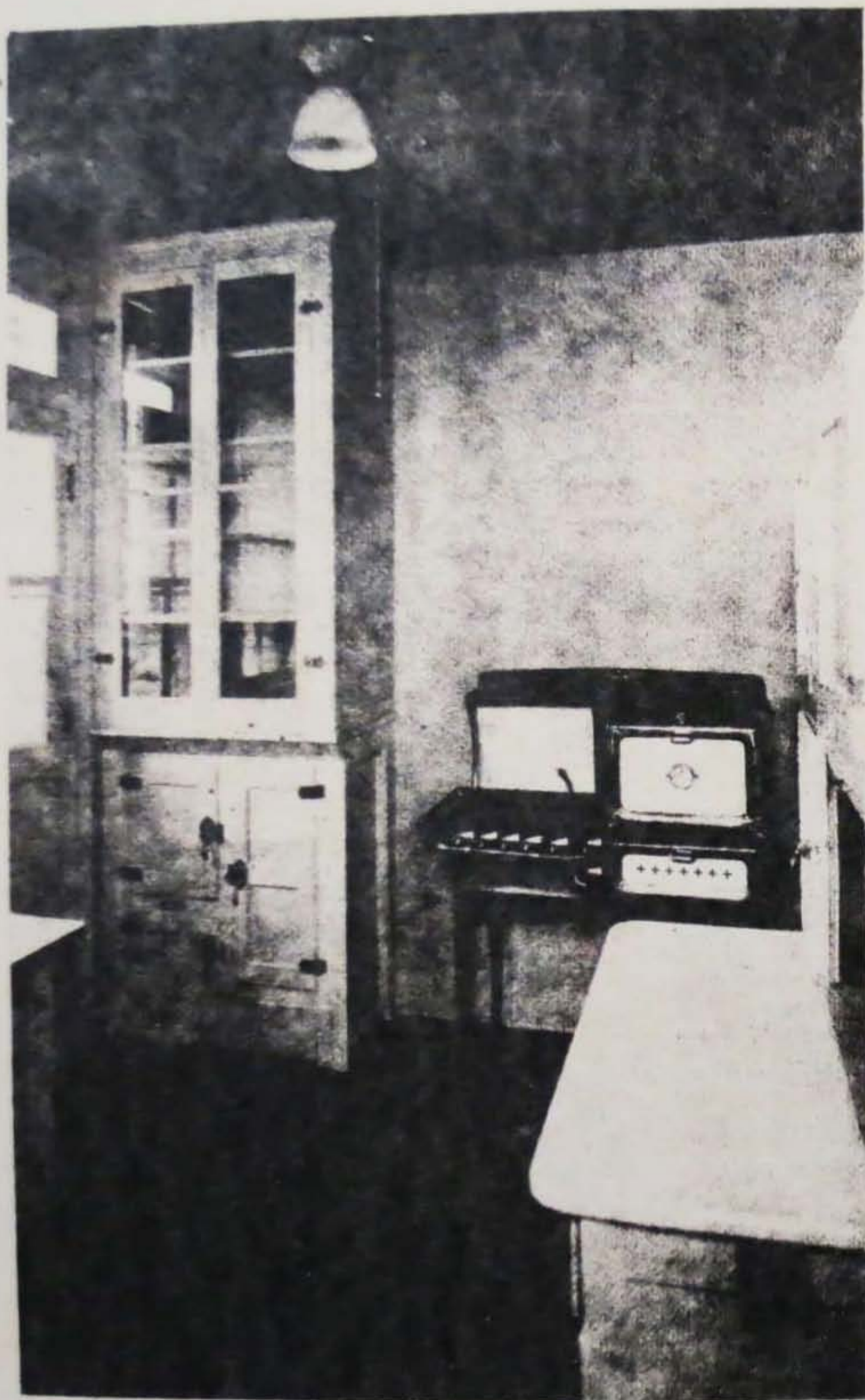
It is well also to mention that **BURLEITH** is an entire community in which we control all building that is to be done. Ground has even been set aside for stores and this has been done so as to be a help in value instead of, as is often the case, a detriment.

The next step in this development was the introduction into the deeds of the homes and in the purchase contracts helpful restrictions that maintain value and protect the buyers of these Homes.

There was just one way for us to make all this possible and that was Quantity Production. We had to build in such quantities, as to assure us rock bottom prices in all materials as well as in ground costs.

The ground purchase alone was the largest ever made in Washington for the building of Moderate Priced Homes. It aggregates nearly nine city blocks.

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A BURLEITH KITCHEN IS THE  
VERY ESSENCE OF EFFICIENCY

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We effected as many changes of old worn-out ideas in the building and planning of **BURLEITH** Homes as we have done in the building of larger Homes in our Intown Suburb, 14th Street Terrace, and the success of the latter development may best be summed up by the actual results accomplished. There we sold over 200 Homes before any were fully completed. Prices ranging up to \$20,000.

**BURLEITH** Homes are Different because they are Thought Out Homes.

Conducting, as we do, the largest Home Selling business in Washington, we naturally get a very intimate knowledge of the requirements of the Home Buyers. And this knowledge is actually built into our Homes.

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The Public Verdict of **BURLEITH** Homes is best expressed in the success which they met at the very start.

## 40 SOLD IN LESS THAN 40 DAYS

The real wholesomeness of these homes becomes apparent the moment you see them.

A Comparison of these Homes with the usual house is our best salesman.

Our Terms are Built much the same as our Homes, To Insure Success.

You may own one on the same Energy you now expend paying rent.

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GO SEE

**BURLEITH**

HOMES

AT 36TH AND R STS., NORTHWEST

(Right at the Western High School)

TO INSPECT

By auto—drive across the Q Street Bridge, north one block to R Street, and drive due west to 36th Street (right next the Western High School). Or take P Street car to 35th Street and walk north to R Street or Wisconsin Avenue car to R Street and walk west to 36th Street.

**SHANNON & LUCHS**

OWNERS & BUILDERS

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PUBLISHED BY THE

# SHANNON & LUCHS

Home Building Department

MAIN OFFICES OF  
SHANNON AND LUCHS  
REALTORS

713 14TH St., N. W.

Phones Main 2345-6-7-8-9.

REFERENCES BY PERMISSION

Federal-American National Bank  
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