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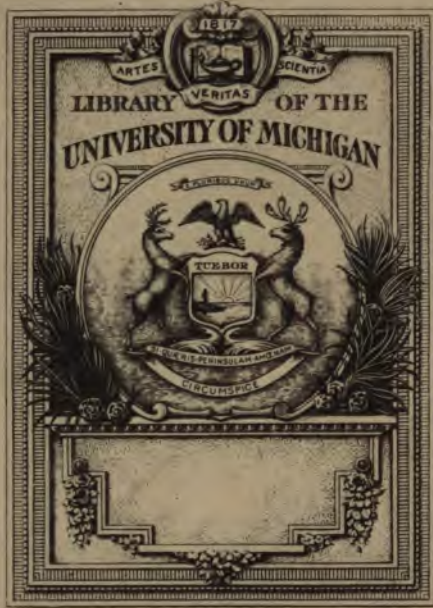
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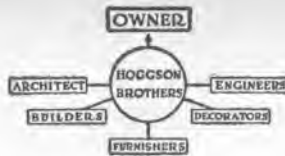
THE GIFT OF
W. H. Russell

A.
7/2
H.



The
**H O G G S O N
B U I L D I N G
M E T H O D**

Described and Illustrated for the
Information of Those Who
Contemplate Building, Re-
modeling, Decorating
or Furnishing



H O G G S O N B R O T H E R S
Seven East Forty-fourth Street
New York City

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BY
HOGGSON BROTHERS**



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*Gift
W. H. Ramell
7-5-33*

The
**H O G G S O N
B U I L D I N G
M E T H O D**

HOGGSON BROTHERS (Incorporated) represents a development of twenty years and comprises several distinct businesses, such as designing, building, decorating and furnishing, which have been brought together and combined under one management, in order that harmony of interests, of thought and of action may prevail, and that the owner may turn to one financially responsible organization for the planning as well as the execution of his work.

This work may include designing, building, decorating and furnishing; designing and building only, or simply decorating or furnishing.

Whatever its scope, the owner absolutely avoids the disastrous results of divided responsibility by making a single contract, which includes all professional services, as well as labor and material required for the planning and execution of his work.

In this single contract the limit of cost to him and the limit of profit to Hoggson Brothers are plainly stated and guaranteed.

By the Hoggson Building Method the owner places the responsibility for the planning, for the execution of the work itself and for its cost all upon one responsible organization.

That you may see how this method works out we will present it to you in its successive steps.



*Rough Cast and
Half-Timber House
at New Haven, Conn.*

THE DECISION TO BUILD

COINCIDENT with your decision to build you have, no doubt, formed an idea of the type of house, approaches and outbuildings suitable in character and adequate in accommodation to the requirements of your household. This type may appear to better advantage in one setting than in another. Topography, trees, roads and neighboring buildings are influences to be considered.

You may have noticed houses which called forth your admiration not alone for their general plan and architectural style, but also because they appeared to settle admirably into the surrounding landscape.

The first step toward a satisfactory home is the site, and if in your case it is not already chosen we would like the opportunity to offer some suggestions concerning its selection.

THE BUILDING APPROPRIATION

FOLLOWING your decision to build comes the question of appropriation. You, like most owners, have about decided how much you wish to expend. You prefer not to exceed that amount. At the same time you have no accurate means of knowing whether the style and size of house you would like can be built for the money. You may desire, also, that the amount in mind shall cover plans, construction, lighting fixtures, decorations and furnishings. Unfortunate instances have often arisen where the owner's appropriation was too nearly exhausted in the construction work to permit of decorating and furnishing on a commensurate scale.

We know what it costs to build, to decorate and to furnish, and on going over the whole subject with you can assist in bringing your ideas regarding the house and your limit of expenditure to a well-balanced meeting point. If your appropriation is larger than necessary we will show you wherein it can be reduced.



*A Bit of
Pure Colonial*

THE CONTRACT THAT RELIEVES YOU

SATISFIED that a suitable house can be completed within your appropriation we will sign a contract with you, agreeing to build it for that sum; will assume entire responsibility for the work; will provide the best architectural services that can be secured; will thoroughly satisfy you on every point relating to design, arrangement, construction, materials and completion. The sum stipulated will include the architect's and engineer's services, and also our remuneration, the limit of which is stated in the contract.

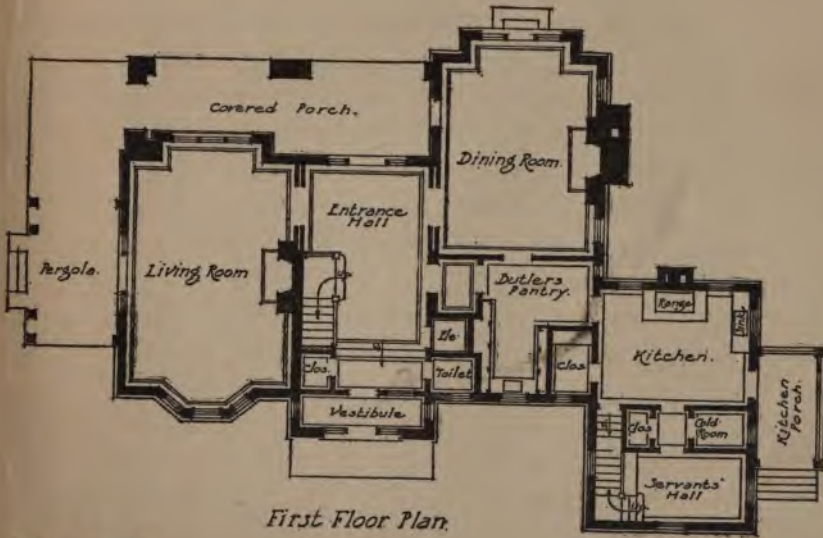
Through the care and thought with which all materials are bought and the thoroughness with which deliveries are watched by a department created for that purpose, we can fix upon a date of completion with reasonable accuracy. From this time on you are free from the cares of the undertaking. The greatest hindrance to successful building has been removed—namely, divided responsibility. The architect will have no cause to blame the contractors, nor the owner to blame the architect. We become responsible to you for the whole task from first to last. Your only responsibility is the voluntary and pleasing one of expressing your wishes regarding the sketches, plans and selection of materials as they are laid before you. By a provision of the contract you reserve the privilege, however, of withdrawing at any time prior to actual building operations.

PRELIMINARY PLANS

A HOUSE may be a delight to the eye and yet possess faults of arrangement which cause permanent inconvenience to the occupants. As a house is primarily a place to live in, and secondarily an object to look at, it is evident that the inside should be considered first.



*The Design of the House
Should be Suited to
Its Environment*



First Floor Plan.

*A Conveniently
Arranged Interior*



*The Quaint Charm of
an Old-Fashioned Home
Has Been Retained in This
Remodeled Dwelling*

WE WILL work out with you the general scheme of room arrangement, the requirements of each member of your family being taken up separately. Each individual room will be studied with a view to their special uses, their lighting, decoration and furniture depending on their individual requirements. You may have seen bedrooms which lacked a proper place for the bed, the bureau, the couch; windows inconveniently located; wall spaces remaining where they could not be utilized. The same unfortunate arrangement may happen in any room of the house unless this preliminary study is given.

One more point on this subject. It is only by means of this preliminary planning that economy of space (and cost), perfect adaptation to your living requirements and proper relationship of rooms can be obtained.



*Simple Colonial
bedchamber*

ARCHITECTURAL SERVICE

THE study given to the house in the foregoing stages has resulted in one marked advantage—your participation in this study has settled to your satisfaction the hundred and one details (often overlooked) which, affecting but slightly the architectural design, are essential to your comfort and convenience.

We are ready now to collaborate with the architect upon a definite idea of what is wanted and from our position we can select the architect best fitted for the purpose.

The ablest architects do not roam over the whole field of architecture, but specialize in those branches to which they are best adapted by taste and talent. Architecture, like medicine, is divided into special departments. Knowing what class of skill the designing of your house requires, we are able to advise with you in the selection of a specialist qualified to design your house in the best manner.



*A Hooded Doorway
of Characteristic Design*

Where the responsibility is divided, the building house frequently results in long delays and endless differences of opinion, which finally end in the house being finished up at all costs, the owner and all connected with the operation being dissatisfied with the outcome. Nine out of ten of these differences spring from interior details.

By the Hoggson Building Method the entire operation is carried along in logical sequence, and the owner soon realizes that building a home may, after all, be a pleasant undertaking; he discovers that it is not a difficult matter to merge his own practical ideas with good architecture.

MATERIALS

AT THE time we lay the plans and elevations before you we also submit for your selection and approval samples of suitable materials—stone, wood, metal and textile. You have the opportunity to pass upon everything, from foundation stone to carpets and draperies. Upon all of these materials we offer you expert knowledge, while we assume full responsibility for their quality. These samples marked with your approval are kept on file, so that you, as well as we, are in position to check up the work at any stage.

In carrying forward building operations we make it a point to employ local firms and to use local materials wherever consistent with the best interests of our clients.

CHANGES IN PLANS

WHILE the construction is under way there may arise the contingency of alterations and additions to approved plans and specifications. Such changes are a prolific cause of "extras," which so often swell the cost to a prohibitive point. They are the loopholes by which contractors, who have made their bids



Living Room



*A Main Hall Staircase
in Concrete*

too low, get even. Under the usual method the owner is almost powerless to keep down these "extras." With his house half finished he discovers some important feature which was overlooked at the time the plans were drawn. It must be remedied, and as provision for changes was not included in the original specifications becomes the basis for exorbitant extra charges. If you wish to know how formidable this "extra" menace is, ask any one who has built.

The Hoggson method virtually removes the cause of "extras." The plans and details are so thoroughly and practically thrashed out before the work is started that the owner seldom desires to make changes. If alterations should become necessary they are governed by the terms of the original contract with us under which all work is to be done at actual cost to us, plus our agreed-upon percentage of profit. Furthermore, the owner is given an estimate of such cost before the alteration is made.



*An Unusual Treatment
at the Rear of a City Yard*

SUPERVISION

IN ANY work in which many classes of material are used and many kinds of labor employed, constant, intelligent supervision is indispensable.

In the building of a house in which masons follow excavators, carpenters follow masons, and so on all the way up to decorators and furnishers, it is not to be expected that the work can go on smoothly and properly without a supervising head. The owner may spend every available minute looking after operations, but even though he were there all the time his knowledge of the various branches of construction is not sufficient to protect his own interests, and ordinary architectural supervision may come too late to prevent trouble.

Consequently the openings are many for mistaken interpretation of specifications, every mistake meaning increased cost.

We do not wish to catalogue the misfortunes that are known to building operations. We do wish, however, to make it clear that these things do not occur under the Hoggson Building Method. This is insured by our reputation, our contract, and, if you wish it, a bond to guarantee the safeguarding of your interests. In every building operation we undertake our supervision is constant from start to finish, insuring the proper performance of every detail of the work.

DECORATION AND FURNISHING

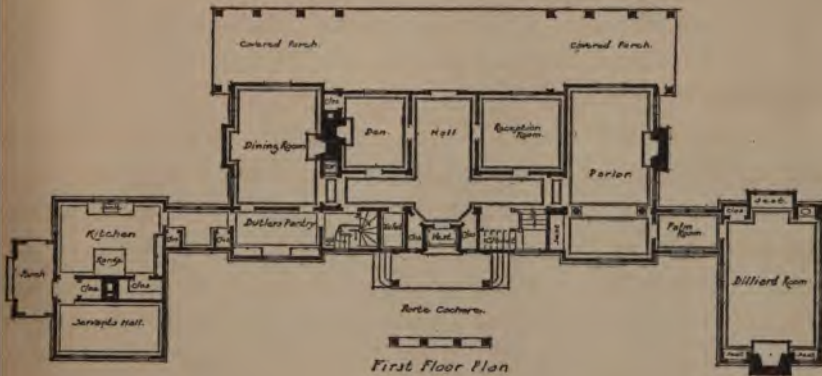
WHEN the construction of the house is finished the decoration and furnishing are commenced without any intervening delay. The color schemes, decorations, hangings, floor coverings and furniture are all studied out and taken up with you before the time arrives to carry them out. You will have the assistance of our broad experience in interior decoration, and ample time to decide upon the suggestions which we place before you. Each subject is presented to you intelligently and in its proper order, thus giving you a connected mental picture of the work as a whole. Consequently the making of decisions will be easier than you anticipate and the results more satisfactory.

We consider that our work separates into two main divisions—first, design and construction; second, interior decoration and furnishing. Our service to you will be no less thorough in the second instance than in the first.

Let us remark that interior decoration does not receive nearly the consideration it deserves. With the house completed the owner is in a hurry to move in, so decorations are hastened and furnishings selected in the least possible time. Accordingly, grievous discords in taste appear which defeat the owner's ambition for a home in which harmony of color and design prevail. The Hoggson Method prevents such a situation from arising and insures unity in the decorative scheme as a whole.



*A Comfortable Home
in Colonial Style
on the Hudson*



*A Free Arrangement
of a Symmetrical Plan*



*Remodeled Front of a
New York City House*

REMODELING

REMODELING operations occur frequently in town houses and occasionally in country houses. The Hoggson system of co-operation with the owner, outlined in the preceding pages, applies with the same success to remodeling as it does to new houses. The owner benefits equally from the advantages in either instance. The requirements of the owner are carefully studied and plans and specifications are prepared covering every detail of the work. Samples of the materials are also submitted. When these specifications have been settled to the satisfaction of the owner, the possibility of future false moves is eliminated. The scope and character of the work, its cost and the date of completion have all been settled definitely. If the owner wishes to follow the progress of the work we are glad to have him do so. Should he desire to travel, however, or live elsewhere during operations, he can rest assured that the undertaking will proceed just as satisfactorily as though he were present. He places the entire responsibility upon us.



A Rose-Trellised Dining-Room Window



Pergola and Pool in a Garden at Redding, Conn.



An Inviting Reception Hall



*Half-Timber House at
Morristown, N. J.*



*The Kitchen Merits the
Housewife's First Consideration*

CLIENTS OF HOGGSON BROTHERS

EXCEPT in cases where we erect buildings of a public nature we do not publish the names of our clients. If, however, you wish to inquire from those who have built by the Hoggson Method what their attitude is toward it we shall be glad to furnish you the addresses of several.

We print herewith some letters which may prove interesting. The originals may be seen at our office:

NEW YORK, January 19, 1909.

MESSRS. HOGGSON BROTHERS,
7 East 44th Street,
New York.

Gentlemen—In response to your favor of the 15th inst. I am more than glad to state, now that the alterations and additions to my house at Ridgefield are practically complete, that the results are, from every standpoint, entirely satisfactory. It might not be out of place to add that since I am closely confined to my own business I wanted particularly, in connection with the work at Ridgefield, to be free from harassing and time-consuming experiences such as triangular conferences between the owner, architect and plumber, and other similar combinations, which have been the lot of many of my friends who have been engaged in building operations similar to mine. Your system seems to have provided very effectively against all of this sort of thing, and the work, so far as I am concerned, has been conducted smoothly and without friction. I suppose you have had your troubles, but you have kept them to yourselves and I have not been bothered with them. This to me has been, of course, very gratifying, and if I was going to do the same thing over again I should be altogether inclined to do it through your good selves.

Yours very truly,



*Furniture and Fixtures that Are Most Consistent
with This Style of Decoration*



*An Appropriate Setting
for Field Stone and Shingle*

NEW YORK, December 22, 1909?

MESSRS. HOGGSON BROTHERS,
7 East 44th Street,
New York City.

Gentlemen—I want to express in behalf of Mrs. — and myself our appreciation of and complete satisfaction with the work you have done in decorating and furnishing our apartment. Not alone are we delighted with it, but, without exception, our friends and guests never fail to express their admiration of the good taste displayed.

I desire also to compliment you on your business methods. You have always given me an estimate of cost before an order was given, and at the end of all the work it came as a pleasant surprise to find that you had given me credit for a considerable amount which you told me you had been able to save from the estimates of cost.

In conclusion permit me to say that I hope to have many opportunities of referring other clients to you.

Very truly yours,

GREENWICH, CONN., July 11, 1906.

MESSRS. HOGGSON BROTHERS,
7 East 44th Street,
New York, N. Y.

Gentlemen—We are now occupying our house and wish to say that everything has been left to our entire satisfaction, and the contract we made with you for the planning, building, decorating and furnishing of our house has been fully lived up to by you, and we are much pleased with the result.

The landscape gardening has been particularly successful, and the decorations and furnishings much admired by our friends.

You may refer to me at any time, and I beg to remain,

Very truly yours,



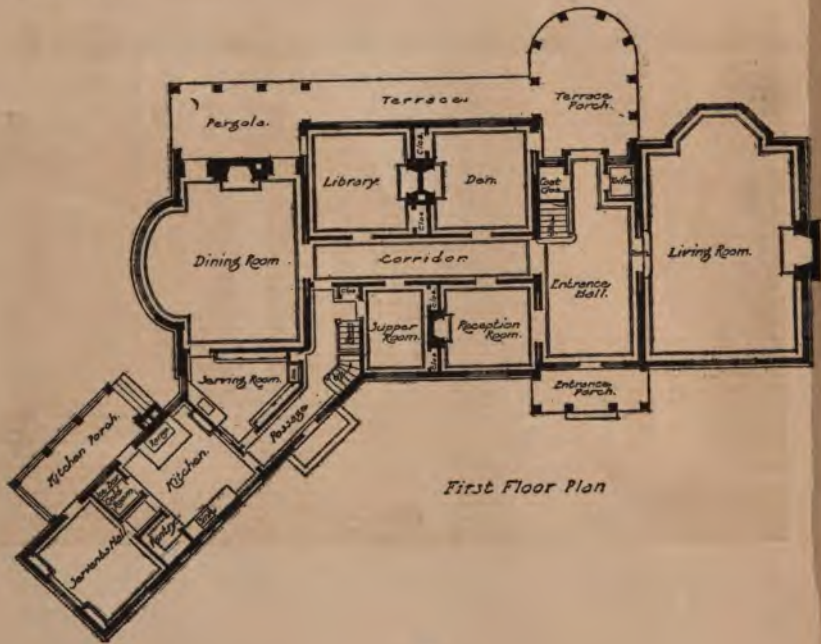
*Dining Room in a
New York City Home*



*A Sun Parlor in Residence in
Morristown, N. J.*



*A Rambling House
in English Half Timber*



NEW HAVEN, CONN., July 23, 1908.

MESSRS. HOGGSON BROTHERS.

Gentlemen—With the completion of my house it is a pleasure to express my satisfaction with the work you have given me, your method of carrying it on, and the courtesy shown me by each and every one of your employees.

Very truly yours,

WASHINGTON, D. C.

Dear Sir—I take pleasure in stating that I have known the firm of Hoggson Brothers since the establishment of their business in New York; that they have done work for me at my residence here in Washington, and that I have the fullest confidence in their taste, judgment and reliability in all matters pertaining to the interior treatment of houses. I would earnestly and favorably commend them to those who desire to avail themselves of the taste and skill of this firm.

Yours very truly,



*A Delightful Porch on Residence
in Greenwich, Conn.*



*A Fireproof Interior
Need Not Be Cold and Formal*



*A Well-Proportioned Billiard Room
in a Country House*





*Another View of the Fireproof
Interior Shown on Opposite Page*



*A Dignified Dining Room
in a New York City Home*

SOME FINAL CONCLUSIONS

ECONOMY—This question has occasionally been raised: Will money spent under the Hoggson Building Method go as far as money spent in the usual way? Yes, further. If you will make a little inquiry among your friends who have built you will find few instances where the original appropriation was not exceeded. If you will make inquiry among our clients you will find the opposite to be the case.

Every house we build is thoroughly planned at the outset. Our perfectly organized purchasing and operating departments insure lowest cost and economical direction of the work. A knowledge of the unit of value is the only safeguard against paying too much for an article. In building, the owner does not have this knowledge. We do.

The careful supervision given to building operations always results in savings that more than pay for such supervision. You will also recognize that a concern which is conducting a large number of building operations is in a position to purchase materials at advantageous prices.



*Simple Adaptation of
English Furnishings*



*A Well-Lighted Dining Room
in a Country Home*

QUALITY

LET us say a word regarding the quality of our work. If a prospective builder wishes to use cheap labor and material we will not undertake the work. We do not wish to be identified with any operation which is not as creditable to us as to the owner. In the work we do undertake only skilled workmen and standard materials are employed. A house which is railroaded to completion cannot season properly, and is certain to embody more or less careless construction. Such a house before a year is out will show its defects, and from that time forward will need constant repairs. That is not the history of houses we have built. We believe that houses should be built in a manner that will enhance their value should the owners at a future date desire to sell. This last point should be very seriously weighed. Houses so frequently change hands that it is always safe to plan with regard to selling value though you may have no intention at the time of ever parting with your house.



*Hoggson Brothers' Offices
The Reception Hall*

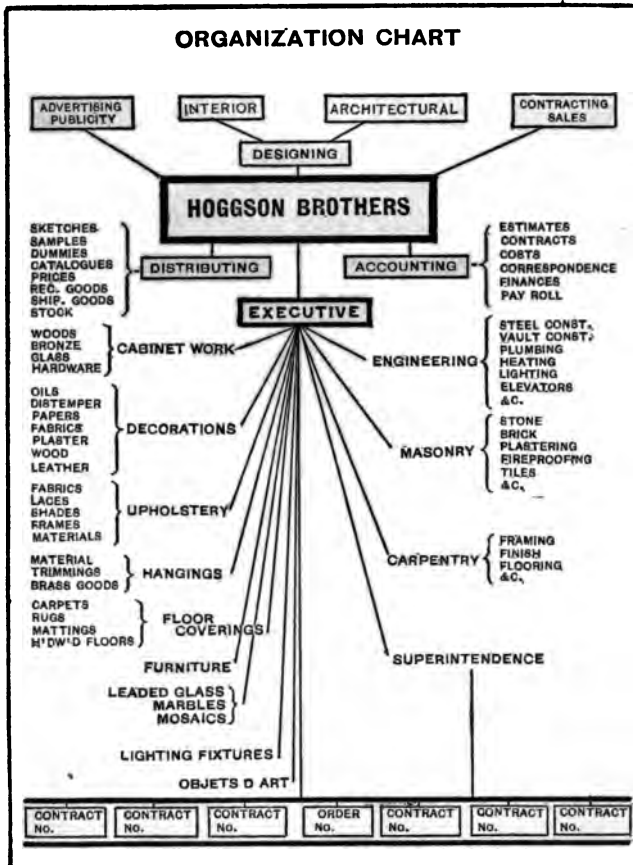
ORGANIZATION

THE problem of carrying out a building operation successfully is one of organization. The Hoggson Building Method has been successful because it recognizes this fundamental principle.

The variety of skill required is indicated by the chart on page 35, which represents the Hoggson Brothers organization. Each department is in charge of an expert who, by education and experience, is especially equipped to conduct his particular department.

It is not possible for an owner to gather together for a single building operation an organization of his own, properly officered for handling such transactions; but he may acquire instantly the services of our complete organization under a form of contract which makes our interests identical with his own.

This service costs the owner nothing, because the economies effected by our purchasing department and our thorough supervision counterbalance the limited percentage of profit which our contract allows.





Hogson Brothers' Offices
Display Rooms, Decorating Department



Hogson Brothers' Offices
A Corner of the Designing Department



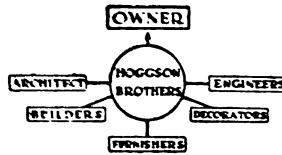
Hoggson Brothers' Offices
Display Room, Furnishing Department



Hoggson Brothers' Offices
Our System of Reference Files is Unique

CONFERRING WITH YOU

IF UPON the consideration of such information as we have laid before you you would like to talk over with us a building project, we shall be glad to confer with you in our offices, or go to see you. This will place you under no obligation. We have representatives in fifteen different States, and can handle work anywhere.



HOGGSON BROTHERS

Seven East Forty-fourth Street, New York City

BRANCH OFFICES

New Haven, Conn.

Springfield, Mass.

Norfolk, Va.

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