

...To invest in a new home

THE
KRUGHOFF
COMPANY

WHAT CRITERIA DO YOU CHOOSE?

WHICH YARDSTICK DO YOU MEASURE BY?

... when selecting
a home for your family

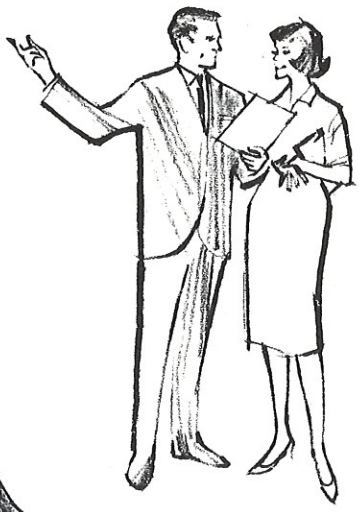
you should consider and evaluate all of those areas of professional skill which result in a home. VALUE IN HOUSING—A HIGHER STANDARD OF HOUSING—IS THE RESULT OF TOTAL EFFORT. It is doing many things better, rather than doing just one thing well, that makes the difference between true value, which is lasting, and apparent value, which is superficial.

Today, to create lasting value, the builder must assume responsibility for the entire process. Yet, no one person has the knowledge or the experience to assure the balance on which housing value is based, the builder must employ specialists from many fields, and demonstrate respect for many diverse aspects of professional creativity.

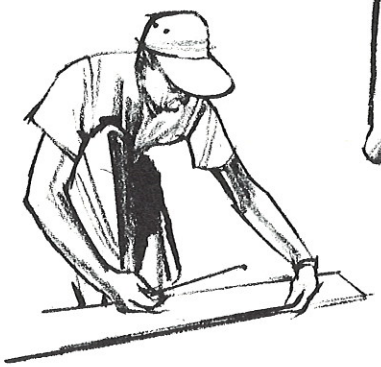
WHAT IS PROFESSIONALISM IN HOUSING?

A home, in order to offer lasting value and pleasure, must meet certain high, professional standards. To do so requires the efforts of specialists in the following fields:

PROFESSIONALISM REQUIRES KNOWLEDGE OF PEOPLE: Perhaps the most significant difference between an outstanding home and a mediocre one lies in the extent to which the builder understands how people live, and what people want and expect in a new home. To achieve this knowledge a builder needs years of experience, and a long-standing and continuing record of cordial relationships with his buyers. Finally, today's professional builder utilizes the knowledge of professional research organizations whose business it is to be sensitive to the particular needs, desires, and differences of a widely diversified public.

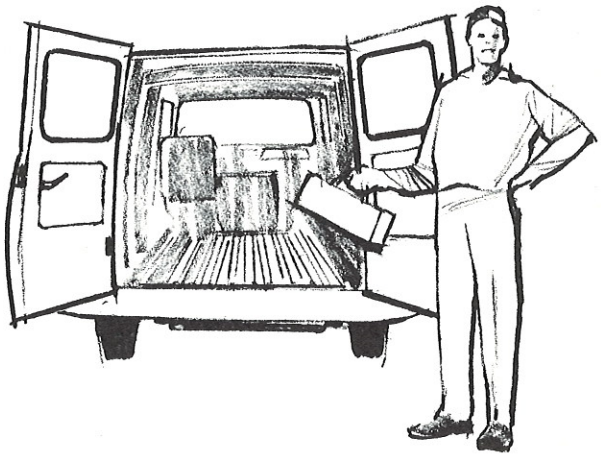


PROFESSIONALISM REQUIRES A SENSE OF RESPONSIBILITY: When purchasing a home the wise buyer considers that he is contracting not only for a house, but he is buying the reputation and service policies of his builder as well. The responsible builder, in turn, assures your continuing satisfaction by securing the best materials and craftsmen *during* construction, and then following through *after* you move in by standing ready with appropriate professional help should any problems develop.



PROFESSIONALISM REQUIRES SKILLFUL ENGINEERING AND SITING: Intelligent and imaginative development of your property will create a site for your home that best sets it off and gives you the kind of surroundings best suited for your activities and taste.

PROFESSIONALISM REQUIRES INSPIRED LANDSCAPING: A home is like a picture—the lovelier it is, the more lovely it will become with the proper "frame." Your builder, in cooperation with a local nursery and a landscape architect, can assist you in arranging special landscaping effects that will permanently enhance the beauty of your new home.



PROFESSIONALISM REQUIRES SOPHISTICATED MANAGEMENT: Proper over-all management, combined with expert legal and accounting advice, is necessary for the protection and peace of mind of builder and homeowner alike. To ensure an optimum value for the homeowner, effective cost-control and intelligent purchasing policies must be a daily part of a successful builder's operation.

The foregoing are areas in which we at The Krughoff Company measure our performance and your satisfaction. They are both our criteria and your yardstick. We feel that any home which you consider for purchase should be measured, evaluated, and judged on the basis of the builder's achievement in each of these areas.

AND OF COURSE... PERFECTION IN A HOME REQUIRES ARCHITECTURAL EXCELLENCE



Of all the arts, none is more closely related to man than residential architecture. Nothing he creates is more indicative of his time, his dreams, and the way he wants to live than is his home. When we consider that the most enduring residential architectural styles are those which relate directly to man in scale, reflect his enjoyment of family life, and satisfy his need for social contact, we easily can understand why architecture has been called "the most human of the humanities."

In essence, when we speak of residential architectural style, we mean "what a house looks like." The appearance of a home must be judged by the degree of skill and selectivity with which the basic elements of design—balance, color, texture, proportion, scale, and unity—are used. You can see immediately, therefore, that good architectural style consists of the harmonious and creative combination of not one but many visual elements, all united to produce enduring appeal and to represent good taste.

"...AND OUTSTANDING INTERIOR DESIGN"

"Under the roof" we have the opportunity to arrange a living plan that conforms to the activities of those who live within.

While the interior of a well-designed home should give one a sense of "good old-fashioned space," there should be no wasted space. The following are principles that we at The Krughoff Company believe should guide the builder who wishes to create maximum usable space for the benefit of homeowners:

1. CONVENIENT TRAFFIC CIRCULATION: This means that floor planning should minimize the use of rooms for hallways; from the foyer, one should have direct access to every important area of the home.

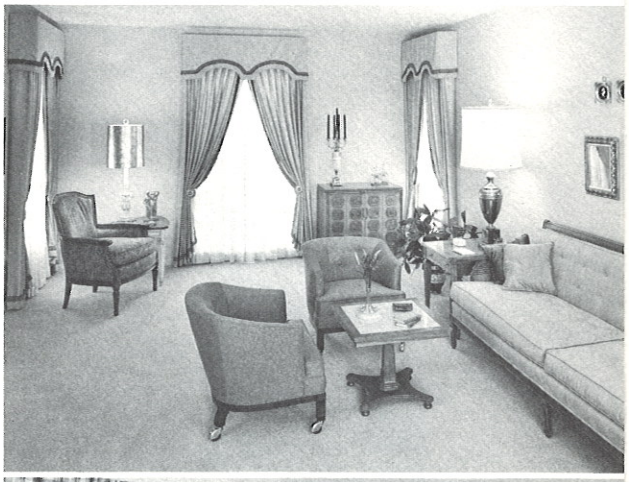
2. ACCESSIBILITY OF RELATED AREAS: Rooms or areas related in use should be adjacent to each other and able to be combined or separated according to the needs dictated by entertaining or the desire for privacy.

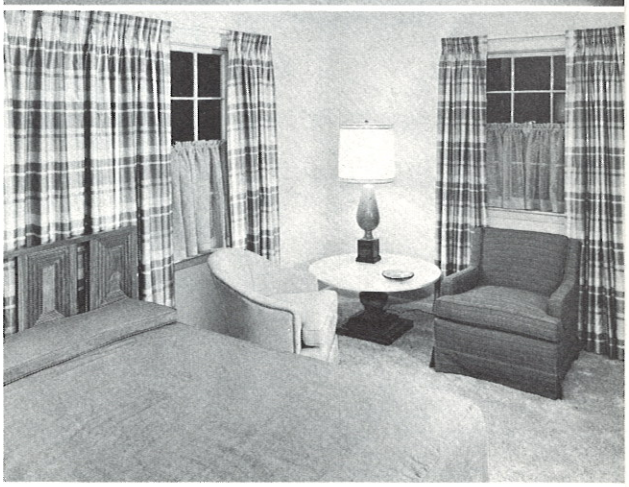
3. INTELLIGENT PLACEMENT OF DOORS AND WINDOWS: With careful study, doors and windows have been designed and placed so that they take no more than their deserved share of wall space and achieve the proper balance and proportion required to achieve good architectural design.

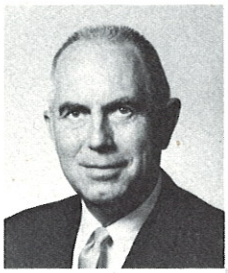
4. ORGANIZED STORAGE: Closets should be of suitable size and shape, and should be conveniently located to meet specific needs. Bulk storage areas deserve important consideration and must be an integral part of the structure.

5. RELATION OF INTERIOR TO EXTERIOR: Doors leading outside should be placed to serve their own activity area, thus minimizing unnecessary steps and conflicting traffic patterns.

6. SEPARATION OF ACTIVITIES: Because of the many diversified activities and interests of each member of the modern family, intelligent interior design requires separation of different areas of activity, providing individual privacy and quiet, a contained place for the creation of formal elegance, and a place for informal relaxation and play.







MR. KRUGHOFF, SR.



MR. JAMES KRUGHOFF

A FIRM IS PEOPLE, PROFESSIONAL PEOPLE

. . . and when you seek to determine why a firm is successful, you will generally find that it is composed of people who not only respect their product or service, but, above all, are doing what they can do best. Our customers benefit from the varied talents of each of our firm's principals and the staff. Each of the men you will meet brings to his particular area of responsibility and his dealings with the public a genuine love of home building and high qualifications for his job.

In its 17 years in the building business, The Krughoff Company has built approximately 300 custom homes, and taken part in the building of almost one thousand subdivision homes. Orville Krughoff, who was graduated from Bradley University in 1929, received his M.A. degree from Northwestern University. He is past president of the Kiwanis club, and a past president of the Northern Illinois Homebuilders' Association.

His son, James Krughoff, was graduated in 1955 from Knox College, and received his real estate broker's license in 1958. The Krughoff firm is a member of the Housing Guidance Council of Washington, D. C., the National Association of Home Builders, the Registered Builders program, and is active in the Chicago Homebuilders' Association.

They are a firm whose sole and lifetime business, through two generations, is the construction of new homes.

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