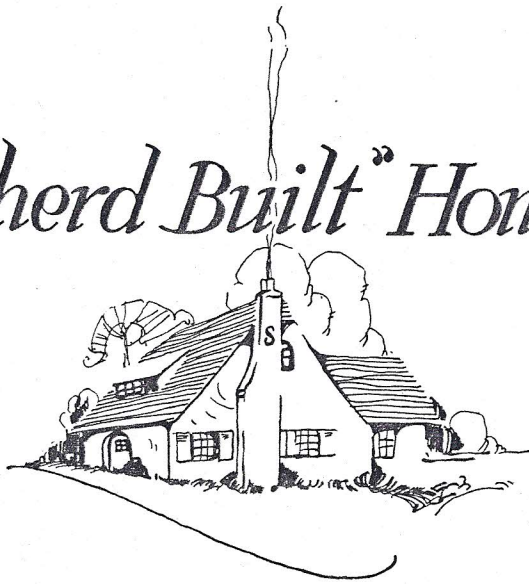


“Cowherd Built”
Homes

"Cowherd Built" Homes



"The Standard of Value"

FLETCHER COWHERD

FLETCHER COWHERD, JR.

THE FLETCHER COWHERD COMPANY

MAIN OFFICE
900 GRAND AVE.
(GROUND FLOOR)
VICTOR 9000

KANSAS CITY, MISSOURI

SOUTH OFFICE
62ND and OAK ST.



Foreword

In the markets of the world today there are names which carry the weight of written agreements. To the buying public they represent the maker's personal contract to maintain the highest standards of quality.

This desirable public acceptance must be guarded unceasingly by the builder if his vantage ground is to be preserved.

The Cowherd organization is keenly alert to the responsibilities as well as the rewards, in the ratification of the Cowherd name by homeowners everywhere. The public, expecting more in "Cowherd Built" homes, are given more for their money.

The many expert workers employed in the building of these fine homes, are fully conscious of the covenant made under the Cowherd pledge of "The Standard of Value."

With building facilities and working conditions conducive to the most efficient effort, they have brought the "Cowherd Built" home to its present high point of perfection — fulfilling the trust reposed in this name by so great a following.





Edited and Printed

By

PUNTON BROTHERS

1014 Wyandotte St.

Drawings and Art Work

By

MISS EDNA MARIE DUNN

1101 Waldheim Bldg.

Engravings

By

TEACHENOR-BARTBERGER

7th and Central Streets

Photography

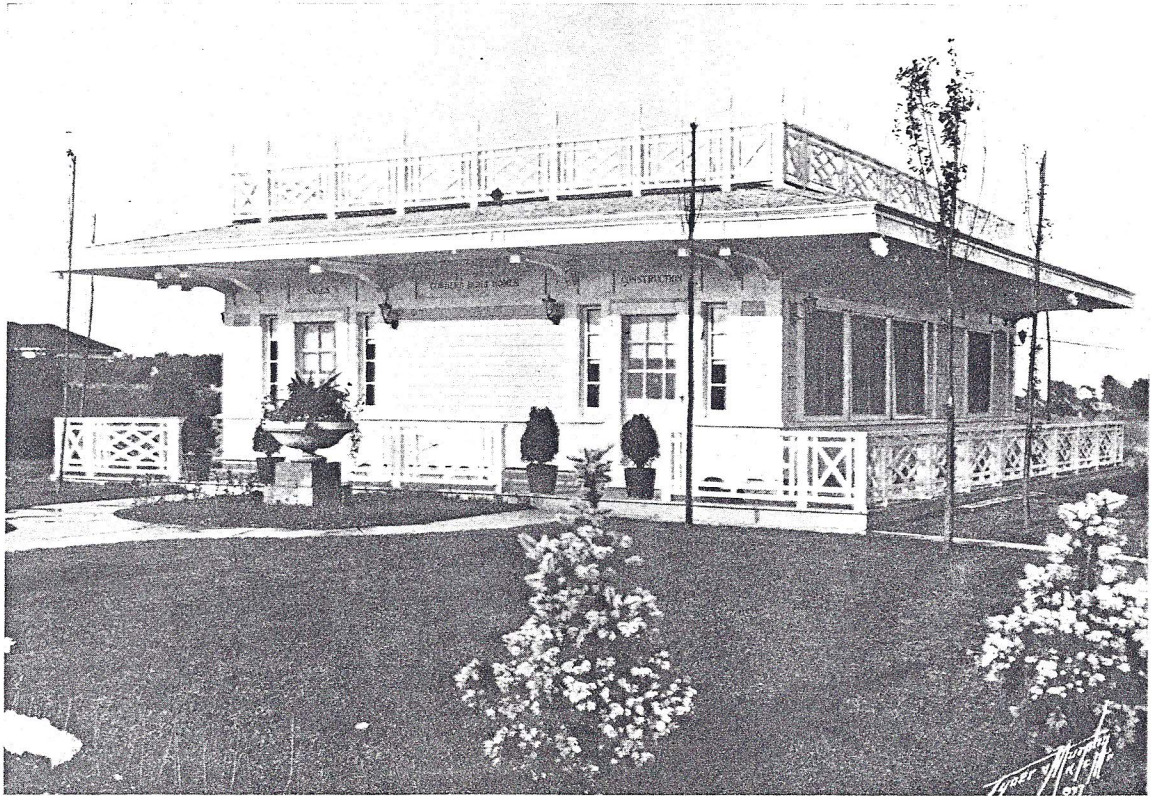
By

TYNER & MURPHY

407 Ozark Bldg.



"Cowherd Built"



SOUTH OFFICE, SIXTY-SECOND AND OAK

THE FLETCHER COWHERD COMPANY

Distinctive Homes

Convenience

Our South Office was established for the convenience of those who wish to avoid the downtown congestion—all new "Cowherd Built" Homes are located within a few moments drive of this office.

"Cowherd Built" Homes are each year occupying to a greater degree the thoughts of the prospective home owner. The man who has long been considering a home for his family will, as his interest in a home increases, be brought more forcibly to a keener realization of the fact that in order to safeguard his investment he must purchase a standard home of stable value built by an organization of wide experience and evident ability to produce homes of distinction.

If you are one of these do not hesitate to discuss with us the matter of permanent and lasting satisfaction in "Cowherd Built" Homes.

We are adequately prepared to demonstrate the sound values we offer.

Our salesmen are ever ready to serve you at your convenience without annoyance.

Main Office Phone Victor 9000
South Office Phone Hilland 1587

"Cowherd Built"



HOME OF CLARENCE E. GOULD

6135 Walnut

Selby H. Kurfiss, Architect



HOME OF GUY W. HINSEN

6117 Walnut

Carl Russell, Architect

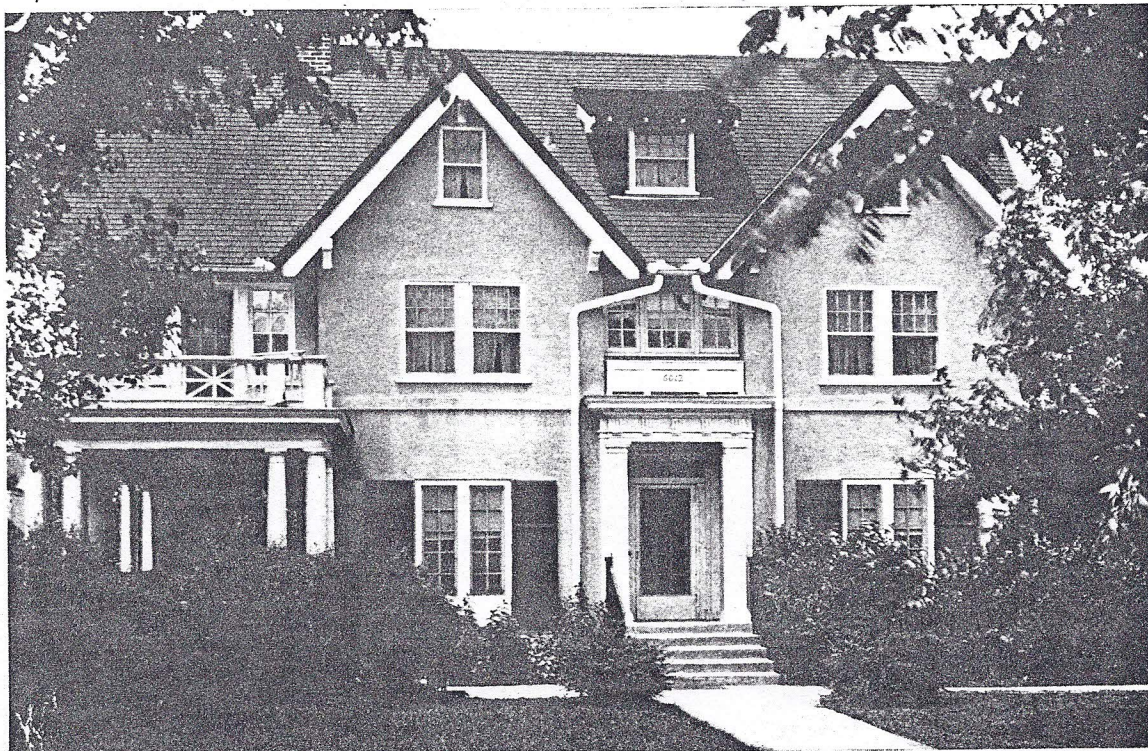
"Cowherd Built"



HOME OF H. G. KIRKLAND

107 Morningside Drive

Selby H. Kurfiss, Architect



HOME OF WILLIAM R. MORRIS

6012 Morningside Drive

Selby H. Kurfiss, Architect

"Cowherd Built"

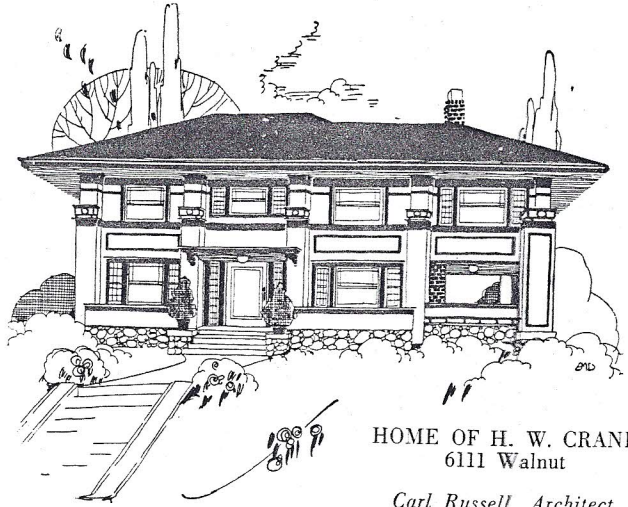
The Foundation of Progress

The development of beauty along with permanence in the building of a home by the Fletcher Cowherd organization has exerted a profound influence over home construction. All progress in home building has been affected by this epoch-making achievement.

The evolution of home owning has become a great stabilizing force. And the rapid development of "Cowherd Built" Homes in the last few years has already brought about vital changes in the thought and modes of living of hundreds of people.

In the great field of home construction, convenience, beauty and permanence have, from the first, been fundamental needs. And the Fletcher Cowherd organization has worked many years with a keen appreciation of the importance of good homes.

The motto established for Cowherd construction was openly avowed, "The Standard of Value." It led ultimately to the production of the "Cowherd Built" Home—known to home-owners everywhere, and which has brought conspicuous success to the Fletcher Cowherd effort.



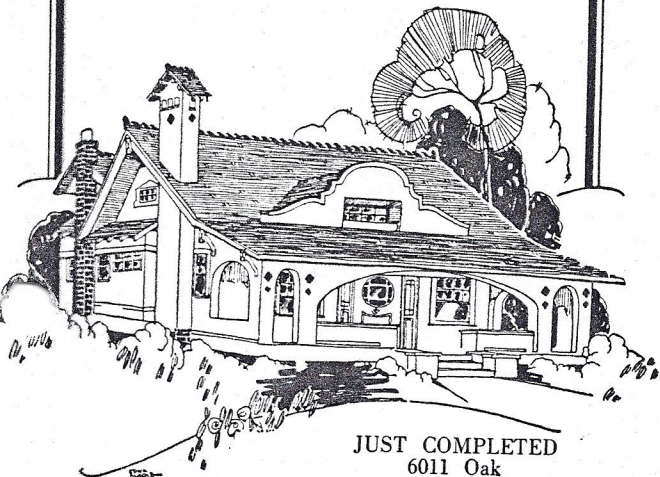
HOME OF H. W. CRANE
6111 Walnut

Carl Russell, Architect



JUST COMPLETED
5315 Rockhill Road

Carl Russell, Architect



JUST COMPLETED
6011 Oak

Carl Russell, Architect

The Standard of Value

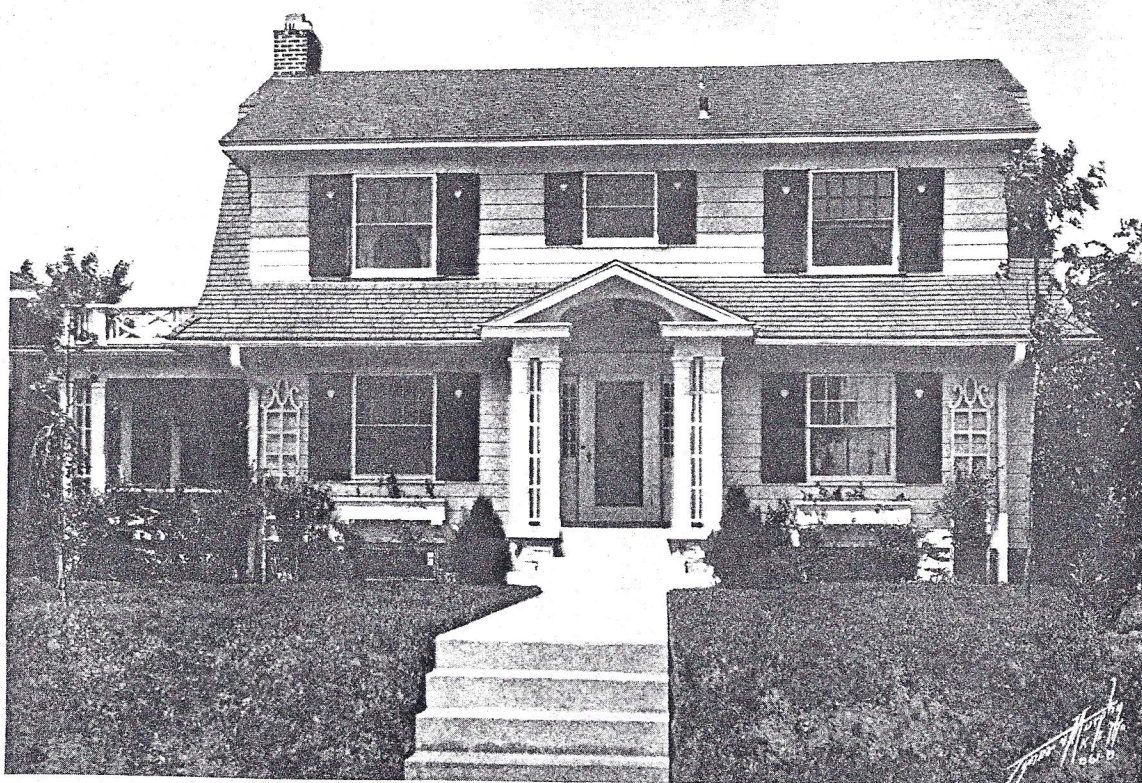
"Cowherd Built"



HOME OF SIMPSON YEOMANS

101 Morningside Drive

Selby H. Kurjiss, Architect

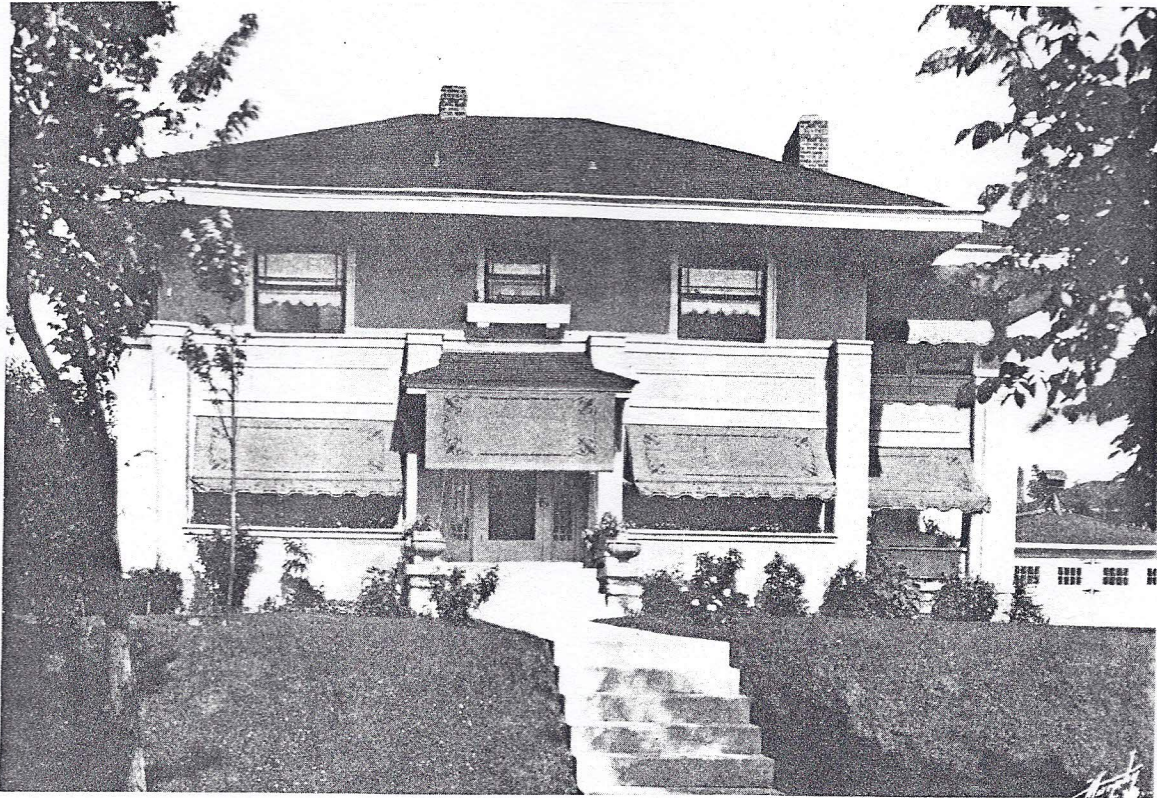


HOME OF DR. A. W. LITTLE

6000 Oak

Carl Russell, Architect

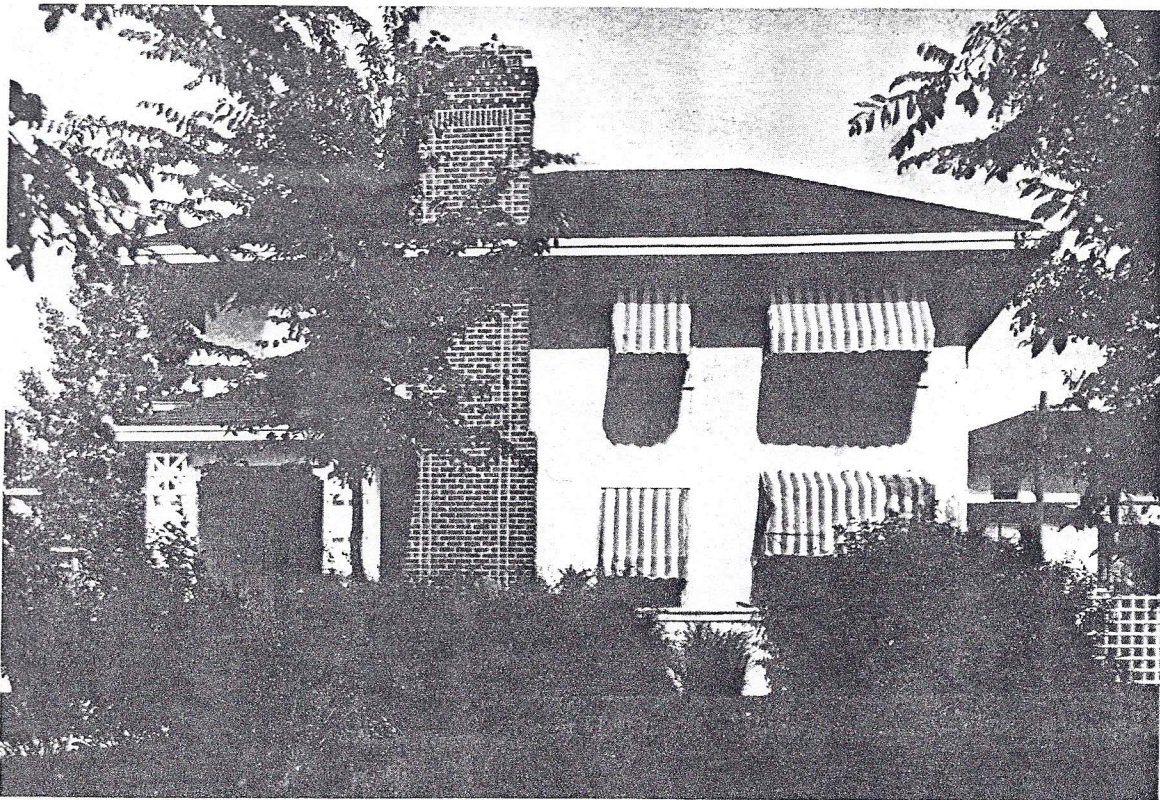
"Cowherd Built"



HOME OF ELMER E. WILDE

6017 McGee

Carl Russell, Architect

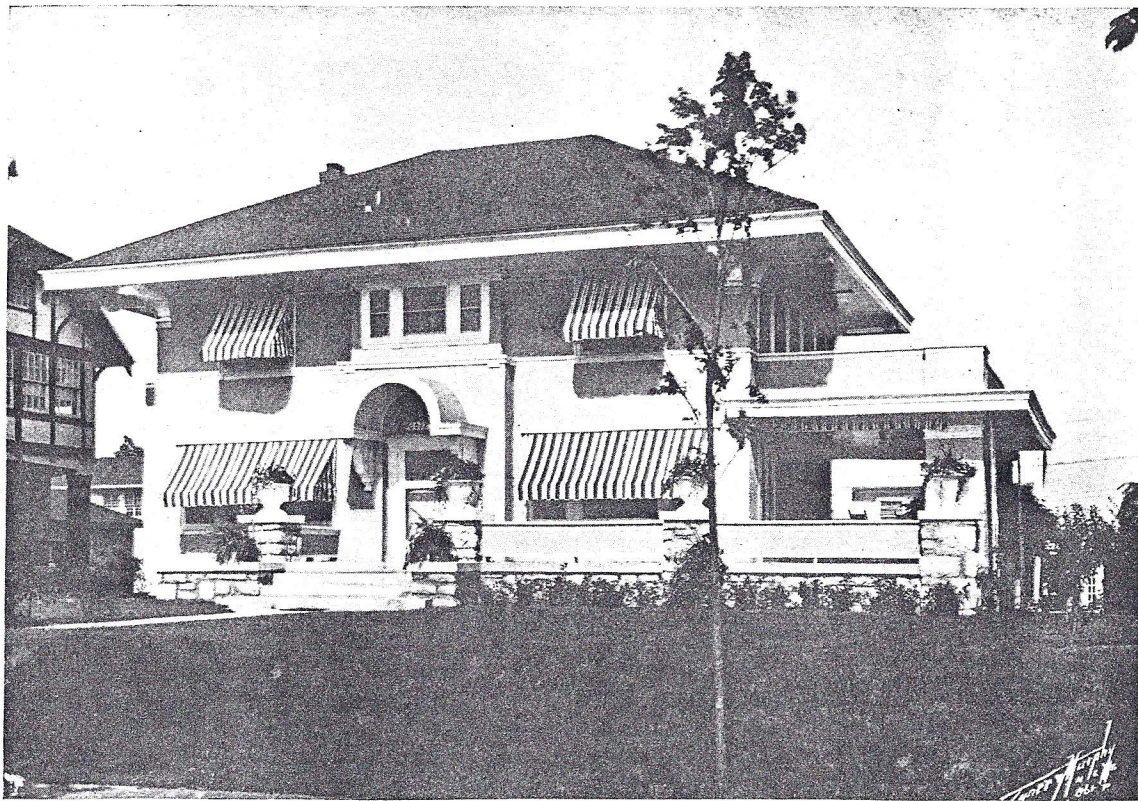


HOME OF DICK SMITH

5931 Grand Ave.

Carl Russell, Architect

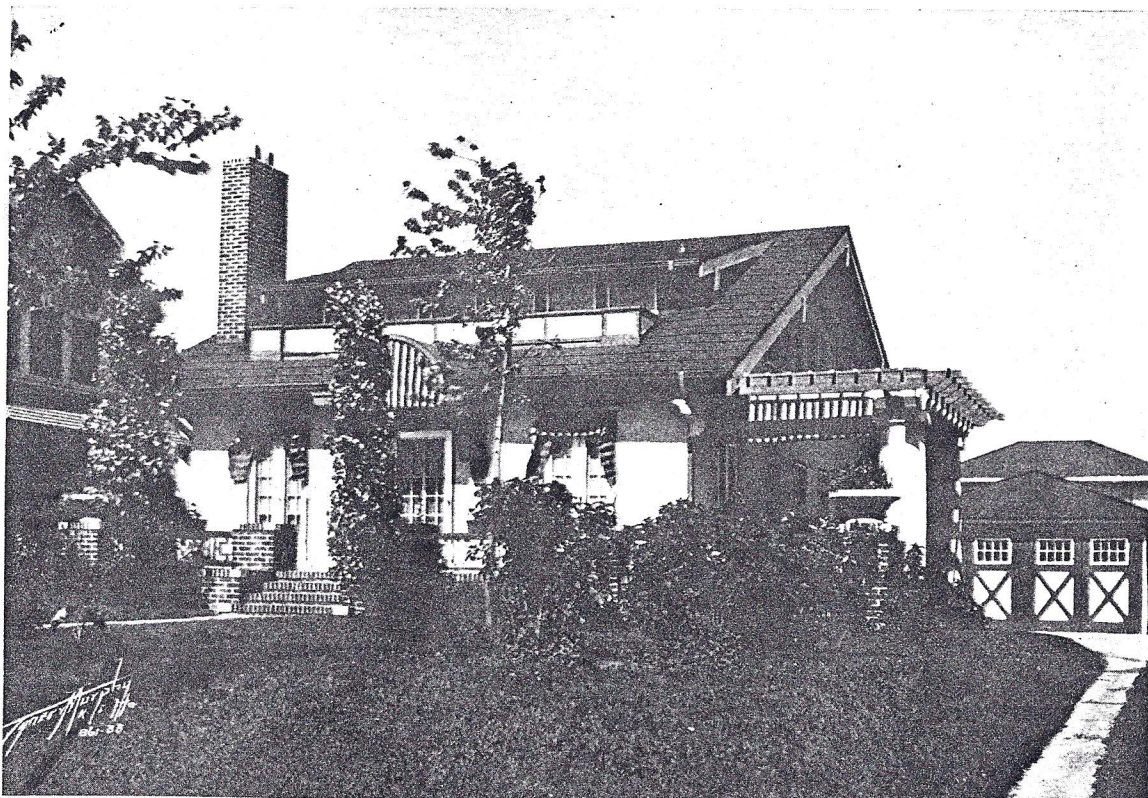
"Cowherd Built"



HOME OF A. HOLTMAN

6037 McGee

Carl Russell, Architect



HOME OF L. E. IRWIN

6027 McGee

Carl Russell, Architect

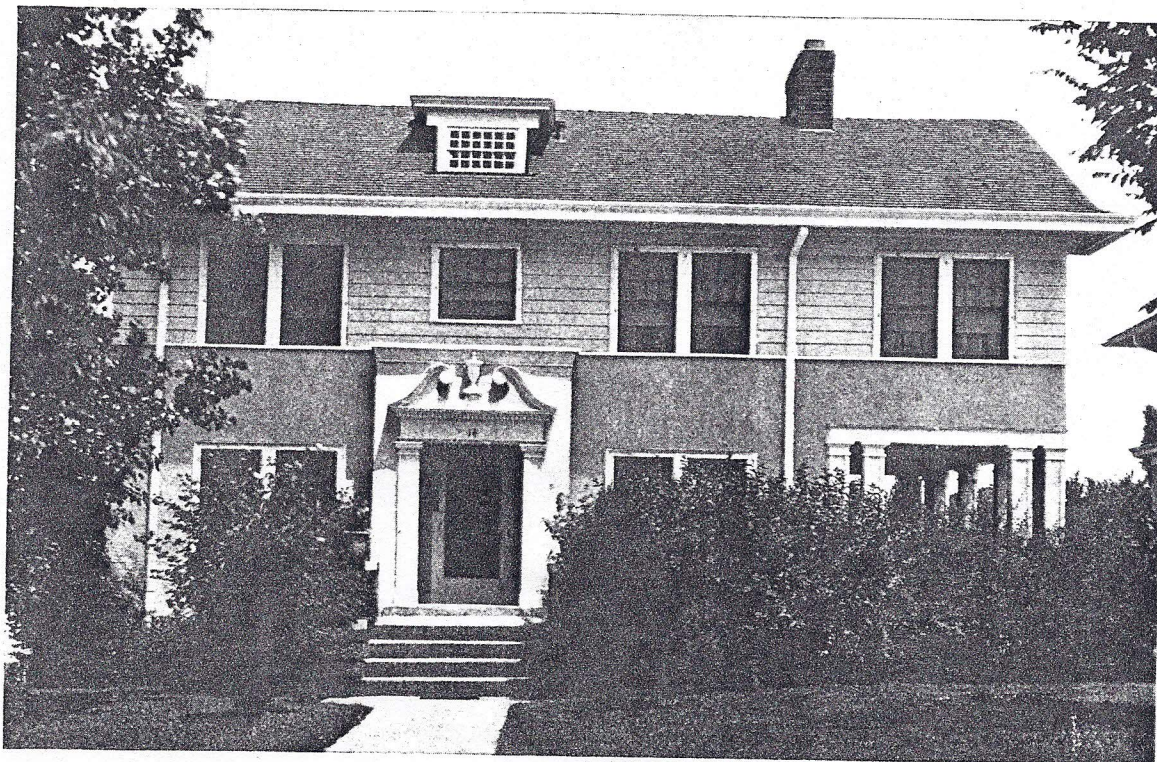
"Cowherd Built"



HOME OF ALVA J. STRANDBERG

11 Morningside Drive

Selby H. Kurfjiss, Architect



HOME OF DR. EDGAR SMITH

14 West 62nd

Selby H. Kurfjiss, Architect

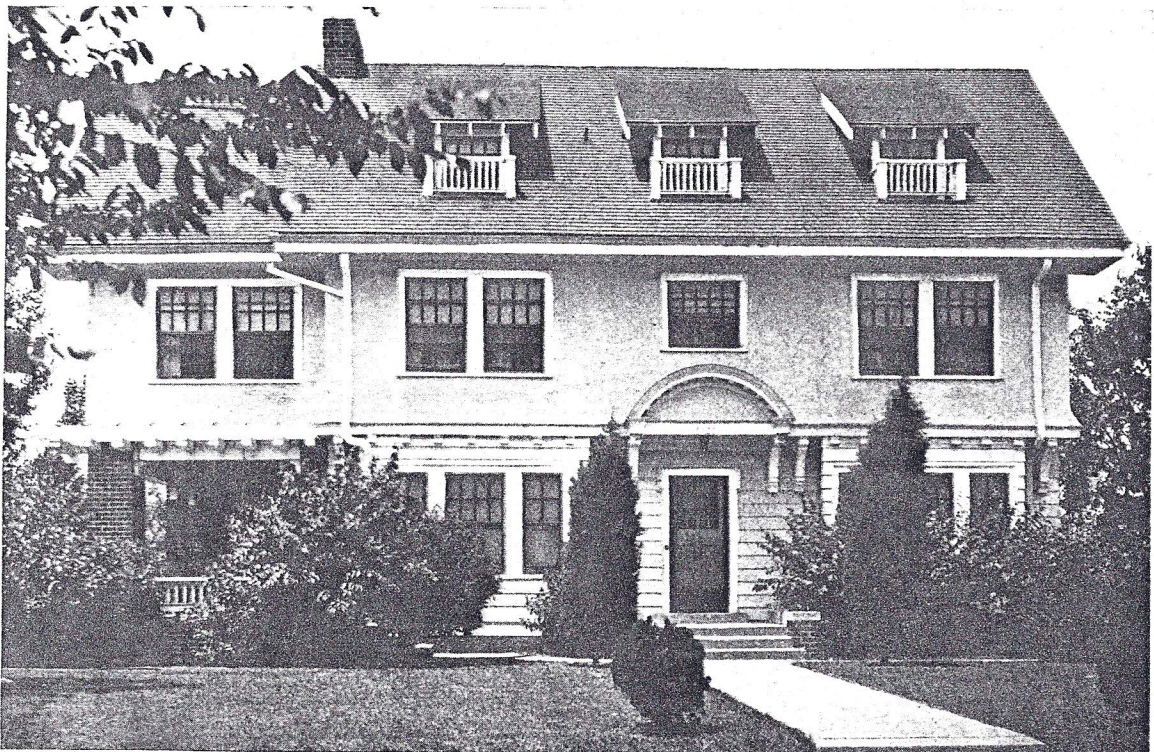
"Cowherd Built"



HOME OF DR. JOSEPH W. HOWARD

6026 McGee

Selby H. Kurfiss, Architect



HOME OF DR. H. WILSON ALLEN

6120 Morningside Drive

Selby H. Kurfiss, Architect

"Cowherd Built"

Attainment Through Faith

Animated by a firm belief in its ability to build better homes the Fletcher Cowherd Company has realized its dreams, and has proven to a doubting public that "Cowherd Built" Homes do indeed represent the "Standard of Value."

The possession of such resolute faith is a priceless asset to the individual or organization engaged in any effort that entails creative effort. It is the impelling force that leads to greater attainment.

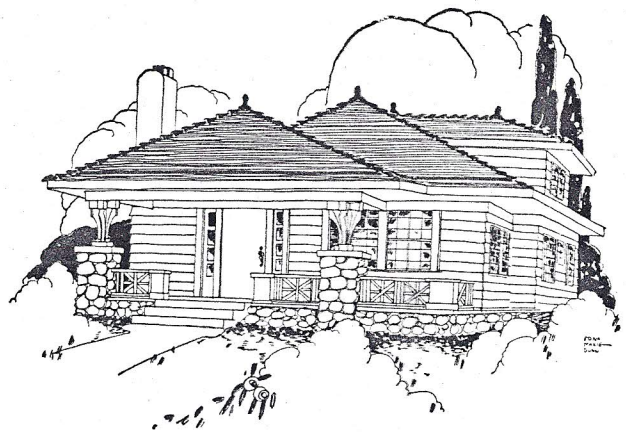
The "Cowherd Built" Home, familiar to hundreds of Kansas City home-owners, is the outcome of years of application and effort by an organization convinced of inevitable success.

With faith in its ability to attain a still higher degree of perfection in home construction, the Fletcher Cowherd organization has labored arduously from the first and has seen its efforts crowned with unqualified success.



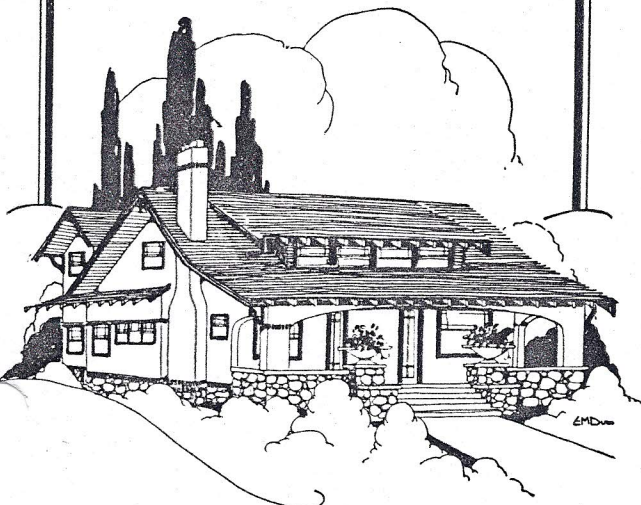
HOME OF M. CRESS
5334 Harrison

Carl Russell, Architect



HOME OF H. KELLEY HANN
5333 Harrison

Carl Russell, Architect

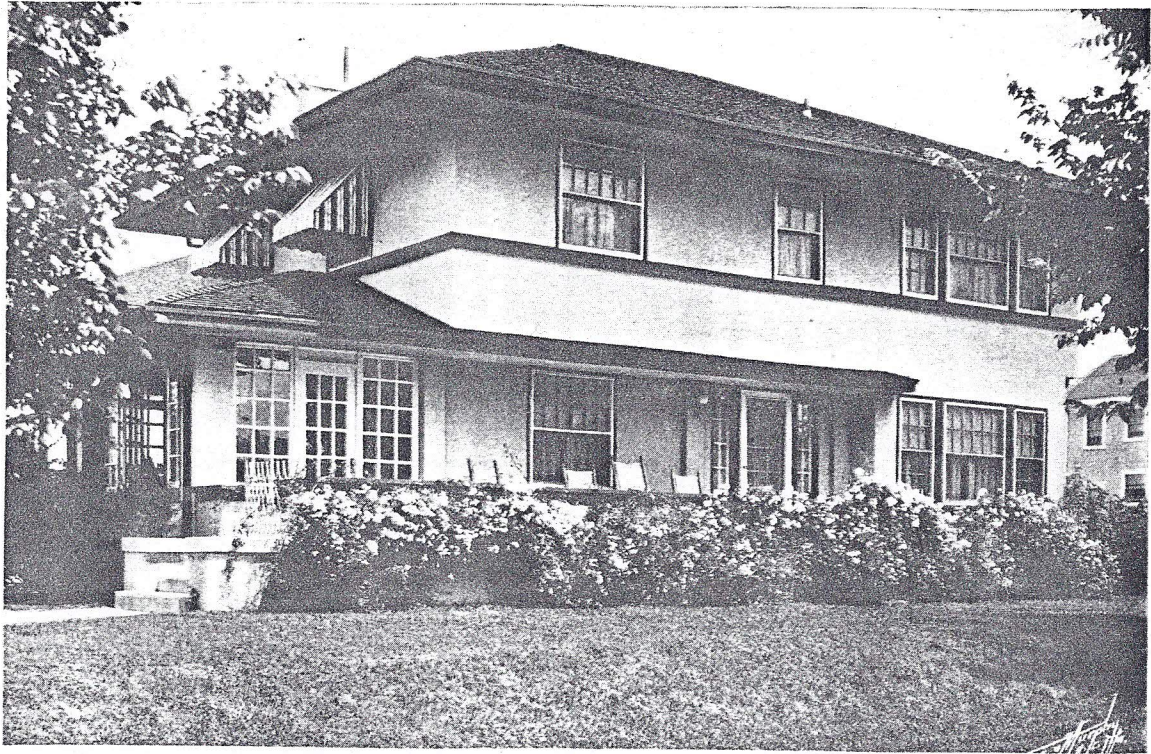


HOME OF MRS. VIRGINIA HARNESS
5307 Rockhill Road

Carl Russell, Architect

The Standard of Value

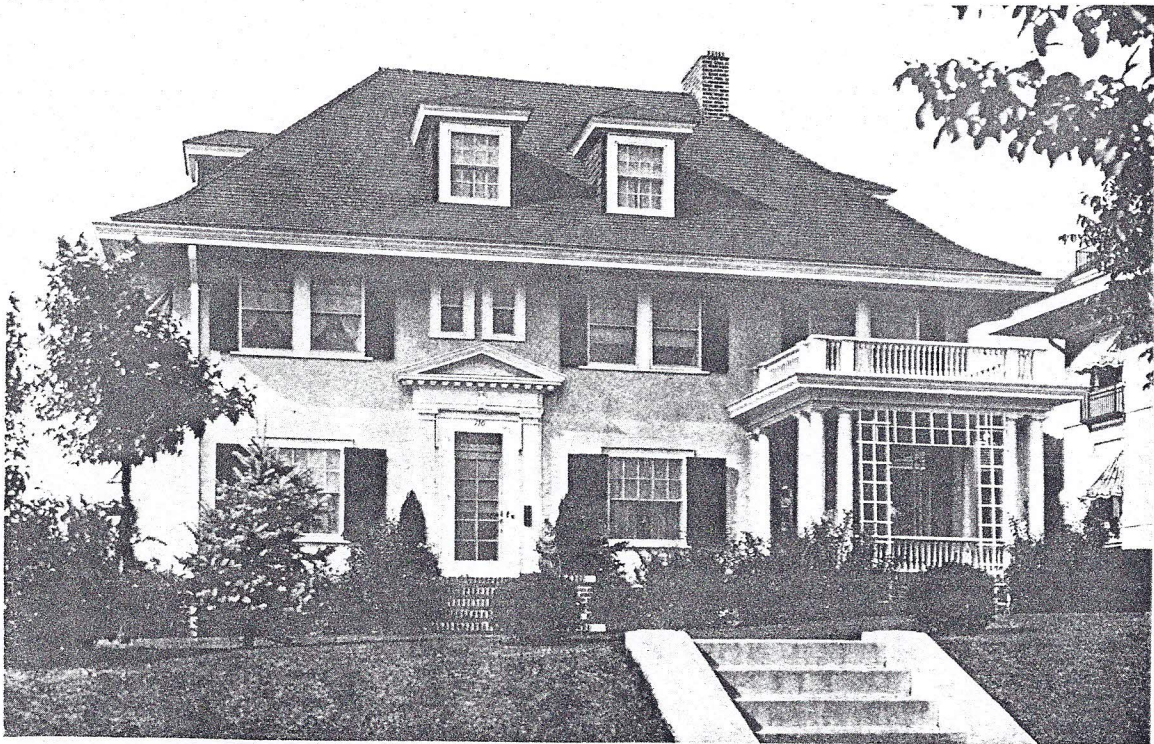
"Cowherd Built"



HOME OF FRANKLIN P. STEVENS

5939 McGee

Carl Russell, Architect

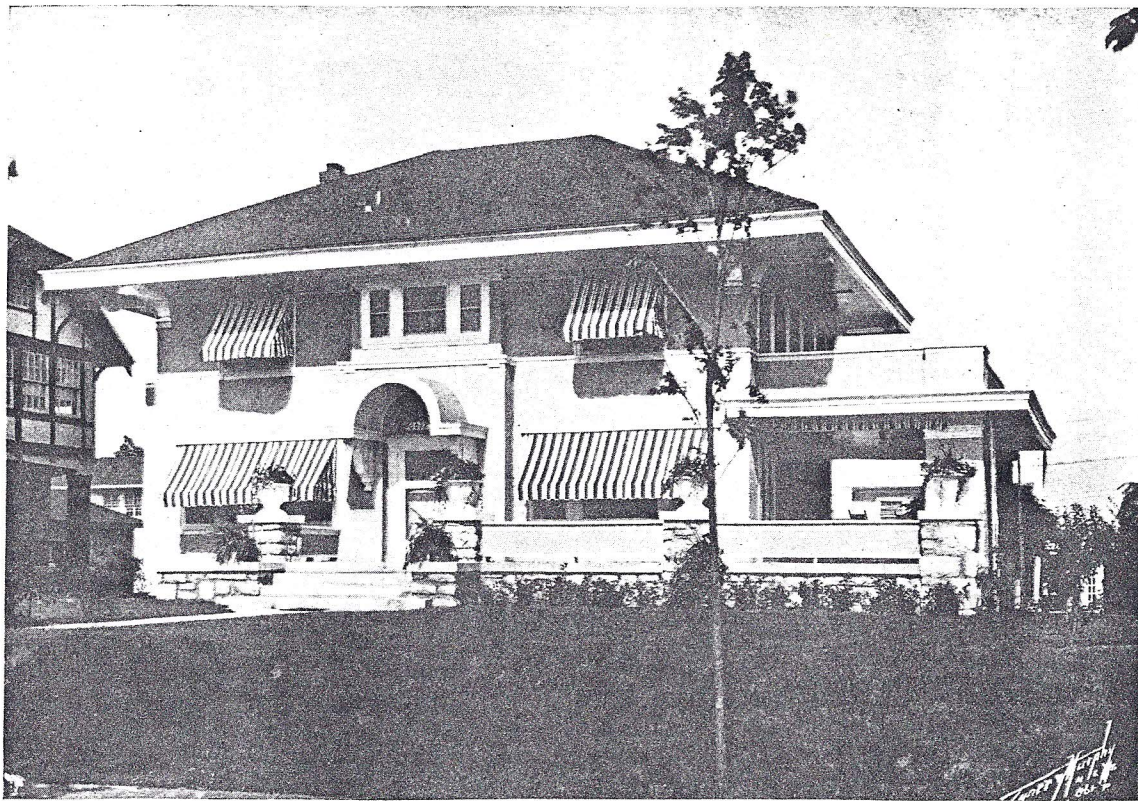


HOME OF M. A. COMPTON

110 Morningside Drive

Selby H. Kurfiss, Architect

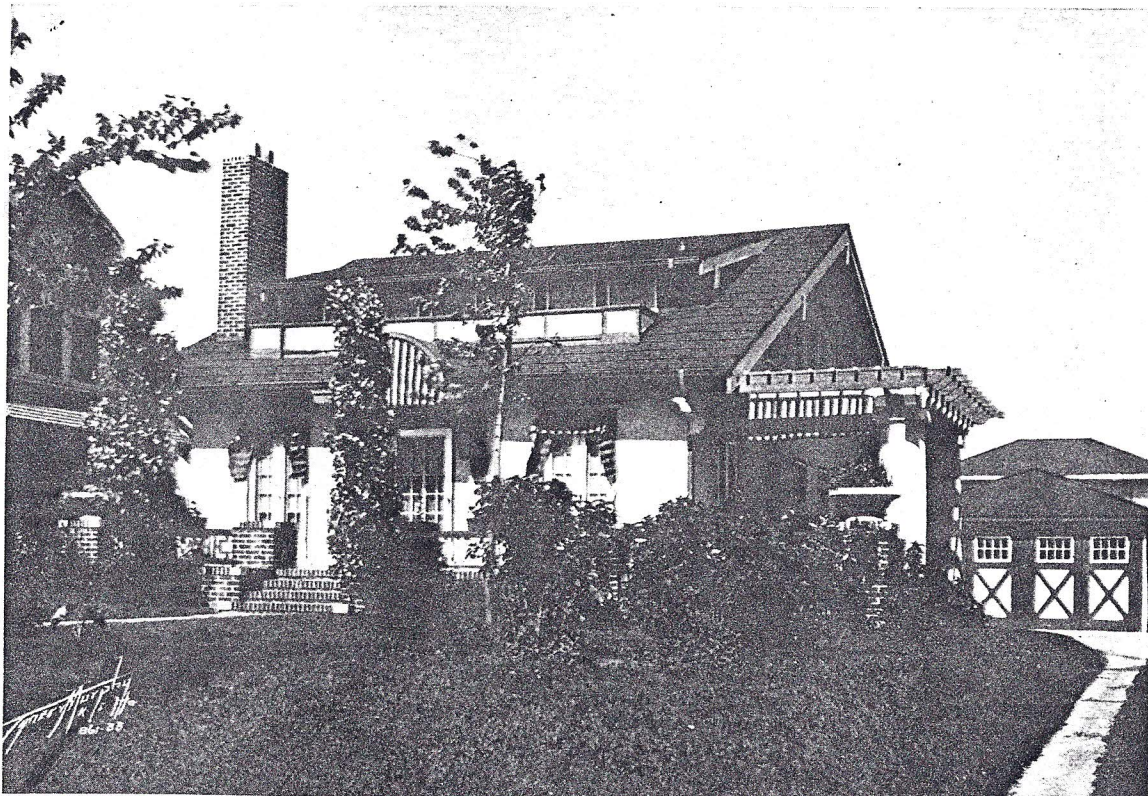
"Cowherd Built"



HOME OF A. HOLTMAN

6037 McGee

Carl Russell, Architect



HOME OF L. E. IRWIN

6027 McGee

Carl Russell, Architect

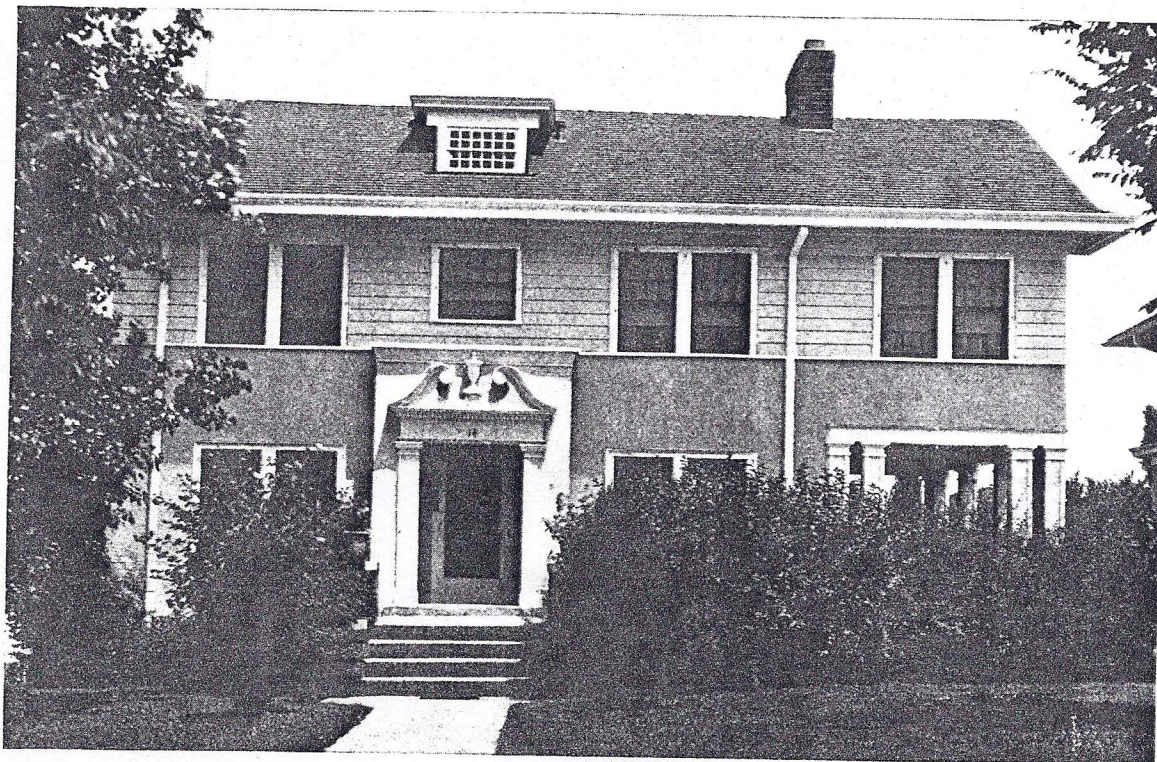
"Cowherd Built"



HOME OF ALVA J. STRANDBERG

11 Morningside Drive

Selby H. Kurfjiss, Architect

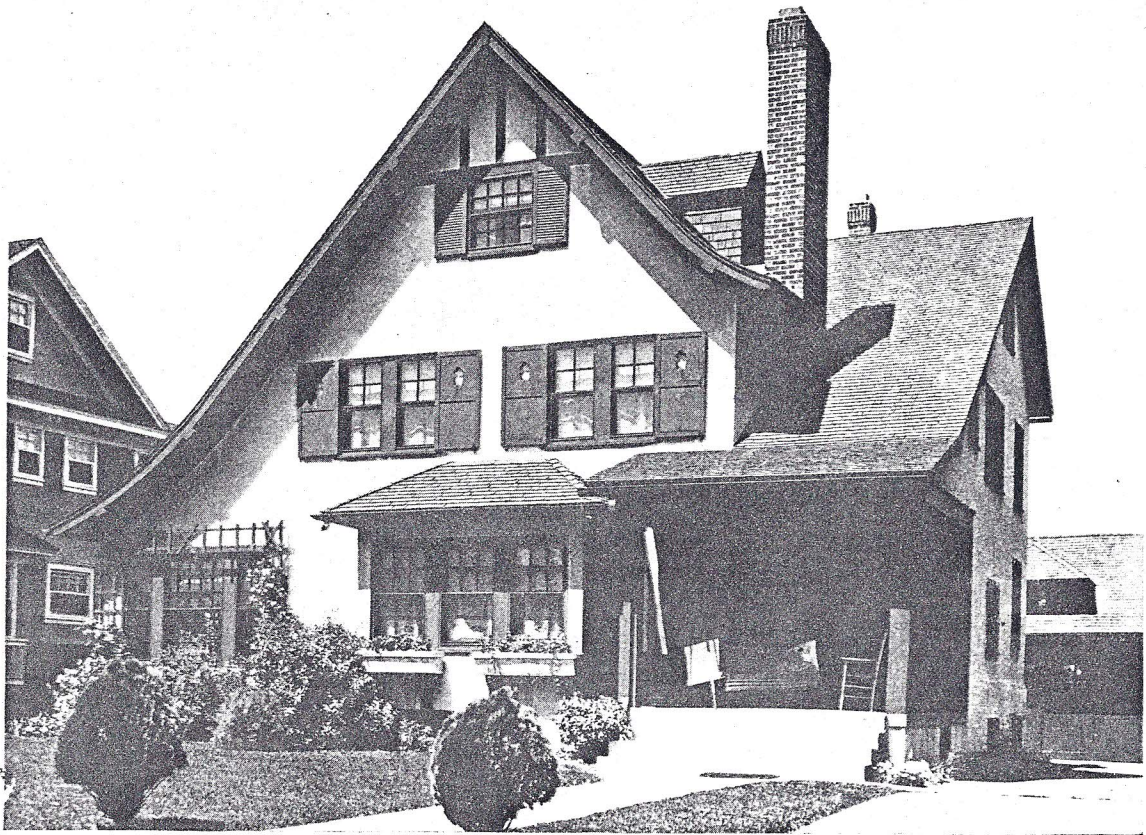


HOME OF DR. EDGAR SMITH

14 West 62nd

Selby H. Kurfjiss, Architect

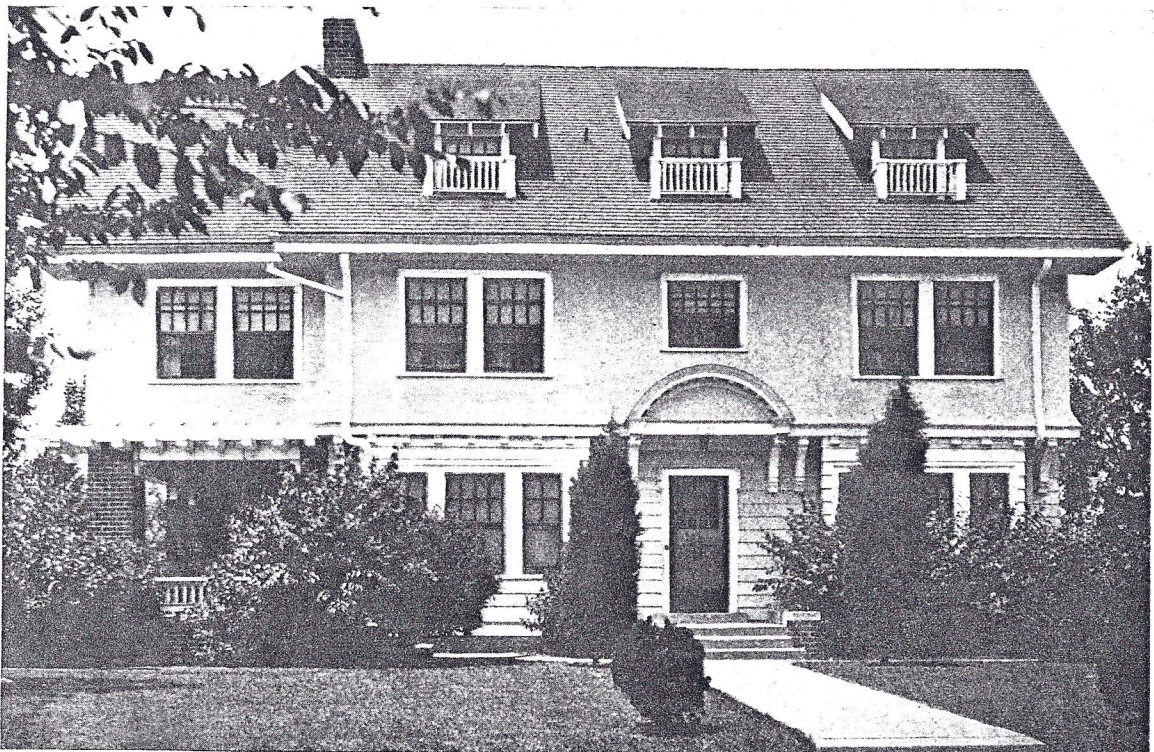
"Cowherd Built"



HOME OF DR. JOSEPH W. HOWARD

6026 McGee

Selby H. Kurfiss, Architect



HOME OF DR. H. WILSON ALLEN

6120 Morningside Drive

Selby H. Kurfiss, Architect

"Cowherd Built"

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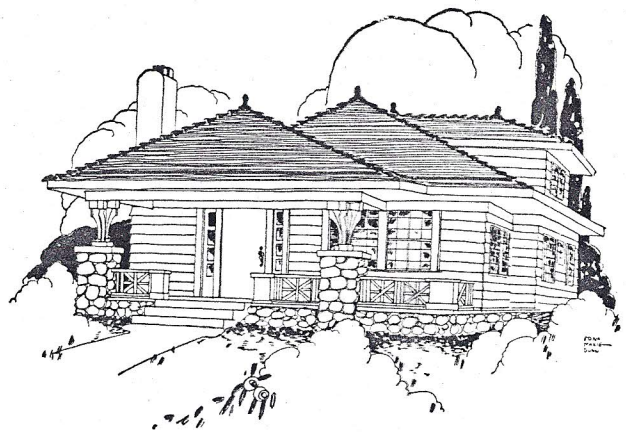
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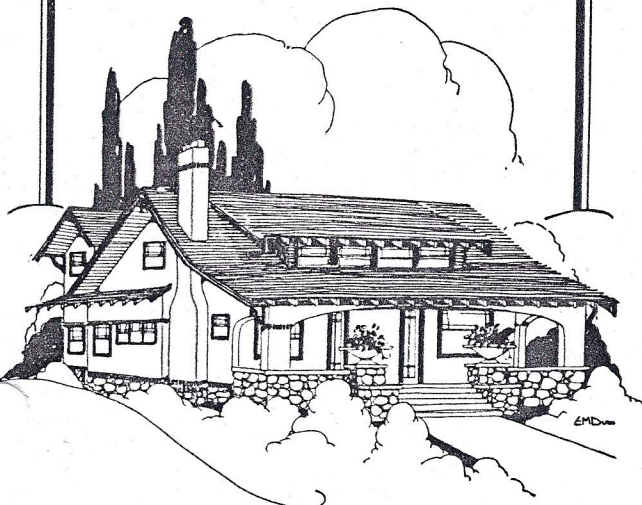
HOME OF M. CRESS
5334 Harrison

Carl Russell, Architect



HOME OF H. KELLEY HANN
5333 Harrison

Carl Russell, Architect

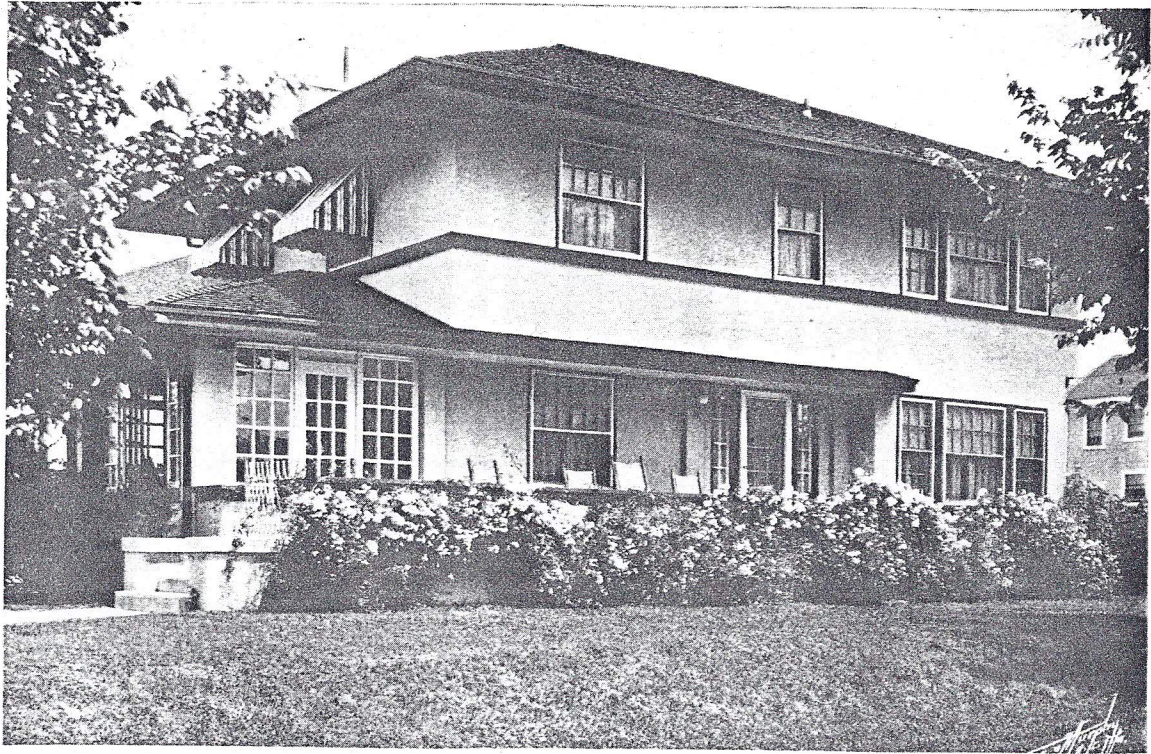


HOME OF MRS. VIRGINIA HARNESS
5307 Rockhill Road

Carl Russell, Architect

The Standard of Value

"Cowherd Built"



HOME OF FRANKLIN P. STEVENS

5939 McGee

Carl Russell, Architect

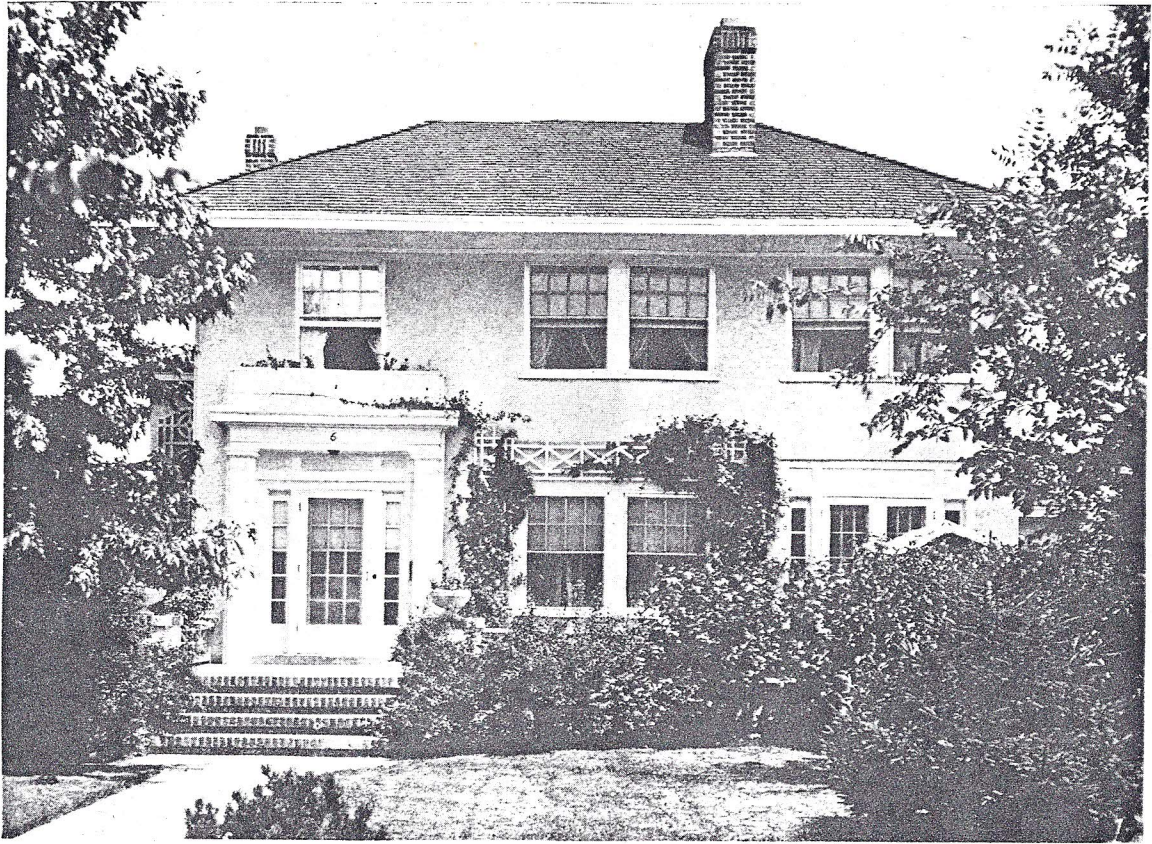


HOME OF M. A. COMPTON

110 Morningside Drive

Selby H. Kurfiss, Architect

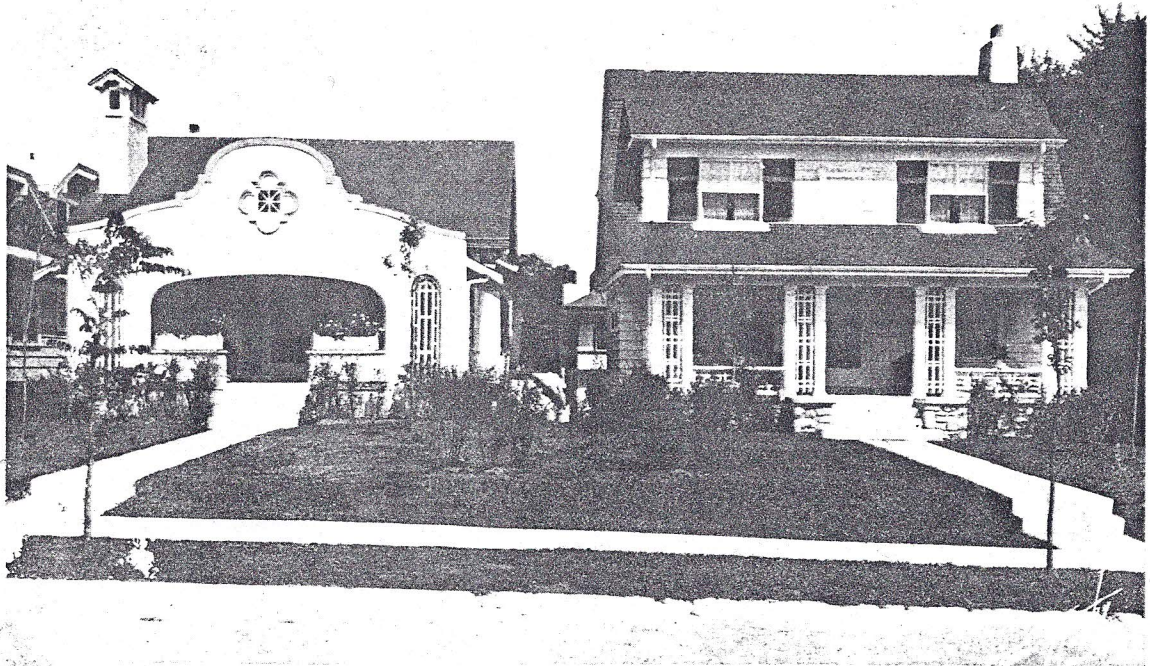
"Cowherd Built"



HOME OF W. P. HAMILTON

6 West 62nd

Carl Russell, Architect



HOME OF W. D. CONNERS
5345 Harrison

*Carl Russell
Architect*

HOME OF W. R. KROH
5347 Harrison

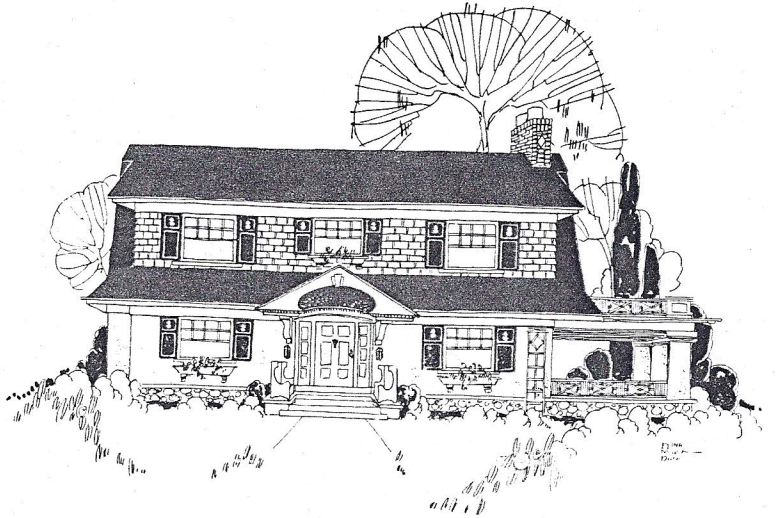
"Cowherd Built"

Reputation, Responsibility and Homes

Over a period of many years the Fletcher Cowherd Company has been recognized as one of Kansas City's leading builders of beautiful homes.

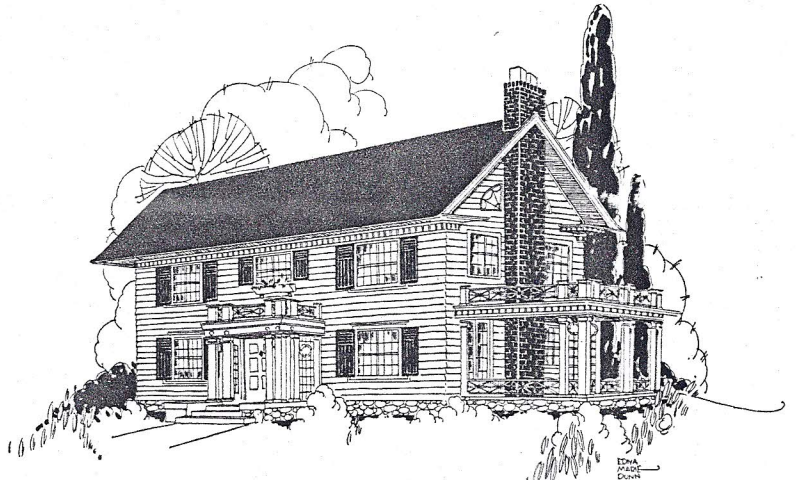
This has a definite meaning for every man who buys a home. For in this age of keen competition, only leadership that is based upon the highest quality products, honest values and fair dealing could remain so long unchallenged.

This company recognizes in its past success a clearly defined responsibility for the future. The high degree of beauty and permanence in "Cowherd Built" Homes has been and will be steadfastly maintained.



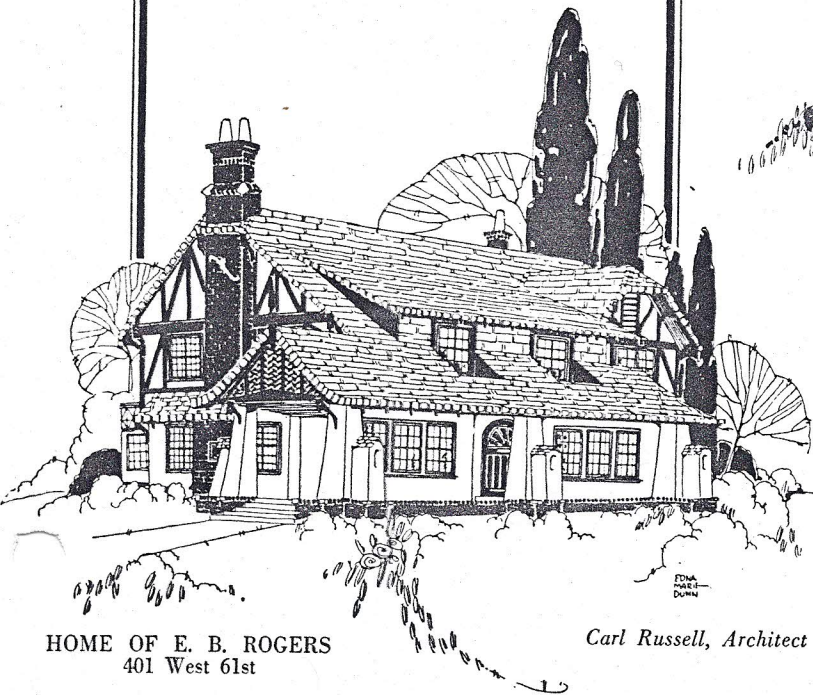
JUST COMPLETED
6135 McGee

Carl Russell, Architect



HOME OF C. D. WILLIAMS
6127 McGee

Carl Russell, Architect

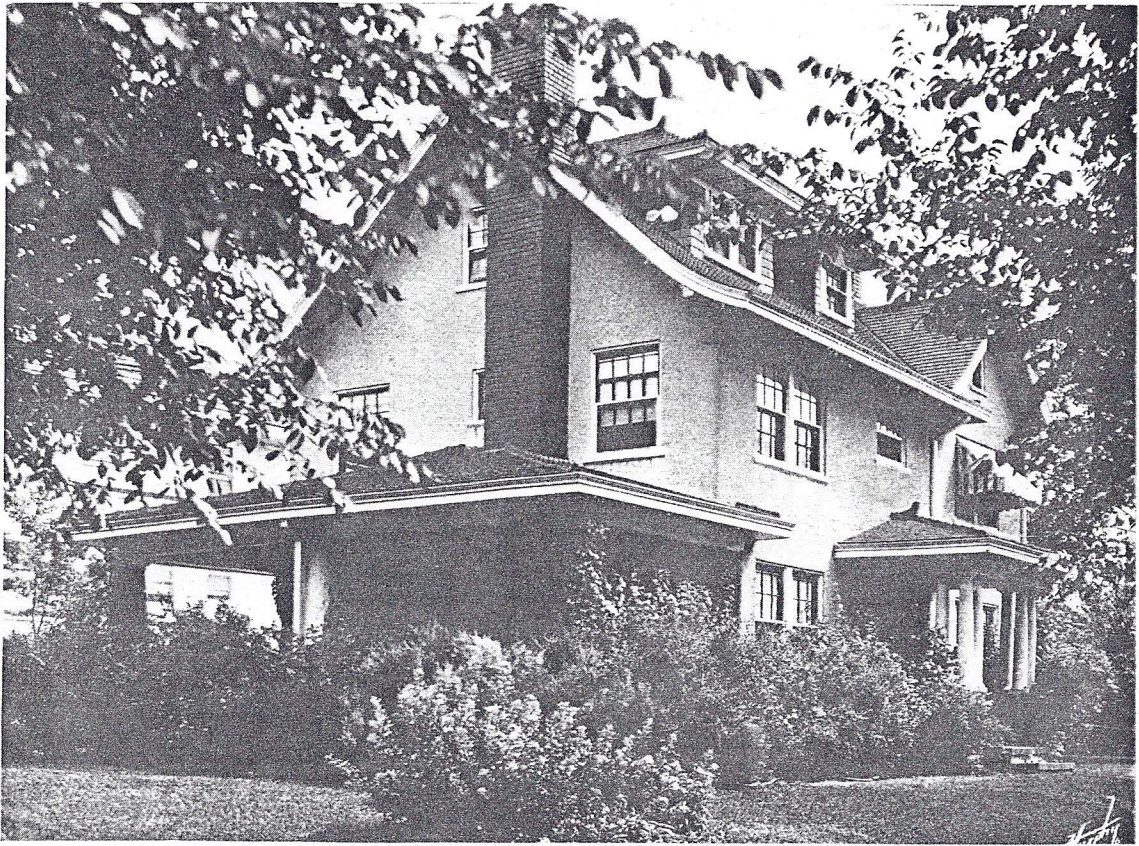


HOME OF E. B. ROGERS
401 West 61st

Carl Russell, Architect

The Standard of Value

"Cowherd Built"



HOME OF LE ROY S. SIMONS

1 Morningside Drive

Selby H. Kurfiss, Architect

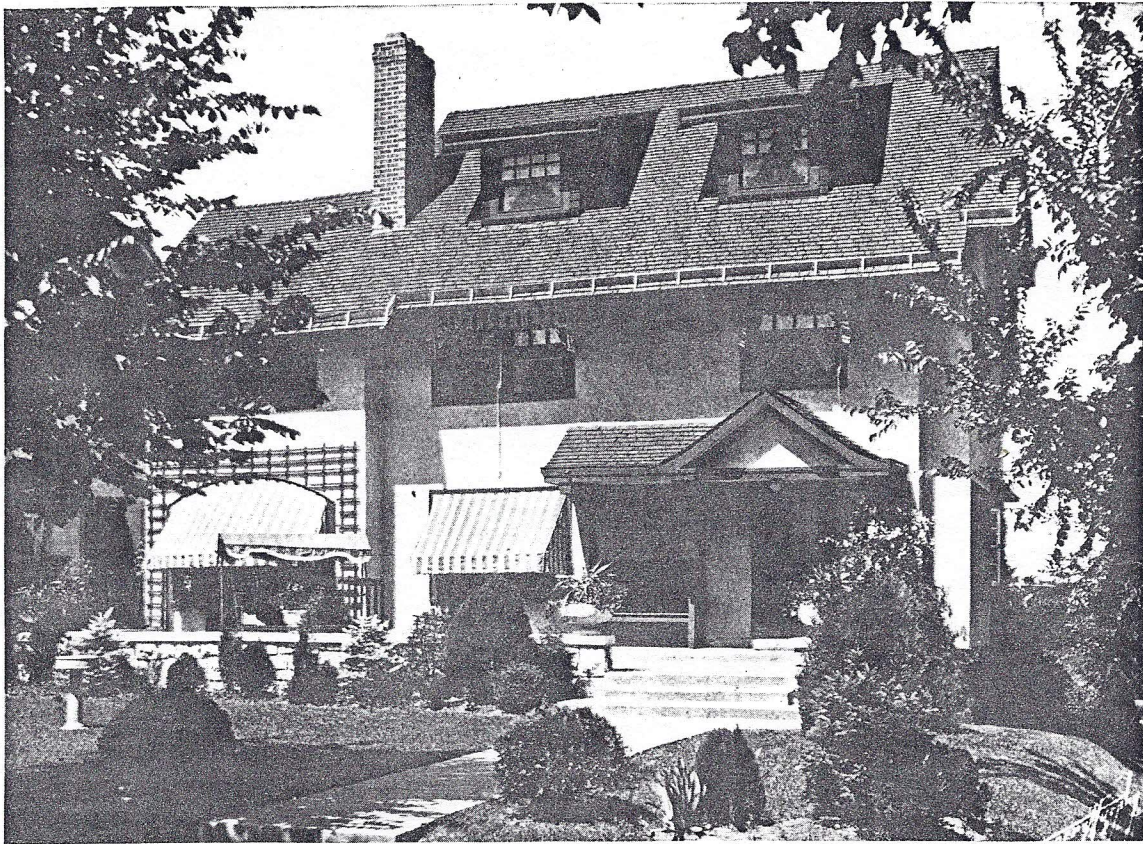


HOME OF DAVID A. MURPHY

7 West 62nd

Selby H. Kurfiss, Architect

"Cowherd Built"



HOME OF ARTHUR NEWELL

6000 McGee

Selby H. Kurfjiss, Architect

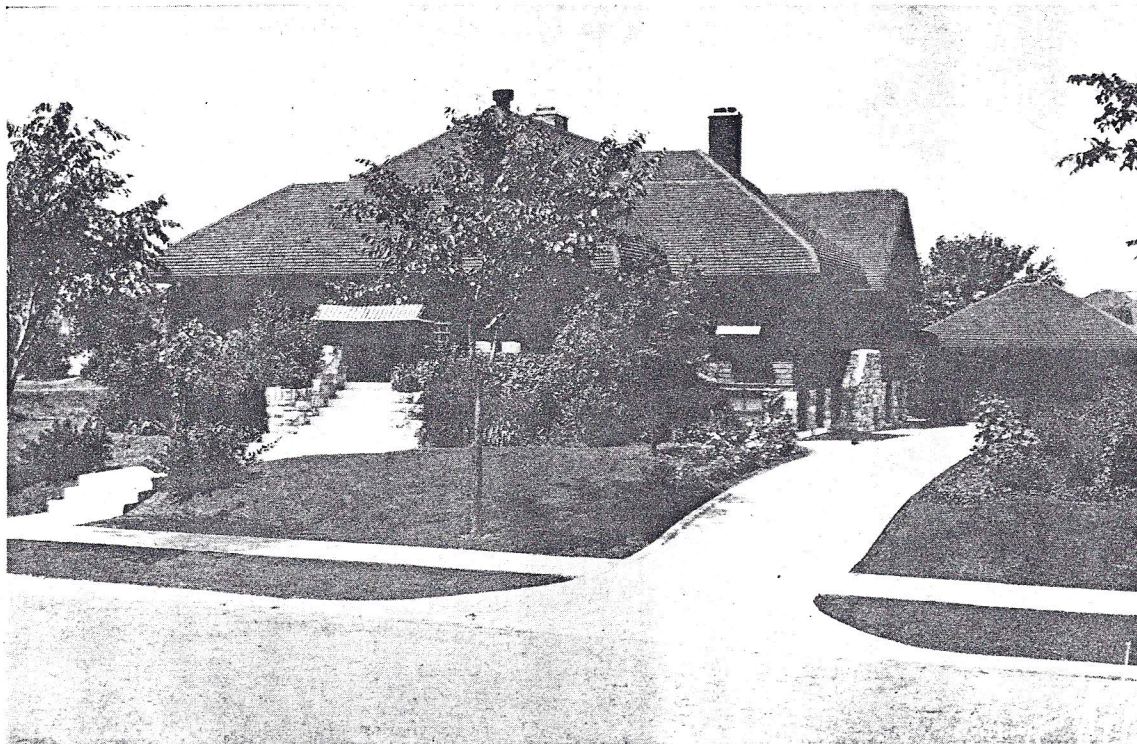


HOME OF CHAS. F. BOWMAN

5936 McGee

Selby H. Kurfjiss, Architect

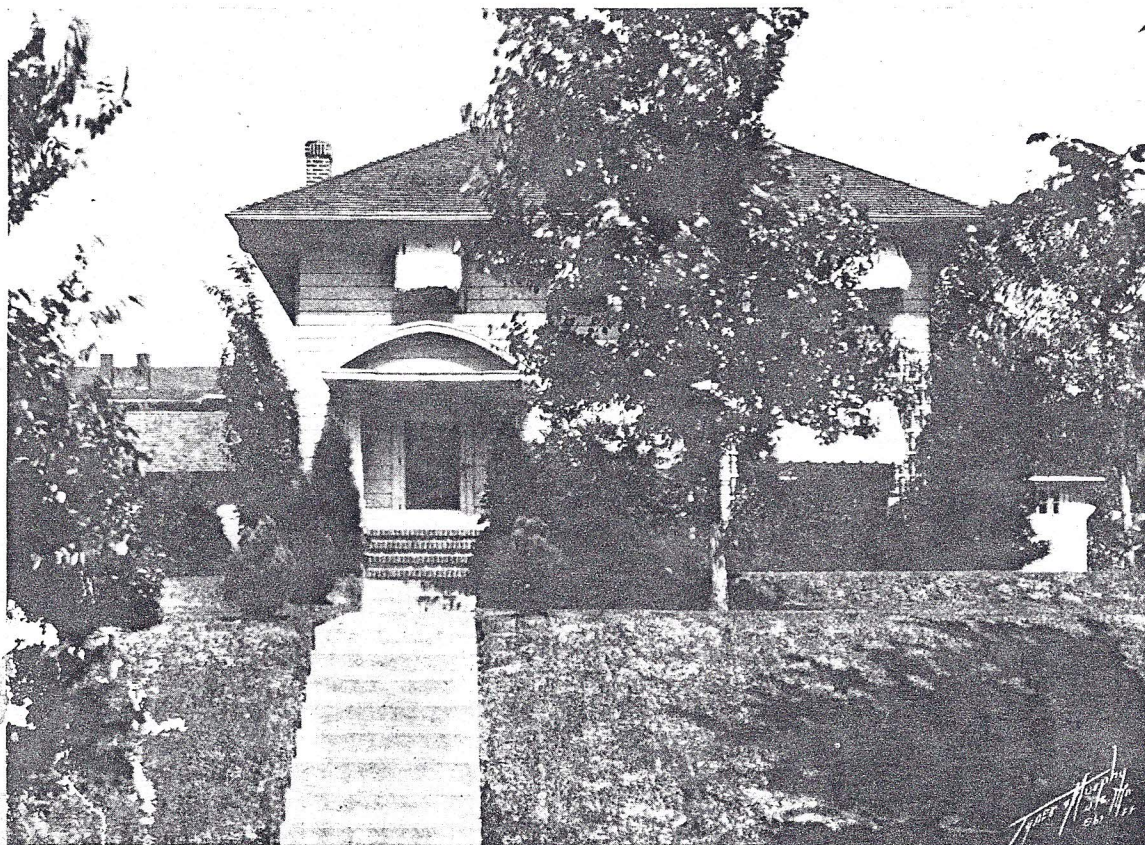
"Cowherd Built"



HOME OF JAMES F. CLEARY

6036 McGee

Selby H. Kurjiss, Architect

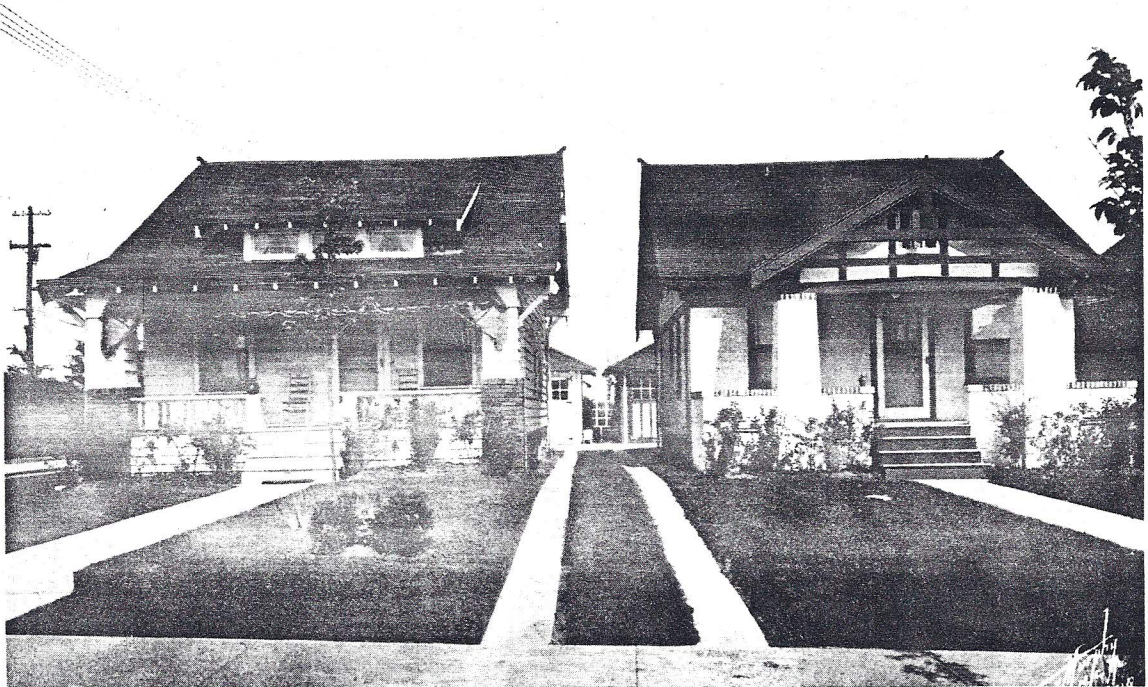


HOME OF GEORGE H. BOWLES

5907 Grand Ave.

Carl Russell, Architect

"Cowherd Built"



HOME OF G. E. GANGWER
5501 Garfield

Carl Russell
Architect

HOME OF FRED S. OUTMAN
5505 Garfield



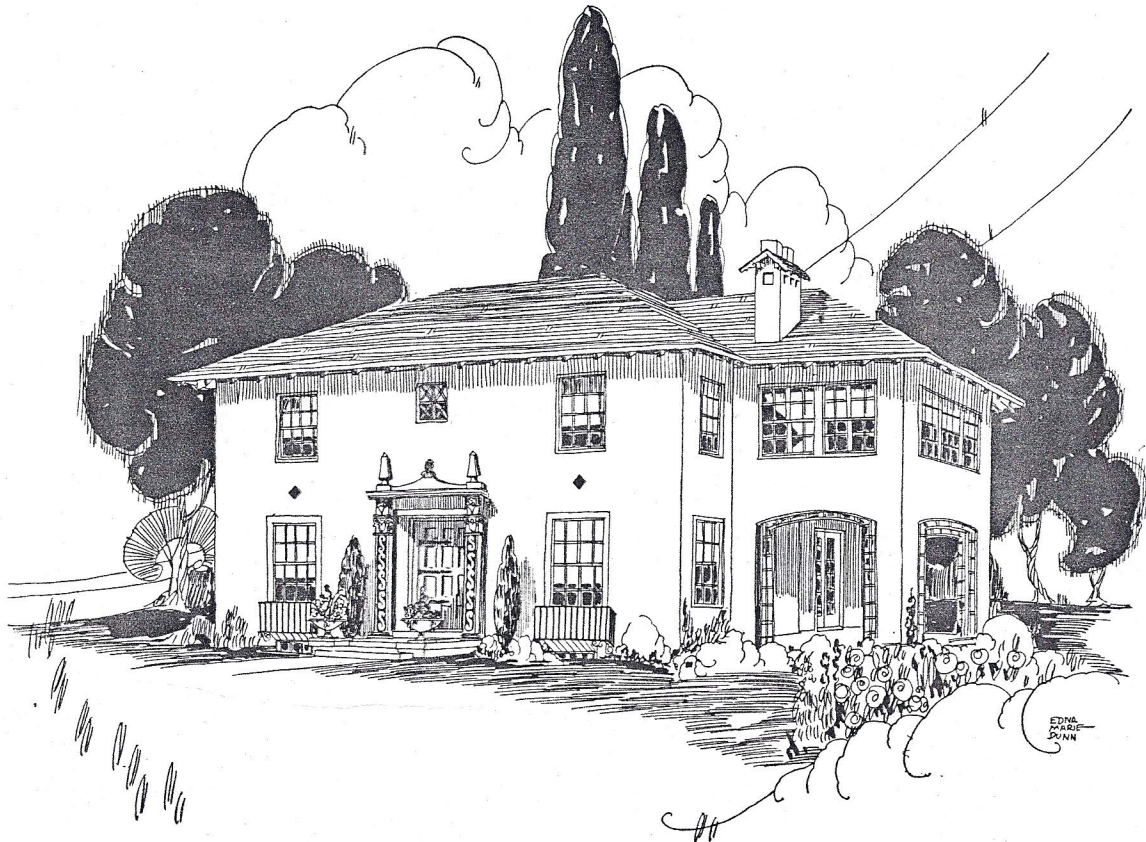
HOME OF R. M. DUNNETT
5340 Harrison

Carl Russell
Architect

HOME OF NEAL SUMMerville
5336 Harrison

Carl Russell
1912

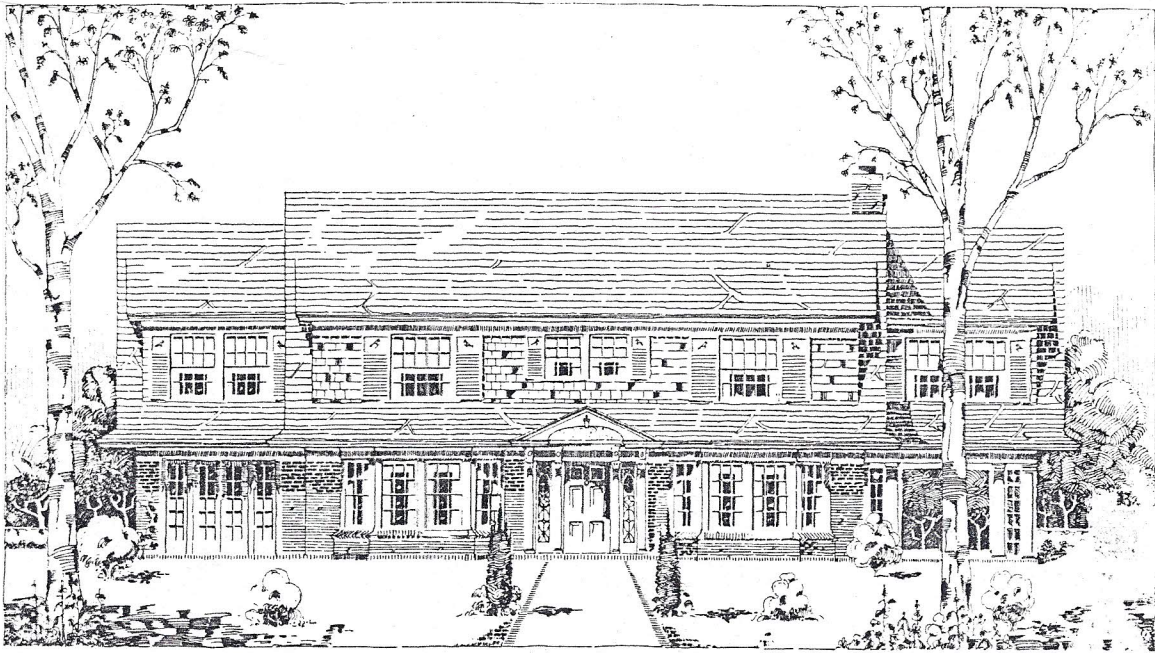
"Cowherd Built"



UNDER CONSTRUCTION

6111 McGee

Carl Russell, Architect



UNDER CONSTRUCTION

641 West 58th

Carl Russell, Architect

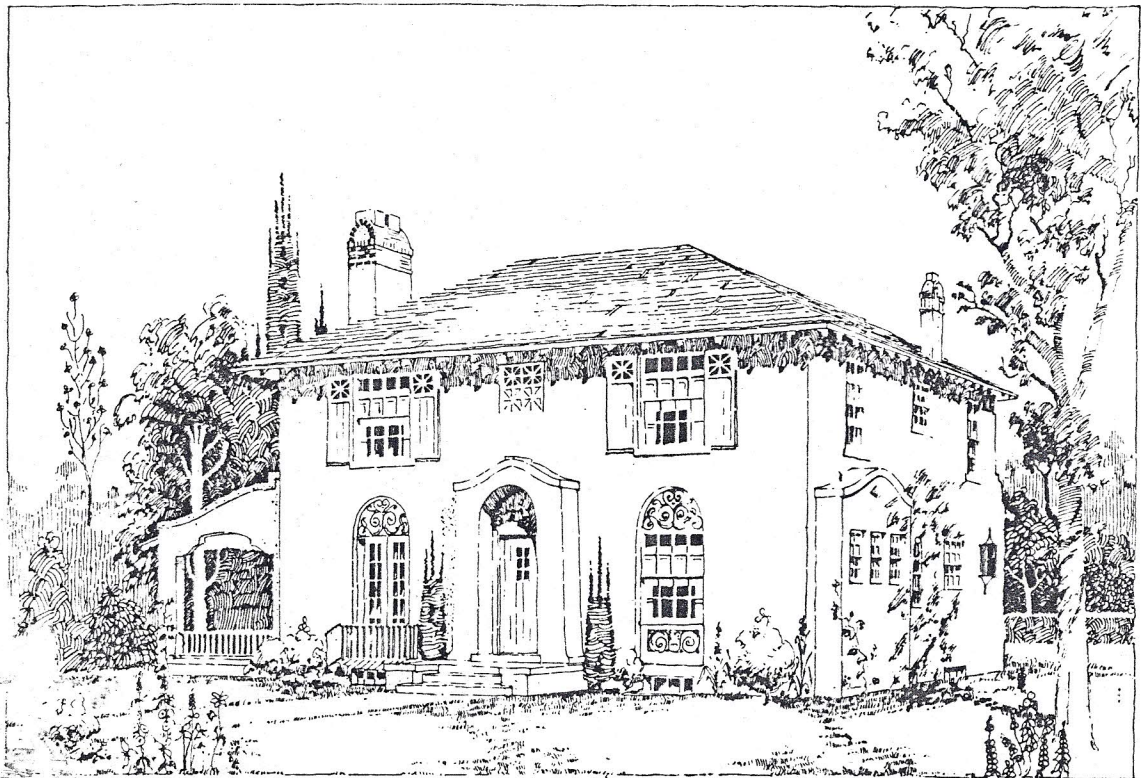
"Cowherd Built"



HOME OF F. J. [REDACTED]

6015 Morningside Drive

Carl Russell, Architect



JUST COMPLETED

6100 Oak

Carl Russell, Architect

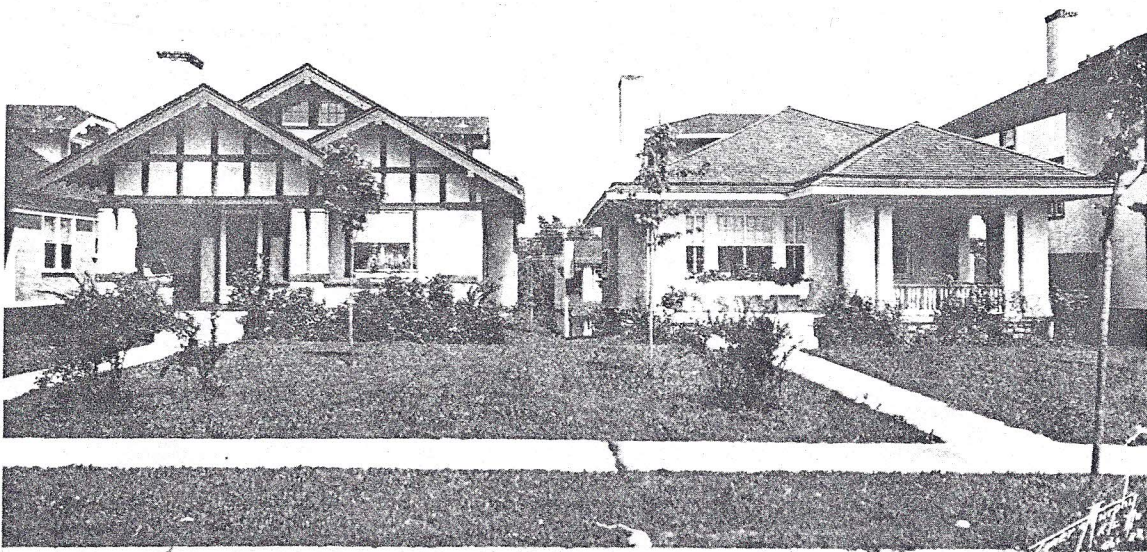
"Cowherd Built"



HOME OF DR. WM. A. SHELTON

6141 Walnut

Selby H. Kurfiss, Architect



HOME OF JOHN H. NOLAND
5307 Harrison

*Architect
Carl Russell*

HOME OF W. H. HELMERS
5311 Harrison

"Cowherd Built"



JUST COMPLETED

651 West 57th

Carl Russell, Architect

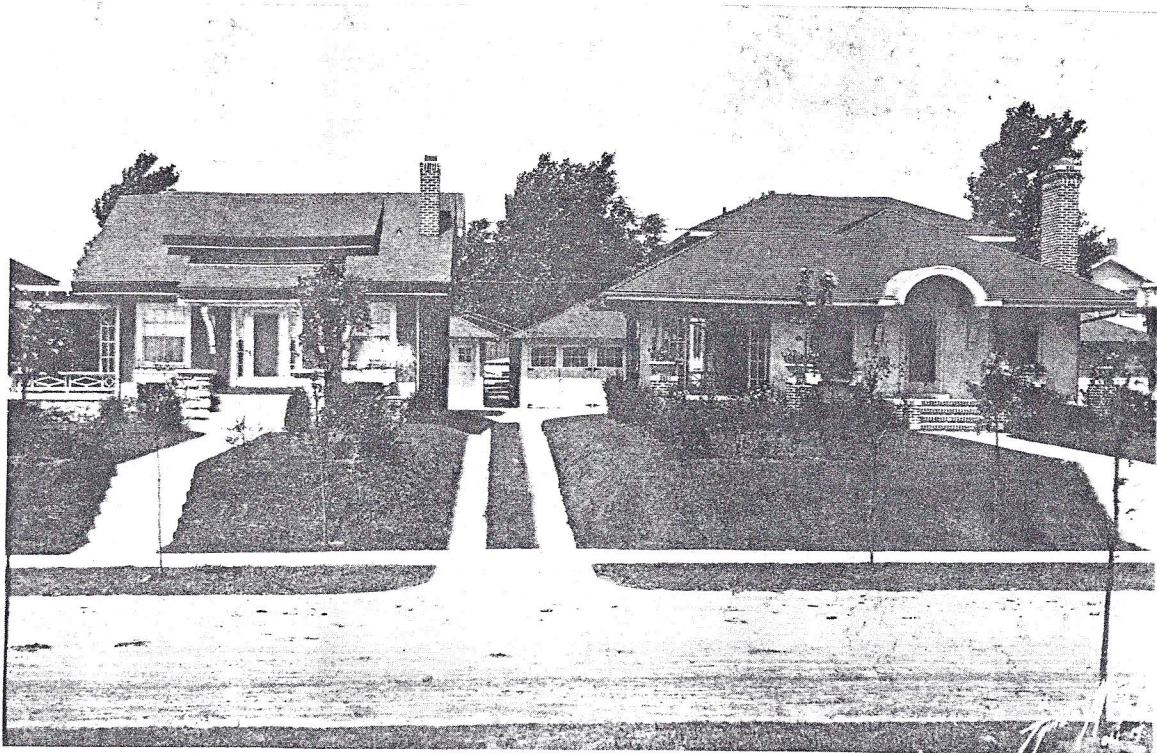


UNDER CONSTRUCTION

801 West 58th

Clarence Shepard, Architect

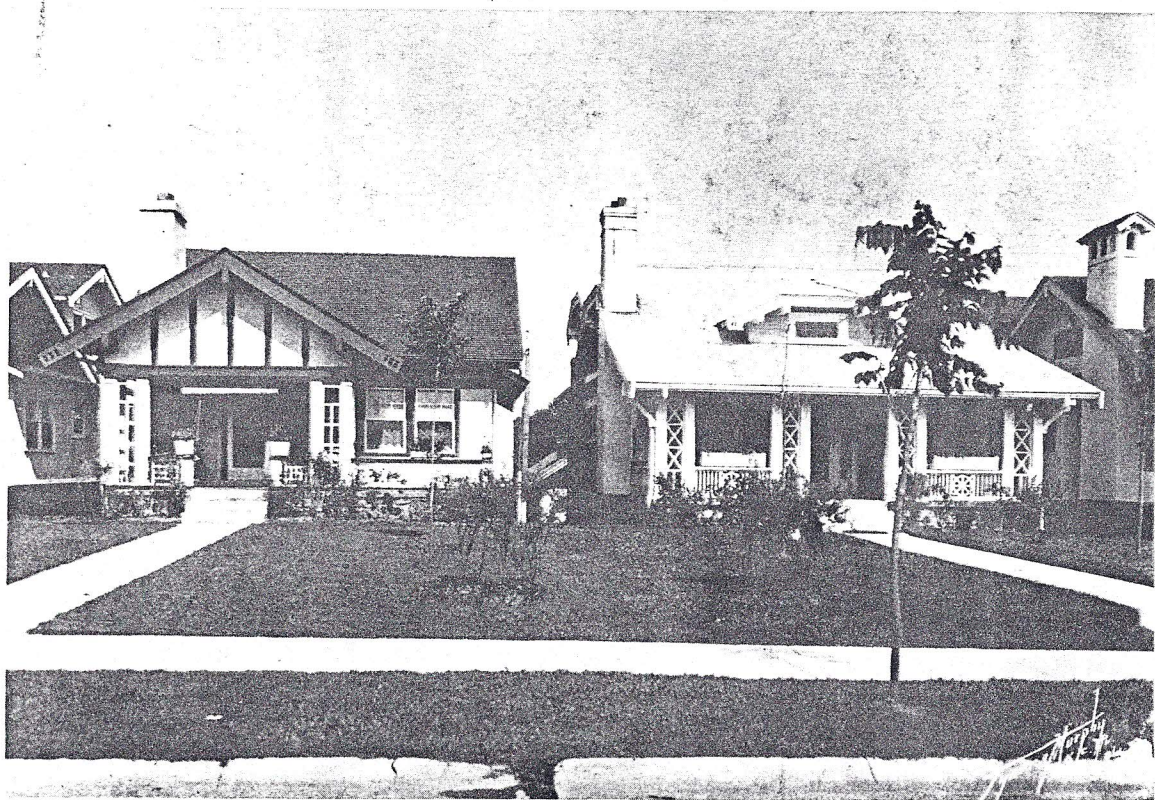
"Cowherd Built"



HOME OF H. A. STERLING
6010 Oak

Carl Russell
Architect

HOME OF CLARENCE C. CHILCOTT
6005 Oak St.



HOME OF L. R. McCORMICK
5339 Harrison

Carl Russell
Architect

HOME OF J. P. HORAN
5341 Harrison

"Cowherd Built"



6030 Oak
JUST COMPLETED

Carl Russell, Architect

Trust Your Own Thoughts

It is reassuring to those who do not yet own a "Cowherd Built" Home, to study for a moment the general attitude of the public to the home and the Company that builds it.

The Fletcher Cowherd Company has come to be recognized as the foremost exponent of all that is particular, precise and painstaking in the building of fine homes.

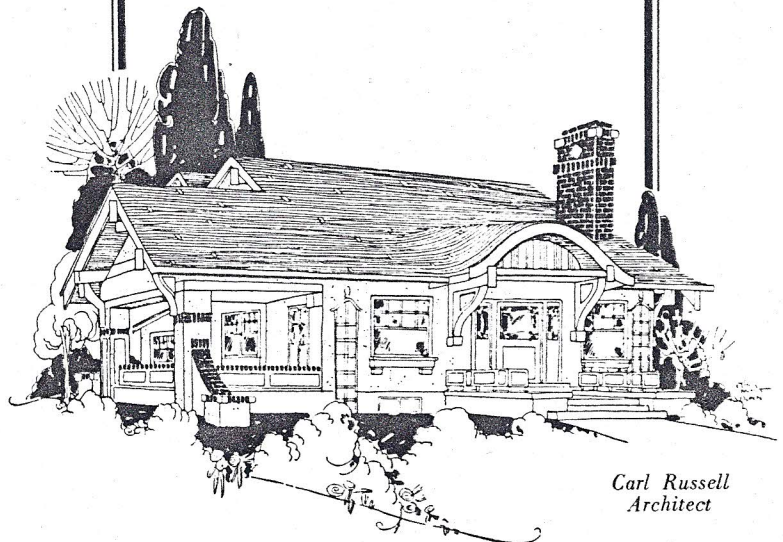
It is almost universally taken for granted that Cowherd materials are always certain to be of the choicest and best—that Cowherd architecture, allied to the other known Cowherd elements, is of the high type that assures beauty and permanence.

All these things are conceded completely and whole-heartedly as is also the unique and outstanding quality of "Cowherd Built" Homes and their marked intrinsic values.



HOME OF LOUIS R. ABHERVE
6020 Oak

Carl Russell, Architect

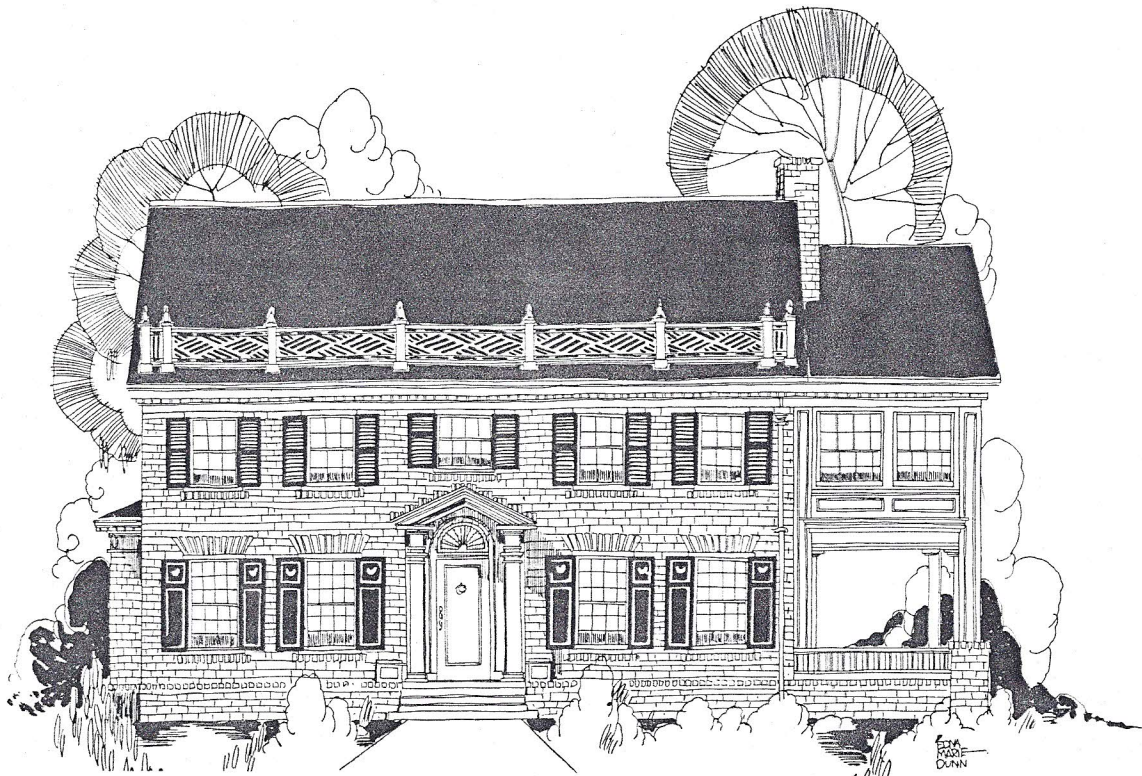


*Carl Russell
Architect*

The Standard of Value

HOME OF JAMES S. SITLINGTON
6034 Oak

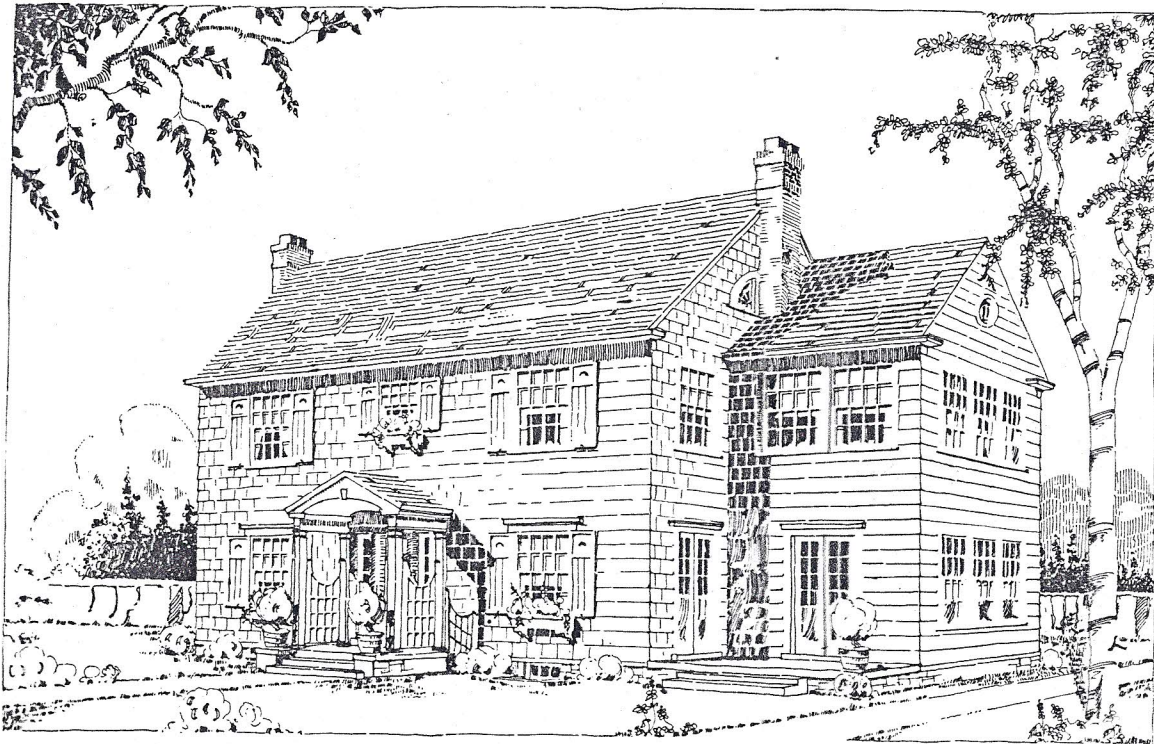
"Cowherd Built"



UNDER CONSTRUCTION

637 West 57th

Selby H. Kurfiss, Architect



UNDER CONSTRUCTION

6107 McGee

Carl Russell, Architect



Foreword

All of the following advertisers were actively identified with the construction, decoration and the furnishing of the various "Cowherd Built" Homes illustrated on the preceding pages. All are leaders in their respective lines. A careful reading is recommended.



The BATH of LUXURY



The Mott "Eclipso" is a bath of extraordinary beauty and finish—at moderate cost. It is characteristic of the well known line of Mott plumbing fixtures which are included in our showroom display. Your inspection is invited.

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Kansas City, Mo.

Display Room: 1104 McGEE ST.

Branch House and Display Room: 520 SO. COMMERCE ST., WICHITA, KAS.

M. H. STANSBERRY

Fine Residence Painting

Painter of Many

"Cowherd Built Homes"

503 WEST 33RD STREET

HYde Park 4334

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and
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Apparatus Furnished and
Installed

Warm Air Furnaces

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Heating

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Kinds of Heating Plants*

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KANSAS CITY, MO.

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Cement, Plaster, Brick, Tile, Metal Lath,
Lime, Stucco Materials, Mortar Color
and all kinds of
Building Materials.

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542 Westport Avenue

Office 3rd Floor Grand Ave. Temple
Kansas City, Mo.

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Special Attention to Landscape Work

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Kansas City's Most Beautiful Flower Shop

We Grow Our Own Flowers, Ever-
greens, Shrubs, and Perennials

Phone WEstport 2420
4700 Ward Parkway
Country Club Plaza

Stewart Sand Company

Producers of

Washed and Screened

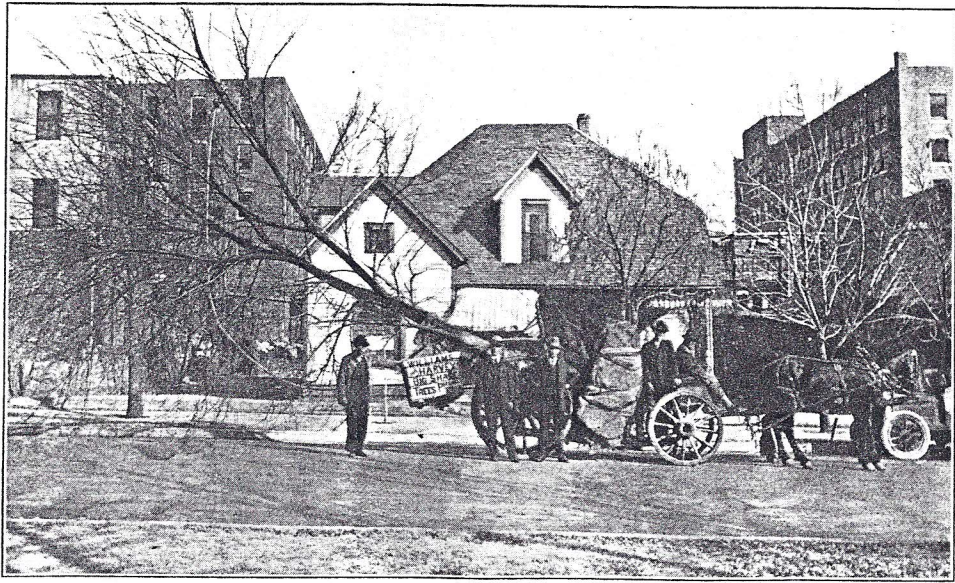
**Kaw and Missouri River
Sand**

Car or Truck Delivery

Capacity 100 Cars Per Day

615 American Bank Building
Kansas City, Mo.

Phone HArrison 1600



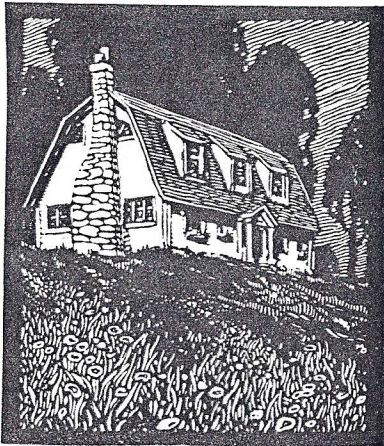
Jack and his bean stalk has nothing on us
when it comes to growing shade over night.

WILLIAMS & HARVEY NURSERIES COMPANY

R. G. MINICH, District Manager

Sales Yard,
48TH & OAK

Phones { Clifton 4157
Wabash 0970



“Cowherd Built” homes
are painted with *Cook's*

Because of their uniform high quality,
COOK'S Paint and Varnish Products
were used on many “Cowherd Built”
Homes. Cook's products assure lasting
beauty and protection wherever used.
Cost less because they last longer.

COOK PAINT & VARNISH CO.

FT. WORTH
OKLAHOMA CITY

KANSAS CITY

OMAHA
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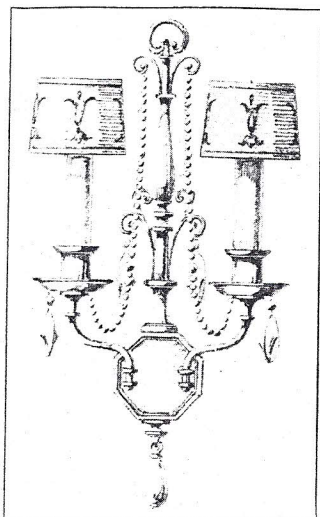
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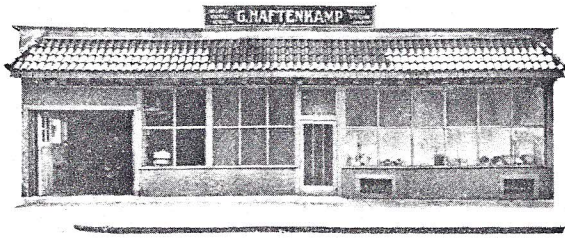
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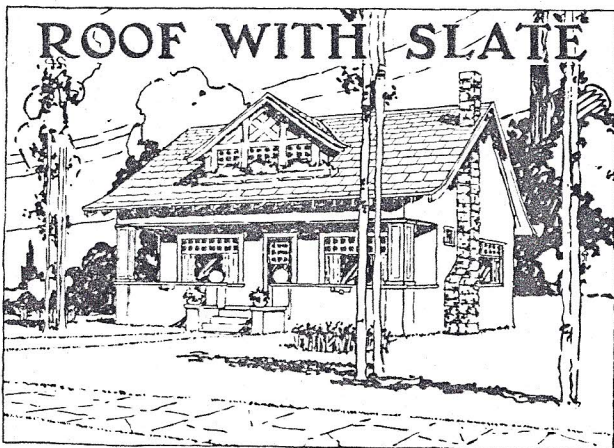
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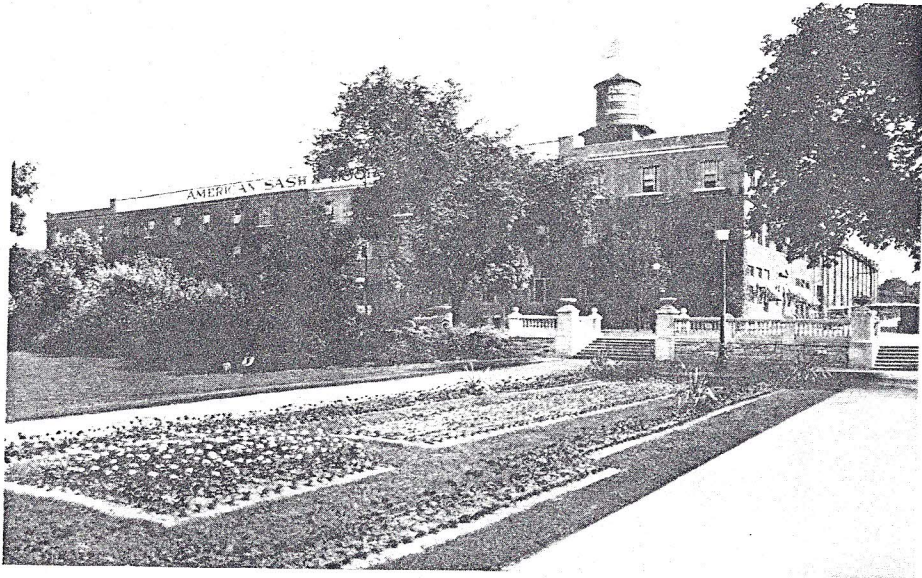
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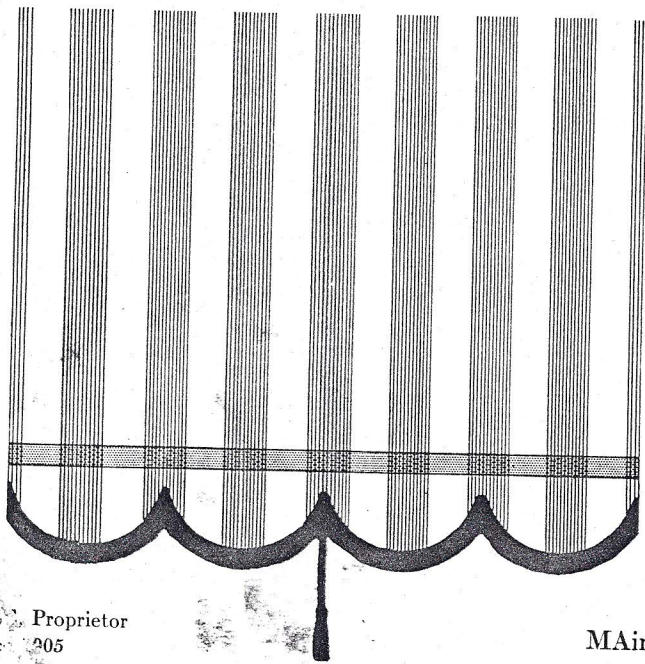
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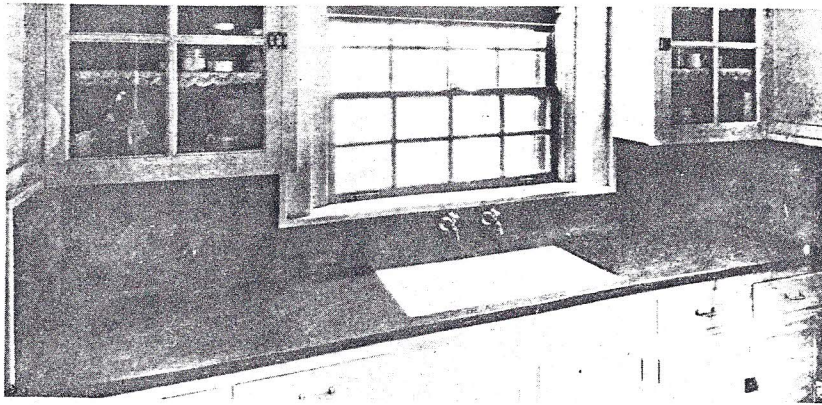
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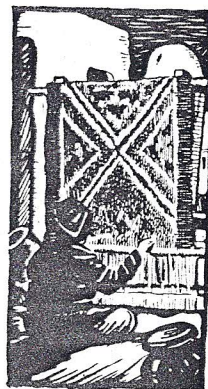
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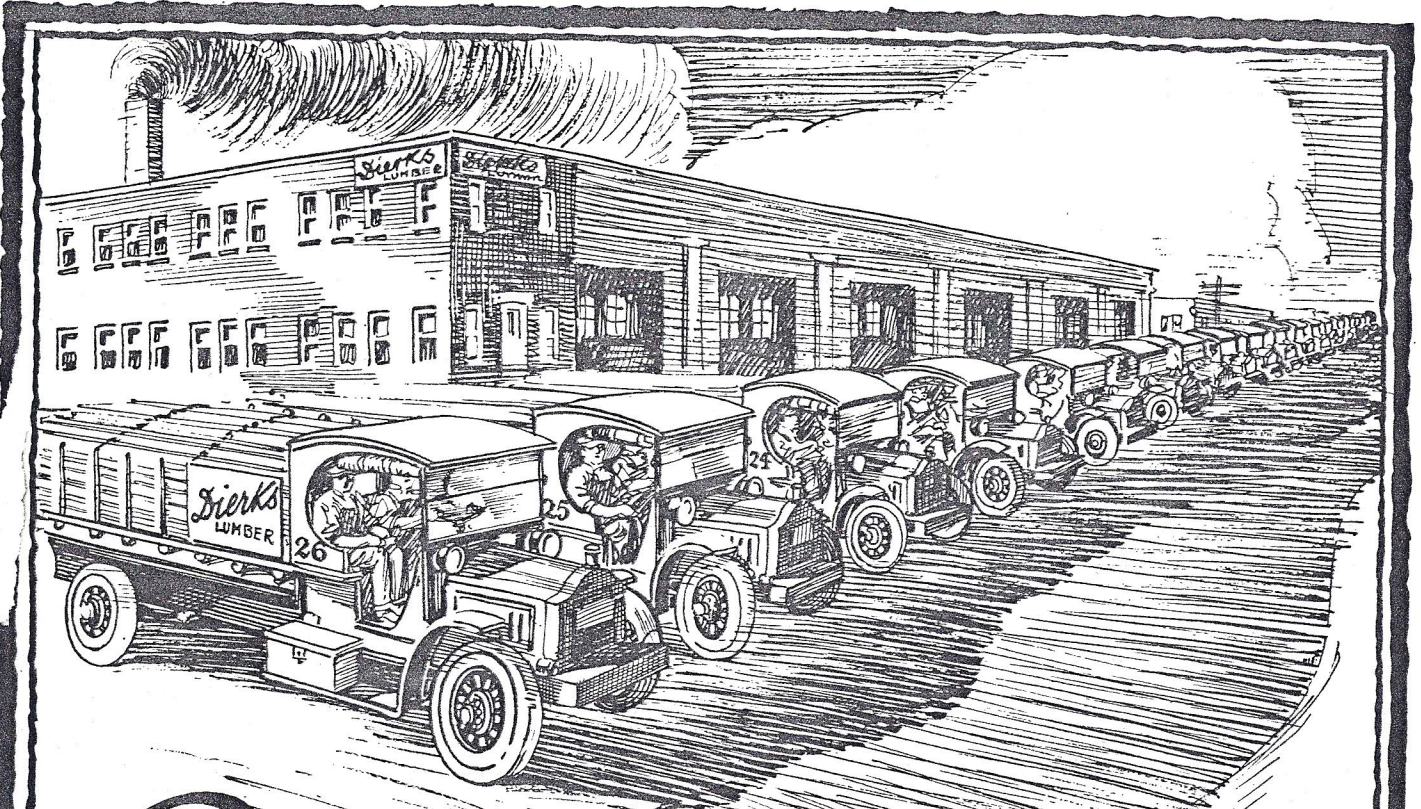
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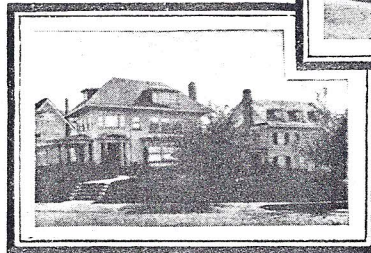
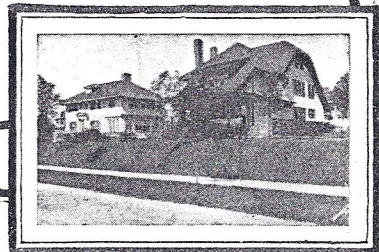
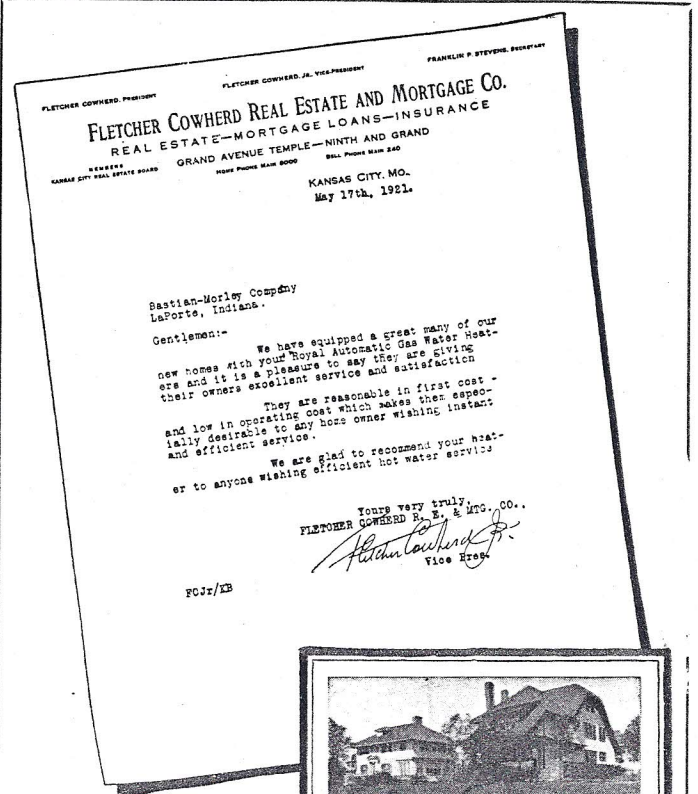
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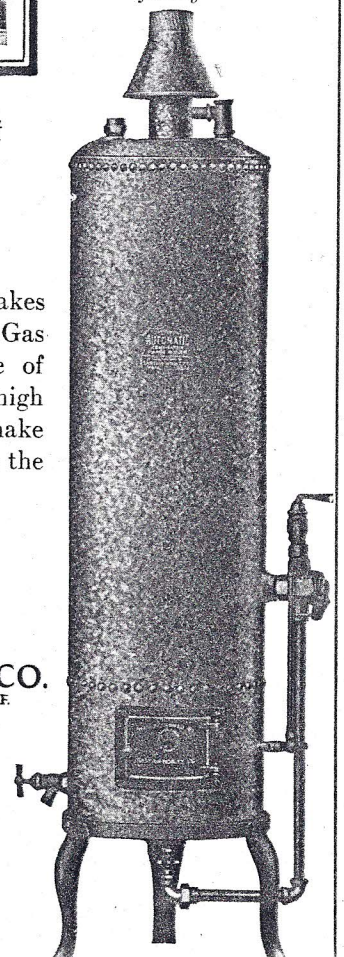
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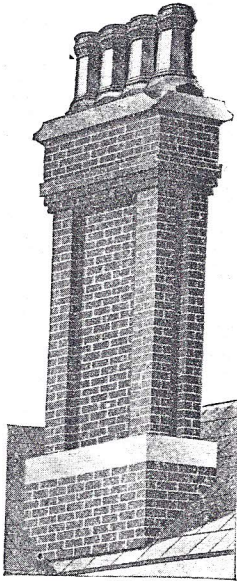
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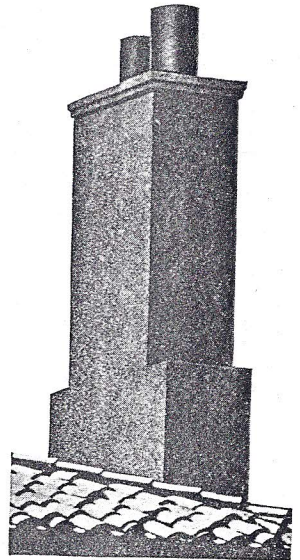
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