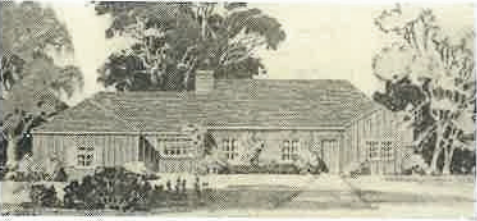


## HOUSE DESIGNS FOR SMOKE RISE

The structural soundness and architectural adaptability of all plans and specifications which must be prepared by a registered architect, require the approval of the Architectural Committee.



Two-story rambling house of native stone and partial vertical boarding. James W. O'Connor, Architect.



Smoke Rise house designed by Brower and Ciccone. Site sloping steeply from road to rear of property.



Reminiscent of the sturdy Pennsylvania and the Dutch sections of New Jersey. James C. Mackenzie, Architect.



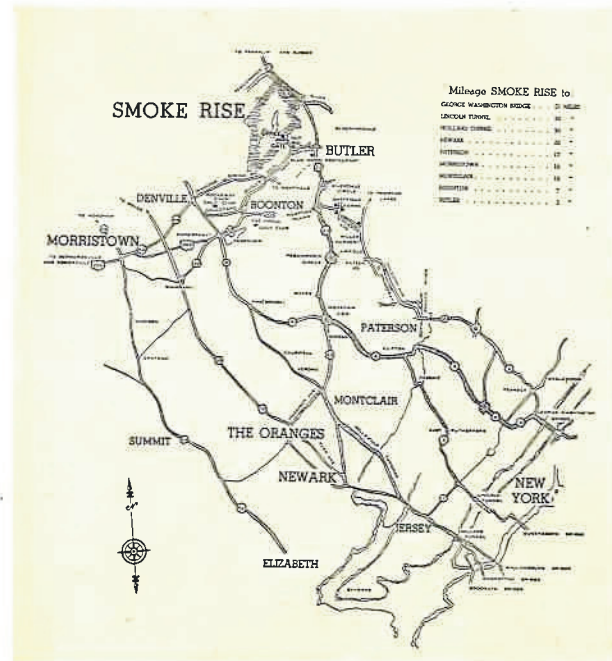
## SMOKE RISE

... the ideal community

Here is envisioned a harmonious and self-sufficient community of some 1500 families living fully and graciously amidst all the advantages of wholesome country life with the conveniences of the city. Smoke Rise covers 5000 acres. It is five miles from north to south, three and one-half from east to west—eight times the size of New York's Central Park.

### MAJOR HIGHWAYS LEAD TO SMOKE RISE

This map, carefully drawn to scale, shows the proximity of the metropolitan areas of New York, New Jersey and Connecticut. Good highways lead from all directions and converge at the property.



## THE SMOKE RISE CO., INC.

KINNELON BOROUGH, MORRIS COUNTY  
BUTLER POSTOFFICE, BOX 818, NEW JERSEY

# The Story of SMOKE RISE

... "for IDEAL COUNTRY LIVING"



Lake Kinnelon with Chapel Island in the distance. One of the most beautiful and usable lakes in Northern New Jersey.

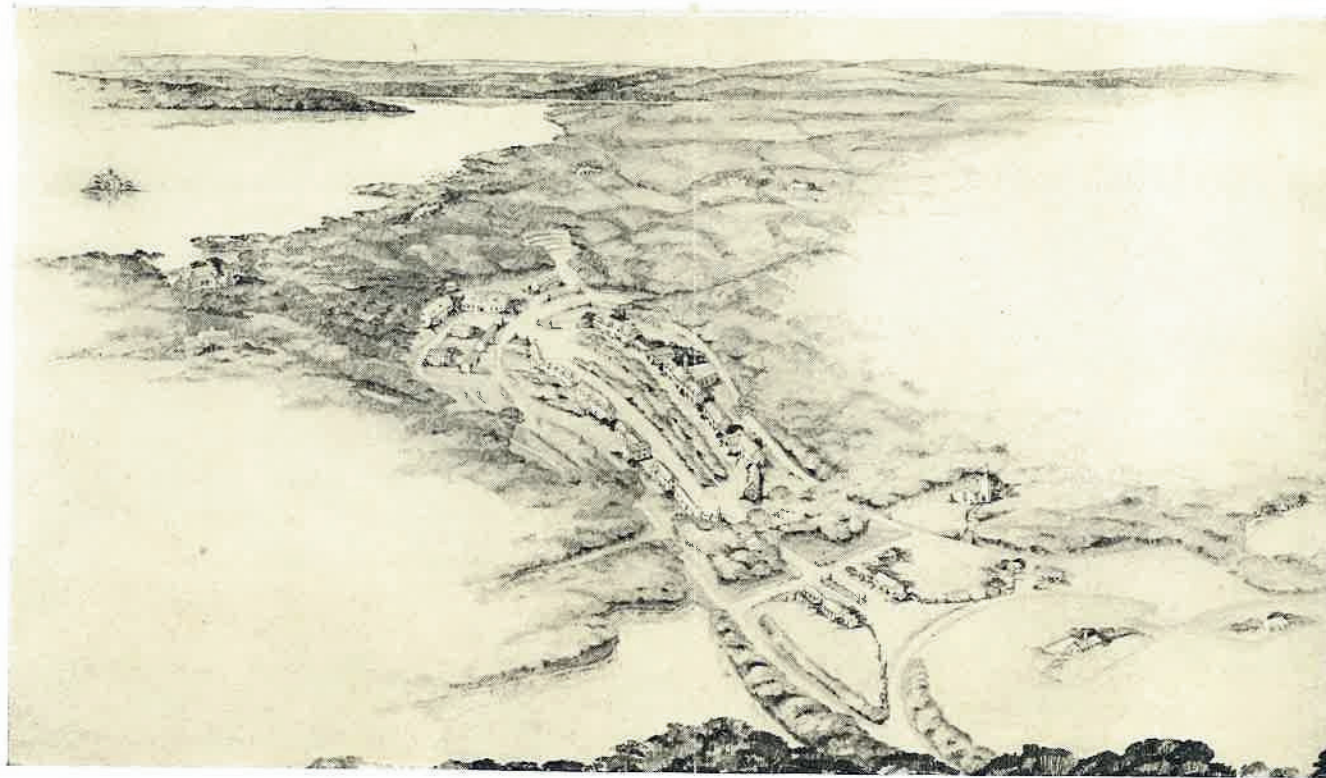
This story, in pictures and text, describes a way of life that will appeal to those who admire natural beauty, enjoy privacy and desire comfort. Living at Smoke Rise will be an experience rich in wholesome home life; rewarding in its health-giving qualities... selective but not expensive.

# SMOKE RISE . . . "for ideal country living"

## SMOKE RISE COMMUNITY PLAN

Nestled in the heart of the New Jersey mountains lies a veritable earthly paradise—Smoke Rise\*—5000 acres of superb woodland and scenic beauty only thirty miles from the City of New York. In this convenient area can be had all year round pleasures and activities that many people travel hundreds of miles to find.

Smoke Rise is the ideal spot for a community where people who love the beauties of nature and appreciate the finer things of life may live fully and graciously "far from the madding crowd", yet within convenient commuting distance of the world capital—at reasonable cost. All families of the community will be members of The Smoke Rise Club now incorporated under the laws of New Jersey. The Club Plan provides a wholesome way of life for people of taste, culture and character, who want a permanent home at moderate cost amid beautiful surroundings in compatible society. The plan protects the investment by preventing architectural monstrosities and "match box" construction. Cost is not the first consideration, but the design of the house and the suitability of its location.



*An artist's drawing of the proposed Smoke Rise Village. The sketch, drawn by William P. Brower, gives some idea of the way the Smoke Rise community will look when fully developed.*



Ownership at Smoke Rise includes certain rights and privileges. For instance, every owner-member holds one vote for each acreage plot owned. And he shares in the common ownership of community property.

People who have purchased at Smoke Rise represent the various professions, business and industry. Like you, they are interested in wholesome and tasteful living which beautiful surroundings, congenial atmosphere and comfortable incomes can assure.

Smoke Rise will provide ideal village con-

veniences, modern shops, essential services, library, theater, and facilities for sports and recreation; and is convenient to good schools and churches.

A handsome brochure is available giving full details of Smoke Rise with drawings by artists of distinction. Requests for copies should be addressed to this company.

\*The name Smoke Rise has an interesting origin. When the Indians saw the mist which under certain atmospheric conditions rises from the brooks and the southwest section of the lake after a thunderstorm, they simply applied the obvious metaphor to the phenomenon and called the place Smoke Rise.