

IN TOWN it's city gas

(In the Country It's **SKELGAS**
THE COMPRESSED NATURAL GAS

We supply all types of Ranges
FOR BOTH FUELS

HEINEMANN SKELGAS SALES

Box 121—Lake Villa, Ill.

Phone 3261

VISIT OUR DISPLAY AT
HOME SERVICE BUREAU
1413 LAKE AVE., WILMETTE

Phone or Mail Coupon Today!

V. J. KILLIAN CO.

907 Linden Avenue

Hubbard Woods—Winn. 908

Gentlemen:

I am interested in how to modernize our {kitchen
bathroom
and would like some suggestions showing how it can be
done attractively, yet inexpensively.

Please send me illustrated booklet "The Home of
Today" at no obligation.

NAME _____

STREET _____

CITY _____



Style and Color

Keynote the 1940

BOSCH STYLED WALLPAPER

Have you been in to see the 1940 Bosch Wallpapers? They come in exciting new colors, new and exclusive designs in a wide variety to please every fancy. You'll find them at our beautiful new store in Wilmette where so many North Shore families have already discovered the Bosch collection of authentic Styled Wallpapers. Do come over. Men trained in home decoration are ready to help in your selection — and there's plenty of free parking space.

B O S C H

WALLPAPER & PAINT CO.

1177 Wilmette Avenue

Phone Wil. 4900

Coming! Mass Production of Homes on the Assembly Line

By Clarence E. Drayer

Proprietor, North Shore Realty

After 25 years of trying in a hundred places by a thousand men, houses are now being turned out like Ford cars on the assembly line—literally by the thousand—on Long Island by the Gross-Morton corporation.

Just as surely as the Ford was followed by other low price cars, so will other builders in other places adopt and perhaps improve the time and money saving methods applied by Gross-Morton. Some day the flivver house will be common wherever dense population creates volume demand and hence allows mass production.



Carlos Photo
C. E. Drayer

Key is Engineering Planning

In addition to volume demand, industrial mass production requires dynamic men with plenty of capital, and probably most important, engineering minds. There is no more magic in mass production of houses than in the production of a million gadgets for a thousand ten cent stores. Mass production implies mass buying; lumber, brick and cement by the boatload and the train load to build a thousand houses.

Of course the assembly line is different for houses from that in other industries—for houses the assembly line is the street—but the principles are the same, the use of capital and power and materials in great masses and the saving of time even to fractions of a minute by time studies. Such time saving, made almost in-

famous by the efficiency engineer, has been slow to come to the building industry.

Since seeing moving pictures of Gross - Morton home production (shown to the Evanston-North Shore Real Estate board by Phillip Credon), we have talked to two real estate editors, a government FHA man and with several others well informed on building and real estate. Only one of the dozen we talked with to get their slant before writing this article seemed to grasp the tremendously important part engineering planning contributes.

Straight Line Production

If the builder is going to get low costs, he must build on each lot in succession. He cannot skip one. The buyer cannot select a lot a block ahead of building or on the next street. He must take the next unsold lot on the assembly line, the street. The concrete mixer and foundation forms must be moved only to the next lot and no further, and kept going.

Rafters, joists and studs must be sawed by power in the lumber yard. They must be loaded on a trailer in the same place, the trailer must be unhooked in the same relation to the building and the material unloaded in place. In theory, the customer must not be allowed any change in plans any more than in a Ford car. To change even a nail or screw means slowing of production timing and consequent increase in cost out of proportion to benefits. But practice is not quite so rigid. Enough options are allowed to satisfy the buyer who wants to make decisions or be a bit different.

If you have read thoroughly this far, you are probably saying to yourself with vigor: "but I won't have one of a thousand houses that look



Houses on the Assembly Line of Mass Production—Note at the left the sodded lawn with its "walk in" welcome sign, while in the extreme distance a concrete mixer is pouring a foundation. Note also that street building keeps pace with the line of houses. (Upper photo.)

The Finished Product of mass construction of homes.—Note the pleasing variety and harmony of exteriors obtained by variations of the Colonial style. (Lower photo.)