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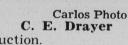
Coming! Mass Production of Homes on the Assembly Line

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 corpor-

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 cre ates volume demand and hence



allows mass production. Key is Engineering Planning

In addition to volume demand, inload to build a thousand houses.

are the same, the use of capital and decisions or be a bit different. power and materials in great mass-Such time saving, made almost in- one of a thousand houses that look

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

Rafters, joists and studs must be dustrial mass production requires sawed by power in the lumber yard. dynamic men with plenty of capital, They must be loaded on a trailer and probably most important, engin- in the same place, the trailer must eering minds. There is no more be unhooked in the same relation to magic in mass production of houses the building and the material unthan in the production of a million loaded in place. In theory, the cusgadgets for a thousand ten cent tomer must not be allowed any stores. Mass production implies change in plans any more than in a mass buying; lumber, brick and ce- Ford car. To change even a nail or ment by the boatload and the train screw means slowing of production timing and consequent increase in Of course the assembly line is dif-cost out of proportion to benefits. ferent for houses from that in other But practice is not quite so rigid. industries—for houses the assembly Enough options are allowed to satline is the street—but the principles isfy the buyer who wants to make

If you have read thoroughly this es and the saving of time even to far, you are probably saying to yourfractions of a minute by time studies. self with vigor: "but I won't have



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.)