



27



John Crerar Library
86 E Randolph St
Chicago, Illinois

Atten: Mr J K Wilcox

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

DEAD ALIVE



GENERAL HOUSES, INC. is organized to design, build and sell the best house possible at the lowest cost.

GH houses are the last word in smartness, comfort, beauty, simplified living, efficient equipment. GH is tomorrow's house today.

SERVICE. From start to finish you deal with but one organization which assumes full responsibility for the entire work.

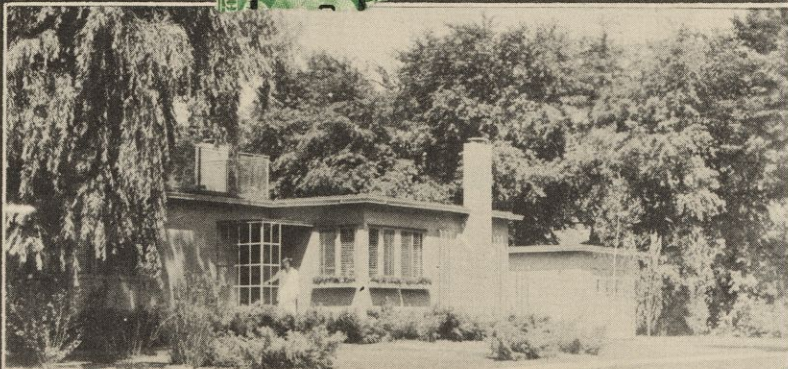
VALUE. Standard factory-made parts produced for us by such well known manufacturers as The Bethlehem Steel Corporation, the Curtis Companies, etc. assure outstanding quality and value thruout. Such a house as has never been possible before at any price, is thus now available to you at low cost.

VARIETY. "No two houses alike". By interchanging and varying GH standard panels, thousands of different houses may be worked out from our carefully studied base plans. In color, finish, decorating and planting, individuality can be expressed to the full.

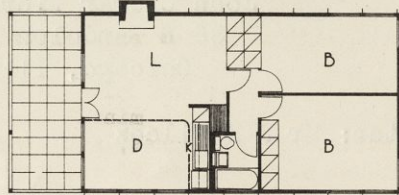


STUDY
these plans

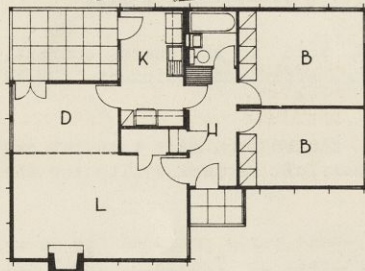
NOTICE
how well
they fit
your own needs



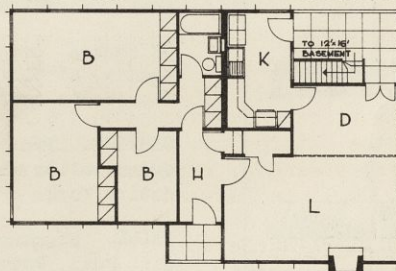
\$4500 UP
MOHEGAN
R₅4P



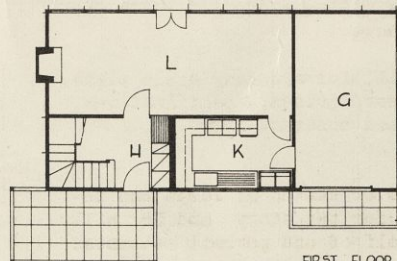
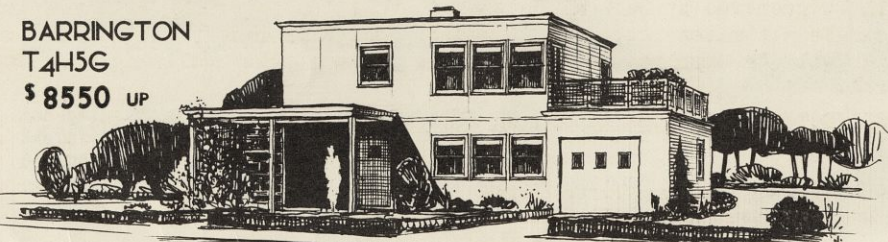
\$5450 UP
ELMHURST
K₃H4DP



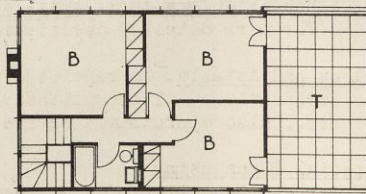
\$6900 UP
STANDISH
K₃H5DQ



BARRINGTON
T₄H5G
\$8550 UP



FIRST FLOOR.



SECOND FLOOR.

ANY PLAN MAY BE READ IN REVERSE.
PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

Outstanding features of GH houses are:

CONSTRUCTION: GH houses are quickly assembled under our direction from standard factory made rust-resisting steel panels, four feet wide, used for walls, floor, roof, and interior partitions. Wall panels are of several types containing window, door or chimney as required. Panels have an inner and outer shell with heavy insulation between so that the house is as heat and cold proof as a mechanical refrigerator. Walls are weather tight, quiet, fire and vermin resisting. Factory produced parts mean a higher standard value, faster construction, lower costs.

PLANNING: Our architects have produced plans and designed equipment that save steps, reduce housework to the minimum, and provide efficient storage space for utensils, china, clothes, and other belongings. These plans take careful account of the needs of the American Family. Utmost use is made of all available space.

VARIETY: Even in houses built from the same basic plan, much variety is possible without incurring special designing charges. Positions of doors, and windows can be changed and rearranged to obtain the best exposure and view for your particular lot. You have your own choice of exterior and interior finish and color. You may have linoleum or hard wood floors. We will handle your entire interior decorating and landscaping if you wish.

OTHER PLANS: General Houses has many interesting larger and smaller plans and "growing houses" that use our "Add-A-Room" principle. Blue prints showing these, together with perspectives, specifications, illustrations and descriptions of equipment, complete and detailed prices for the different plans and for optional equipment such as built-in closet dressers, roof decks, screened porches, storm sash, window boxes, etc., will be forwarded on receipt of \$1.00.

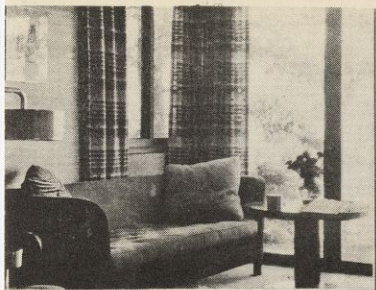
SPECIAL PLANS: Designs for houses to meet your individual requirements or special needs for any type building, using GH factory made parts will be prepared by General Houses in full cooperation with you and accurate estimates provided. A modest charge is made for this service which will be applied on the purchase price of the building when ordered.

ARCHITECTURAL SERVICE: Should GH standard construction not meet your

Please fill out this and reverse side, tear off along this line and mail to General Houses, Inc., 220 South State Street, Chicago, Illinois.

General Houses offers three types of service. Please check service desired. (For more detailed description see above.)

1. Plans and details. On receipt of \$1, GH will forward many scale plans, perspectives, illustrations of equipment, prices, specifications, etc., also approximate freight rates and contract forms. ☐
2. Special Plans using GH parts. Send list of your requirements or sketch of ideas and deposit of \$15 for one story house, \$25 for two story and GH will prepare special plans. Deposit one-half of one percent estimated cost is required on other buildings. ☐
3. Architectural, engineering and construction service. Write outlining your problem. ☐



individual requirements for any reason, General Houses also offers thru its Architectural and Engineering Division a complete designing and technical service for all types of building and construction.

So great has been the public interest aroused by our houses and model home at A Century of Progress that we have been deluged with inquiries. We are accordingly answering here the most common of the questions we have been asked.

Lightning cannot harm a GH house. The whole house acts as a lightning rod dispelling the electric charge. The safest place in a storm is a GH house.

Earthquakes and wind storms are resisted by the strong steel panels rigidly bolted together to form a continuous structure in a manner not possible with wood frame or masonry.

Costs are low: In comparing with conventional construction, bear in mind that GH houses are complete and that GH construction, planning, and factory parts provide value not possible in ordinary houses.

Maintenance is a small item in a GH house. Painting every four to five years keeps it new and bright. Such maintenance as is required can be done by anyone. GH houses are built to last.

Erection of GH houses is extremely simple. We send our representative to direct and take full responsibility for the work. No special machinery or trained crew is required.

Appearance of GH houses like their planning and construction represents the best in modern design. With conservative charm and sleek efficient beauty the house at last takes its proper place with the modern beauty of automobiles, airplanes or stream-line trains.

PRICES quoted are for GH standard houses completely erected on typical lot anywhere in the United States exclusive of freight. (Superintendence extra outside of the Chicago area.) These prices include standard equipment, consisting of foundation and finished house, plumbing fixtures, automatic heating, wiring and fixtures, screens, linoleum or wood finished floor, wardrobe cases, and kitchen cabinets, and porches or terraces if shown in plans.

Use Coupon to obtain many other plans and details.

Name: _____ Occupation: _____
Address: _____

1. Do you own a lot? _____ Size? _____ Location? _____
2. Is building site level? _____ If sloping, how much? _____
3. Are sewers and utilities installed in street? _____
4. When do you intend building? _____
5. How much cash have you available for purchase of house? _____
6. If necessary can you arrange financing yourself? _____

PROSPECTIVE DEALERS should send references and statement of qualifications.