

# A CENTURY OF PROGRESS

## *in Building Construction*

**P**resent day industrial methods are used by General Houses, Inc., to manufacture units that are assembled to make economical and efficient houses of a large variety of types, and that make it possible for you to purchase a completely equipped and permanent home as modern as tomorrow. Housing can no longer be referred to as "the industry that progress passed by."



GENERAL HOUSES, INC.





# PREFABRICATION

*the skyscraper's contribution  
to modern home construction*

The ordinary house such as the one shown below, built in an unscientific, handicraft way, requires at least three months to complete . . . But modern construction methods made it possible to erect the 80 story Empire State Building, 2500 times as large, in only fifteen months . . . The reason for this is simple enough the builders of the skyscraper took advantage of the progress that science and industry had made in the past century. The builders of small homes did not . . . General Houses, Inc., was established to design, manufacture, merchandise and assemble houses of high quality at low cost . . . By directing to the build-

ing of homes the developments made in other industrial fields we are now offering you this *prefabricated* house, as an example of the best house you can buy today . . . Whatever your needs – an eight-room suburban residence with three baths and garage, or a one-room vacation cabin, perfectly outfitted for two persons – General Houses can supply the house and deliver it to your site at a price that is within your reach, and will completely erect and equip it in a surprisingly short time.

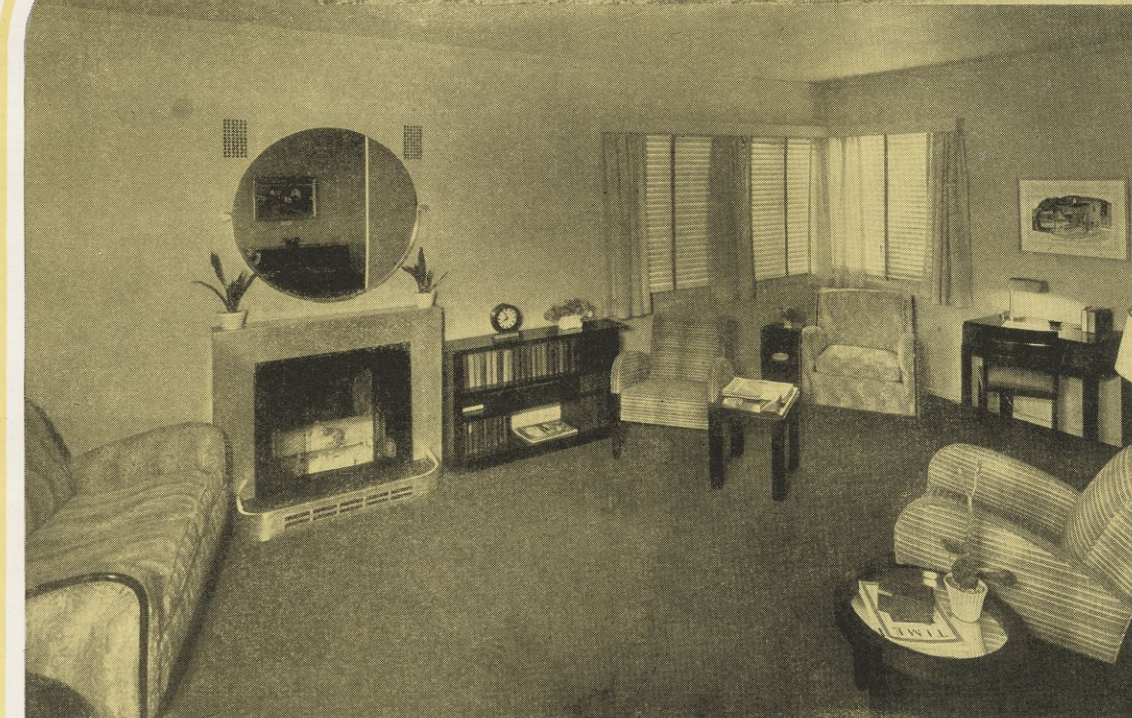
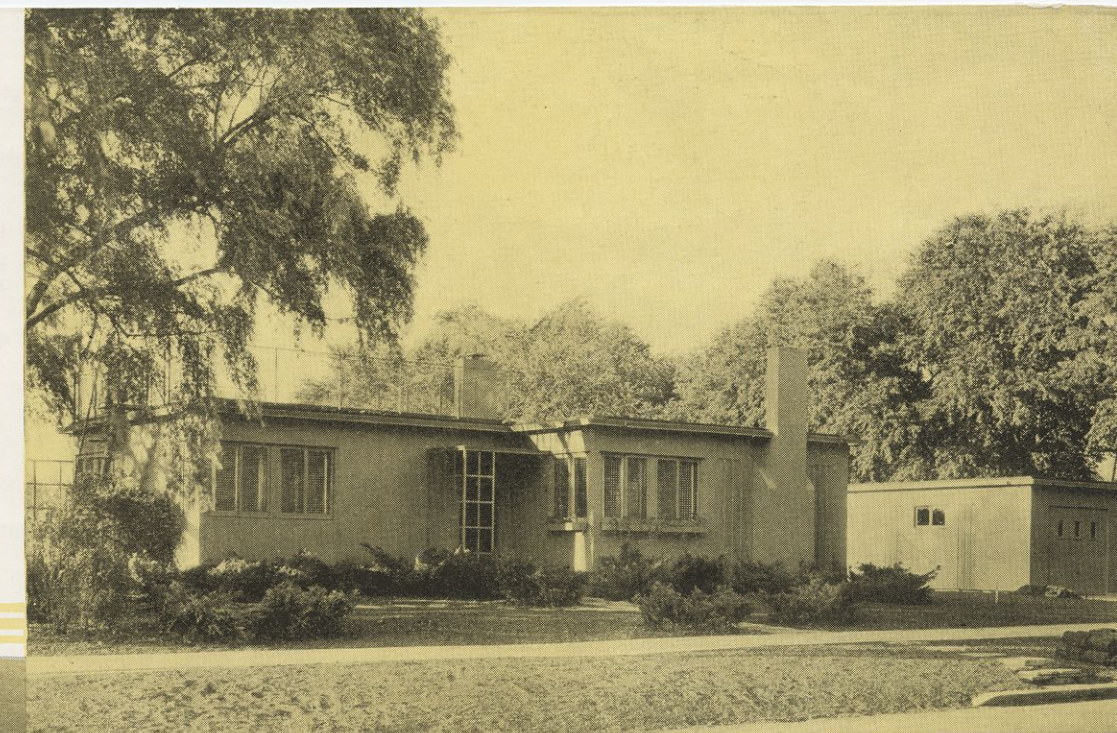


GENERAL HOUSES, INC.



THIS five room exhibition model, the ELMHURST, (plan K3H4D) stands midway between the largest and smallest in the General Houses line. It represents the result of careful planning for the comfortable living of the average small family.

The layout can be changed if you wish – enlarged or reduced to suit your requirements and your budget. The sectional panel construction permits walls, windows, doors and fireplace to be arranged in many different ways to suit your taste. Your own preference can decide the placing and size of porch, roof deck, trellises and terrace. Color, inside and out, will be of your own choice. If you wish it, General Houses will advise you on furnishing and landscaping as well. Each house erected by General Houses is an architectural design of distinction and individuality.



NO TWO HOUSES ALIKE



THE *prefabricated* house offered by General Houses is an assembled building, erected from parts and panels made in the factory and then shipped to the site. The General Houses dealer in your neighborhood erects the house for you and takes care of every detail. You deal with one organization which assumes full responsibility. Your house is made of superior materials, *each chosen because it is the best for its particular purpose*, as tested and proven by years of use, and made by a manufacturer of high standing and reputation.

The General Houses system of prefabricating and erecting houses gives you a home that is better in quality than you could obtain by building a house in the old-fashioned way. General Houses designs insure an efficiency of layout and a smartness of appearance not otherwise obtainable unless you can afford the services of an architect. General Houses construction gives you a house that is economical in upkeep because it has so few parts that are subject to damage, deterioration and subsequent repair costs; because compact equipment and smooth surfaces eliminate much housework; and because exceptionally full insulation of walls, floors and ceilings reduces heating costs in winter and keeps the house cool in summer.

You will find that a home by General Houses is the best investment you have ever made for your family—whether you seek comfort, convenience, economy, or just the pleasure of a real home.

If you wish further information, consult the nearest General Houses Dealer, or communicate directly with

**GENERAL HOUSES, INC., 220 SOUTH STATE STREET, CHICAGO**

