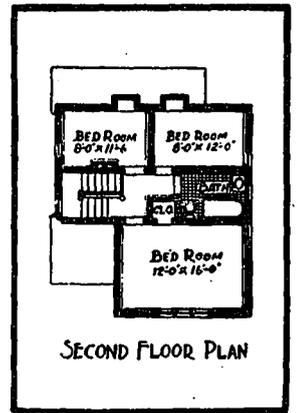
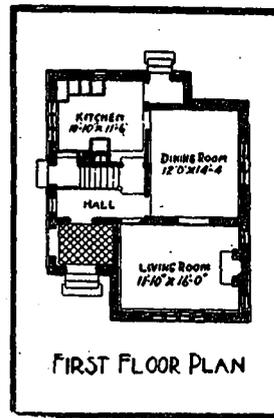




Fig. 3—One of the Houses Erected by the Goodyear Tire & Rubber Company at Akron, Ohio.



should also be charged to the lot, which will give the average *improved cost* per lot. The difference between the *original cost* and the *improved cost* should not run over six or eight cents per square foot. The architect should at this time estimate the total cost of the various types of houses, and include in his estimate the cost of walks, finished grading, seeding, etc.

With the above figures, the rates of rental or sale necessary to retire the capital invested in a given term of years may be ascertained. If the town and the houses have been economically planned, and no profit is figured for the company, the rental or sale prices will be low; if not, a new preliminary plan should be made at once. To illustrate this we are quoting the figures that the Goodyear Rubber Co., of Akron, Ohio, placed before their employees who purchased:

Instruments	445.00	
Sidewalk, 265,531 sq. ft. (est.)	23,153.00	
Grading about houses, top soil seeding (est.)	13,000.00	
Miscellaneous, ditches monuments, etc.	1,832.00	\$180,675.00
		210,675.00

Number of Lots 430, average area 6250 sq. ft.	
Original Cost per lot	\$ 70.00
Cost of improvement per lot	420.00
Total improved cost	490.00

Successful industrial housing can only be obtained where the project is self-supporting after it is provided. This method of estimating the financial aspect will tend toward the elimination of theory and false ideals, and will place the whole project on a practical basis. If the rental seems unduly low the standard of the development indicated by the size of the lots, the design and materials used for the houses, may be raised accordingly. After this preliminary plan has been made and adjusted to the financial requirements the houses themselves may be considered in detail.

ORIGINAL COST OF PROPERTY:—

100 acres at \$300.00	\$30,000.00
Cost of Improvement:	
Excavating 100,000 yds. (est.)	\$27,175.00
Curb for brick pavement, 11,796 lin. ft. . .	3,538.00
Gravel roads, 36,073 sq. yds. (est.)	16,235.00
Curbs and gutters for gravel roads, 35,953 ft.	21,574.00
Sanitary sewer system, (est.)	21,000.00
Storm sewer system, (est.)	8,000.00
Main drain	8,510.00
Bridge, (concrete)	9,729.00
Planting trees and shrubs (est.)	2,500.00
Office and Engineering expense, Arch. fees	21,000.00
Blue Pond drain	2,932.00

TYPES OF HOUSES.

There are usually three types of houses to be provided for. The first will be the house for the laborer, who receives the smallest wage; the second the house for the mechanic, who is accustomed to expect the average city living conditions, and the third, and the least considered in

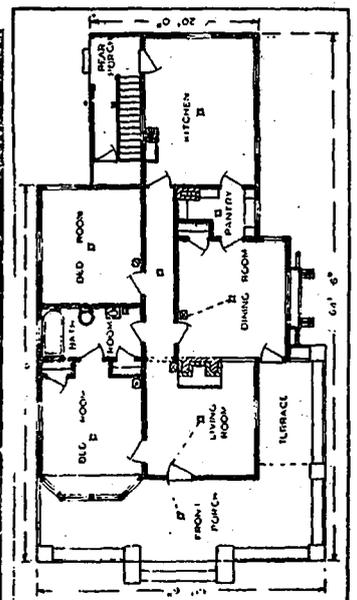


Fig. 4—Two Bungalows Erected by the United States Steel Company. In one of their permanent new towns.