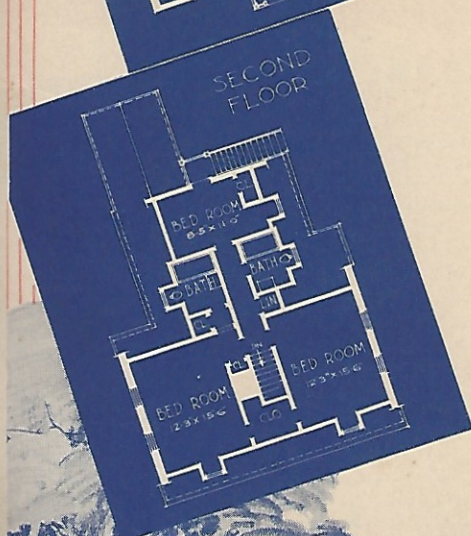
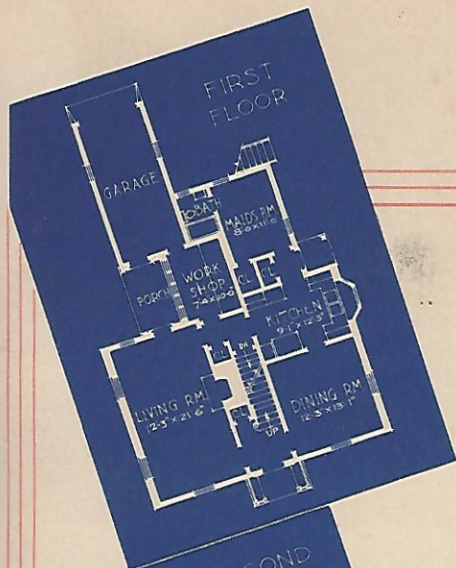


The Town of Tomorrow

DEMONSTRATION HOME No. 15



NEW YORK WORLD'S FAIR



No. 15

The Johns-Manville Triple
Insulated House

Sponsored by
Johns-Manville

American Gas Association
American Hardware Corporation
American Stove Company
Crane Co.
Curtis Companies Incorporated
Fir Door Institute
S. C. Johnson & Son, Inc.
Jones & Laughlin Steel Corporation
National Adequate Wiring Bureau
National Better Light-Better Sight Bureau
National Chemical & Manufacturing Company
Serval, Incorporated
The Stanley Works
Structural Clay Products Institute

Furnished by B. Gertz, Jamaica, L. I.

AN A. G. A. ALL GAS HOUSE



Johns-Manville Triple Insulated House

THE architects state: "In the belief that the majority of people will in the future be still influenced in the selection of their homes by tradition and sentiment, we chose a modification of a Williamsburg Colonial and adapted the design to the modern problem of living. . . . It is our belief that the modern home of tomorrow will be the development of the home of yesterday, adapting new materials, equipment, etc., to the design." That they have succeeded admirably in providing a home of fond memories, charm and satisfying attributes to a great majority of Americans, but one yet fully meeting all the needs and conveniences of modern living, will be attested by your careful inspection of it. Structurally this home is notable because through use of Johns-Manville materials it is "triple insulated" or protected against fire, weather and wear.

The plan provides a maximum of usable space, fine circulation, ample closets and

with seven rooms and three baths accommodations for four or five persons and a maid. Two unusual features are the workshop, kitchen with a bay for flowers back of the sink area and a first floor workshop of another kind for the man who likes to keep his own house shipshape.

Major sponsors are listed on the front cover and full details as to products used in this house are given in following paragraphs, together with literature and services available to the home builder. Readers are advised to consult these manufacturers for names of local distributors and for any other desired information. All lighting is planned according to standards of the National Better Light-Better Sight Bureau and electric wiring and wiring devices are installed under standards of the National Adequate Wiring Bureau.

Furnishings and decoration are by B. Gertz, Jamaica, L. I., from whom prices and full information can be obtained.

SPONSORS and their PRODUCTS

The information given on this and the following pages is essentially factual. It provides names of manufacturers and types of their products specified and used in the construction and equipment of this house. As the visitor inspects the house he will find this data useful as a check

list for later reference. Mark those products which interest you and write to the manufacturers for full information. Immediately you will receive the names of local distributors, literature and a description of services available. All products shown are nationally available.

EXTERIOR

EXTERIOR WALLS: Johns-Manville Corporation
22 East 40th Street, New York, N. Y.

The exterior walls, except the gable ends, are covered with J-M Asbestos Siding Shingles which duplicate the effect of fine wood shingles in a material that will not burn and cannot rot. These same advantages are available in the form of clapboards of asbestos siding for those who prefer clapboards to shingles. In the form of either shingles or clapboards this material affords traditional charm as well as safety and durability.

The 1939 edition of "The Home Idea Book" published by Johns-Manville, is available at 10 cents per copy to cover handling and postage. It contains a wealth of home-building facts. Other J-M Products are shown in Demonstration Homes Nos. 2, 13, 16, 19 and 21. Visit the Johns-Manville Building across the street on Petticoat Lane.

EXTERIOR WALLS (Gable ends): Structural Clay Products Institute
1427 Eye St., N. W., Washington, D. C.

Variety and interest is added to the Long Island Colonial home by the use of brick which has been "whitewashed" on the gable ends of the house. This is in strict accordance with tradition, the early builders very rightly feeling that greater charm was achieved by varying the texture and feeling of the exterior composition. This brick as well as that used in the chimney and fireplace was supplied by members of the Structural Clay Products Institute. A booklet entitled "Own Your Own Home," is available upon inquiry to the above address.

GARAGE DOORS: Fir Door Institute
Tacoma Building, Tacoma, Washington

The Craw-Fir-Dor, a self-energizing, one-piece, upward-acting garage door is a new contribution to the convenience of driving. It can be installed in 3½ hours by one carpenter. It is lightweight but sturdy. It is weather-stripped, cannot rattle, warp or sag and it is adaptable to every garage. Finger pressure will raise it easily.

This door is stocked by lumber dealers and building supply dealers. Descriptive literature is available from dealers, from the Crawford Door Company, 5600 St. Jean Street, Detroit, and from the Institute.

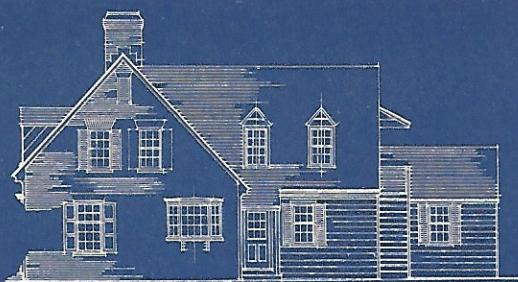
INSULATION: Johns-Manville Corporation
22 E. 40th St., New York, N. Y.

The insulation used in this house is J-M Rock Wool Home Insulation, Full Thick Batts, Type "B." It retards the flow of heat through walls and roof to the outdoors in winter and helps prevent the penetration of heat in summer. Proper insulation will keep rooms up to 15 degrees cooler in summer and save up to 30% in fuel bills. See "Exterior Walls" above.

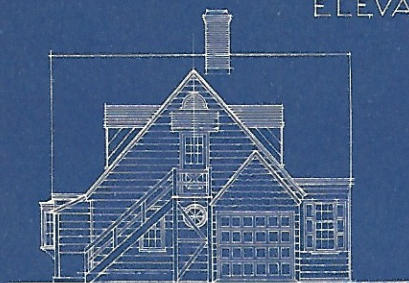
ROOF: Johns-Manville Corporation
22 East 40th Street, New York, N. Y.

The roof surfacing is of J-M Cedargrain Asbestos Shingles, No. 507. These shingles harmonize with the architectural design and achieve all-important aesthetic requirements of color, texture and style. Being made of asbestos and cement they will withstand fire and weather. See "Exterior Walls" above.

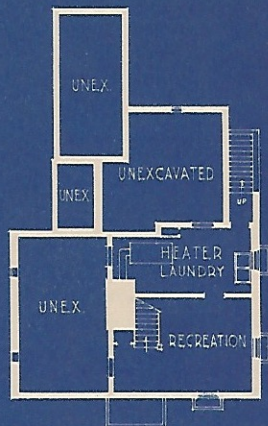
**Street Lighting Equipment Throughout the Town of Tomorrow Sponsored by
Line Material Company, South Milwaukee, Wis.**



ELEVATION



The elevations sketched above show the sides of the house which do not appear in the perspective illustrated on page 1. The basement plan is also indicated.



BASEMENT

WINDOWS: Curtis Companies Incorporated
Clinton, Iowa

The windows in this house are Curtis Silentite pre-fit windows. They are weather-tight, won't rattle or stick and are easy to operate. Weather-tightness is accomplished by application of metal weather-stripping accurately at the factory. The close fit of Silentite windows results in considerable fuel savings and shuts out beating rains as well as dirt and dust. They are easy to operate because the sash glides in smooth metal slides.

SHEATHING: Johns-Manville
22 East 40th Street, New York, N. Y.

J-M Steeltex for Brick Veneer is used under brick veneer in gable ends of main portion of house. This is a heavy wire mesh with a double-ply waterproof backing. The Steeltex is nailed to the framing, after which the brick is laid in the conventional manner, except that the hollow space between the brick and the wall is completely filled with mortar. This construction provides a stronger wall protected against infiltration of air and moisture.

INTERIOR Furnishings and Decoration by B. Gertz, Jamaica, Long Island

FLOORING: Johns-Manville
22 East 40th Street, New York, N. Y.

J-M Asphalt Tile Flooring is used on the floors of all bathrooms and the workshop. This is a richly decorative yet utilitarian floor, meeting all of the important requirements of a good floor covering. A great variety of colors and patterns is available.

FLOORS Jones & Laughlin Steel Corp.
(Structural): Third Ave. & Ross St., Pittsburgh, Pa.

The first floor of this house is of fire-safe construction. It is built by use of steel and concrete. This is done by the use of J & L Junior Beams and reinforcing. A concrete slab is poured over the beams, the reinforcing coming in the middle of same, and the top surface is floated smooth to receive a coat of mastic. This construction results in a strong floor providing safeguards against fire, termites and moisture penetration.

HARDWARE: American Hardware Corp.
(P. & F. Corbin Division)
New Britain, Conn.

Architects and home planners agree that hardware design and architectural style are definitely related. The same influences which have led to the development of architectural styles have been productive of hardware in types and designs which are vital to decorative charm and individual character. The door handle, knocker and push button for the front entrance can lend charm and distinction if they are in accord with their surroundings.

HOME Stanley Tools
WORKSHOP: New Britain, Conn.

One of the features of this home is its home workshop. The home workshop has developed rapidly in the last ten years. A constantly increasing number of men and boys are enjoying the fun of home handiwork and the doing of their own home repair jobs. They are realizing the satisfaction and relaxation of a hobby that turns idle hours into happy, productive pastime. This workshop shows the various type of tools available.

KITCHEN Curtis Companies Incorporated
CABINETS: Clinton, Iowa

Curtis Sectional Kitchen Cabinets are the result of extended research and experience in meeting present day requirements in cabinets for kitchen and pantry. These units are designed to be self-contained units or to be used in combination with other Curtis units. The Curtis Companies Service Bureau maintains a kitchen planning service available to all who plan kitchens. The Curtis Woodwork dealer is also equipped to render this service.

KITCHEN— American Stove Company
RANGE: 4301 Perkins Avenue, Cleveland, Ohio

A flick of the finger lights the Magic Chef Gas Range shown in the kitchen of this house. Its Hi-lo valve gives any type of heat from a fast fire to a simmering flame without guesswork. A Super-Duty burner provides 25% greater heat for deep-fat frying and greater spread of

heat for wide utensils. The Red Wheel oven regulator maintains a constant temperature without oven peaking.

KITCHEN—
REFRIGERATOR:

Servel, Inc.
51 E. 42nd St., New York, N. Y.

Servel Electrolux—the Gas Refrigerator—adds to the convenience of this well-planned kitchen which is part of the all-gas house sponsored by American Gas Association. It is permanently silent because a tiny gas flame does the work of moving parts in the freezing system. It circulates the refrigerant without friction or noise. The Electrolux has no moving parts. There is no stopping and starting, and as a result you get full protection—constant cold. Your local utility company carries the Electrolux.

LIGHTING: **National Better Light-**
Better Sight Bureau
420 Lexington Ave., New York, N. Y.

This non-profit organization, composed of nineteen national associations and industries, is conducting a nation-wide educational program emphasizing the value of good eyesight, its importance in human welfare and progress, and the means of protecting it. The lighting equipment in this house was selected for adequacy of light for comfortable "seeing," without glare.

Lighting Fixtures were furnished by Globe Lighting Fixture Mfg. Company, New York, N. Y.

MAINTENANCE **S. C. Johnson & Son, Inc.**
OF FLOORS AND **Racine, Wisconsin**
WOODWORK:

The waxing and maintenance of floors and woodwork in all the Demonstration Homes of the Town of Tomorrow are sponsored by this Company. The following Johnson Products are used: Johnson's Paste Wax, Johnson's Liquid Wax, Johnson's Self-Polishing Glo-Coat, Johnson's Creamy Furniture Polish. These products are described in a number of circulars and booklets.

PLASTER **Johns-Manville**
BASE: 22 East 40th Street, New York, N. Y.

J-M Steeltex for Plaster is used as a base for all plaster. It consists of a fabric of steel wire which is completely embedded in the mortar, not unlike the manner in which glass is reinforced with wire thus assuring a strong plastered wall construction. It minimizes cracking.

PLUMBING **Crane Co.**
FIXTURES: 836 South Michigan Ave., Chicago, Ill.

Crane fixtures are installed in this house as follows:

1st floor	Sterling lavatory, 20 x 18", #485
Lavatory	Manor closet, #485
2nd floor	Neuvogue tub, 5'6", #405
Bath 1	Neuvogue lavatory, 27 x 22", #405
	Neuvogue closet, #405
2nd floor	Coronova tub, 5'6", #495
Bath 2	Diana lavatory, 24 x 20", #495
	Siwelco closet, #495
Laundry	Everbrite tub

Valves, fittings and concealed piping for entire plumbing system are by Crane. Literature on all types of plumbing systems and equipment is available on application. Typical literature includes, "Home of Today," "How to plan the bathroom you have always wanted." All bathroom, lavatory and powder room fixtures throughout the Town of Tomorrow are products of Crane Co.

WALL **National Chemical & Mfg. Co.**
FINISHES: 3617 South May St., Chicago, Ill.

The walls and ceilings of all rooms of this house, except the main lower and upper hall and the baths and kitchen, are decorated with LUMINALL, a paint possessing interesting and valuable characteristics. One coat covers. It is odorless so that it can be used in small rooms and closets without harmful effects to the painter. It dries in forty minutes. It can be applied to new or damp plaster without damage to walls or paint. Literature describing it is available.

WALL **Johns-Manville**
FINISHES: 22 East 40th Street, New York, N. Y.

J-M Insulating Board is used on the walls of the maid's room and on the ceilings in maid's room, workshop and flat ceiling in main bedroom in wing. A wood fiber product, this board can be applied directly to the framing in new construction, or right over old walls in remodeling work.

J-M Standard Asbestos Flexboard is used on the walls and ceiling of the garage. This provides an economical, clean, fireproof lining.

J-M Tempered Hardboard is used on the walls of the workshop. It will not crack, split, warp or splinter.

J-M Decorative Asbestos Flexboard is used on the walls and ceiling of the kitchen. This is an integrally colored asbestos cement sheet in plain or tile design with a polished, sanitary surface.

J-M Asbestos Wainscoting is used in all bathrooms. This is a rigid asbestos cement sheet in tile and plain design with a baked-on surface.

WALL FINISHES • WALL PAPER:

Upper and lower hall: The paper used here is a Toile de Jouy pattern depicting country life (Pattern #329WED) from United Wall Paper Factories, Inc., Chicago, Ill.

Dining Room: The dining room paper with powder blue and off-white on a gray background is Pattern #796-14 from The Prager Company, Inc., Worcester, Mass.

Bedroom No. 2: The ivy border is Pattern #23024B from Richard E. Thibaut, New York, N. Y.

Bedroom No. 3: The smart plaid paper with yellow, blue and off-white lines on chocolate brown background is Pattern #981C from Enterprise Wall Paper Manufacturing Company, South Langhorne, Pa.

WOODWORK: **Curtis Companies Inc.**
Clinton, Iowa

All of the woodwork in this house, including the front and rear doors, the entrance, interior doors and trim, are Curtis Woodwork. Curtis Woodwork has the qualities of good design, materials, construction and ease of installation and it has a heritage of seventy-three years of quality woodwork manufacture. All Curtis Woodwork is designed and studied by architects to assure perfect harmony with the architectural style for which it is intended.

WIRING AND **National Adequate**
WIRING **Wiring Bureau**
DEVICES: 155 E. 44th St., New York, N. Y.

Wiring adequate to serve modern electrical needs conveniently, efficiently and economically was installed in this house under the direction of the National Adequate Wiring Bureau and represents the Bureau's nationally recognized standard of minimum adequacy. All wiring in this house supplied by The OKonite Company, 501 Fifth Avenue, New York. Literature covering standards of proper wiring is available on application from the National Adequate Wiring Bureau.

All Waxing and Maintenance of Floors and Woodwork in the Demonstration Homes of the Town of Tomorrow by S. C. Johnson & Son, Inc., Using Products Listed Above